



Accommodations Tax Advisory Committee

11:00 a.m., Monday, November 4, 2024

1207 Palm Boulevard

City Hall Council Chambers

Public Comment:

Citizens may provide written public comment here:

<https://www.iop.net/public-comment-form>

Agenda

1. **Call to order** and acknowledgment that the press and the public have been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of previous meeting's minutes** – October 2, 2024.
3. **Presentation of ATAX applications**
 - a. YWCA Greater Charleston MLK Event Application – LaVanda Brown
 - b. IOP Chamber of Commerce – Rod Turnage
4. **Financial Statements** – Finance Director Debra Hamilton
5. **Old Business**

Review of draft survey prepared by the College of Charleston's Office of Tourism Analysis to be made available to property managers on the island to distribute to visitors to gain insight into where visitors are coming from and what would drive them to return
6. **New Business**

Consideration of applications for funding from remaining budgeted funds in FY25 for tourism related programs and sponsorships
7. **Miscellaneous**

Next meeting date:
8. **Adjournment**



ACCOMMODATIONS TAX ADVISORY COMMITTEE

11:00am, Wednesday, October 2, 2024

1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. **Call to order**

Present: Ray Burns, Margaret Miller, Rebecca Kovalich, Park Williams (via Zoom), Barb Bergwerf, Chrissy Lorenz

Absent: Mike Boykin

Staff Present: Administrator Fragoso, Director Hamilton, PR Officer Yudchenko

2. **Approval of previous meeting's minutes – August 28, 2024**

Ms. Bergwerf made a motion to approve the minutes of the August 28, 2024 meeting, and Ms. Lorenz seconded the motion. The motion passed unanimously.

3. **Financial Statements**

Director Hamilton said there is \$4.9 million in the ATAX account. The City received a \$4,000 grant for body armor. \$41,000 in interest has been earned to date in FY25. All expenses are tracking as expected. No State ATAX funds have been received as of yet.

Mr. Burns asked about the \$570,000 budget expense for the Waterway Boulevard Path project. Administrator Fragoso explained how that project has been financed and is being managed. She also shared the scope of the project and its current status. She said it is unlikely that the work will be completed in FY25, so some of those funds will be moved to FY26.

4. **Old Business**

A. Update on initiative in partnership with the College of Charleston's Office of Tourism Analysis regarding development of questionnaire to be made available to property managers on the island to distribute to visitors to gain insight into where visitors are coming from and what would drive them to return

Administrator Fragoso shared that she has received the draft of the survey but has not had the chance to review it yet. She will share it with Committee members.

She also reported that she recently met with island property managers regarding the survey and its goals. The property managers have embraced the idea and will encourage their renters to fill it out. They would like to review the survey prior to publication to make sure it benefits them as well. They would also like to receive the survey data when available.

Mr. Burns asked that owner-managed short-term rentals also be included in this effort.

B. Consideration of new design for the T-shirt program

Administrator Fragoso shared the narrowed-down entries for the new t-shirt design. She presented three choices as well as one to consider for a child's t-shirt. Committee members said they would like the design for the child's t-shirt to be available in adult sizes as well. They would also like this design to include some sort of autism awareness tag since the design was created by autistic members of the community.

MOTION: Mr. Burns made a motion to recommend Options 1 and 4 as the new designs for the t-shirt program to be purchased in amounts and sizes determined by staff. Ms. Miller seconded the motion. The motion passed unanimously.

C. Discussion of responsibilities of ATAX Advisory Committee

Using information from the new member orientation, Administrator Fragoso reviewed the responsibilities of the ATAX Advisory Committee. She said, "The ATAX Committee is responsible for making recommendations on the State Accommodations revenue that the City receives every year."

She suggested that the Committee could review this material again at the start of the new year and provide more information about the budget planning process.

5. New Business

A. Consideration of application from YWCA for funding from remaining budgeted funds in FY25 for tourism related programs and sponsorships

As there was no representation from the YWCA for this application, the Committee agreed to schedule another meeting when their questions could be answered by someone from the organization. Mr. Burns would like to know the number of overnight stays created by the 2024 event. He also expressed concern about ATAX monies being used for an invitation-only event. He would also like to see their meeting agenda and content.

Administrator Fragoso said she will reach out to TERC to better understand the rules around using public funds for a private event.

6. Miscellaneous Business

The next meeting of the ATAX Committee will be Monday, November 4, 2025 at 11am.

Administrator Fragoso said she will extend the deadline for additional ATAX applications to October 25, 2024.

7. **Adjournment**

Mr. Burns made a motion to adjourn, and Ms. Bergwerf seconded the motion. The meeting was adjourned at 11:47am.

Respectfully submitted,

Nicole DeNeane
City Clerk

**City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of Septmeber 30, 2024**

| | 9/30/2023 | 9/30/2024 |
|--|---------------------|---------------------|
| CASH @ TRUIST | \$ 23,473 | \$ 74,258 |
| CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL | 4,425,116 | 4,863,458 |
| ACCOUNTS RECEIVABLE | 7,110 | 7,405 |
| AMOUNTS DUE FROM OTHER FUNDS | <u>-</u> | <u>-</u> |
| TOTAL ASSETS | <u>4,455,700</u> | <u>4,945,122</u> |
| ACCOUNTS PAYABLE | (1,667) | 15,039 |
| AMOUNTS DUE TO OTHER FUNDS | <u>359,404</u> | <u>84,172</u> |
| TOTAL LIABILITIES | <u>357,737</u> | <u>99,211</u> |
| FUND BALANCE Beginning | 4,154,059 | 4,893,009 |
| Excess Revenues Over/(Under) Expenditures | (56,096) | (47,099) |
| FUND BALANCE | <u>4,097,963</u> | <u>4,845,910</u> |
| TOTAL LIABILITIES & FUND BALANCE | <u>\$ 4,455,700</u> | <u>\$ 4,945,122</u> |

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 3 Months Ending September 30, 2024
Fiscal Year Ending June 30, 2025

| Date | | Description | Total |
|------|--|-------------|-------|
|------|--|-------------|-------|

Revenues

| | | |
|--|--|--------|
| | Body Armor Assistance Grant | 4,184 |
| | September Quarterly Payment from State | |
| | December Quarterly Payment from State | |
| | March Quarterly Payment from State | |
| | June Quarterly Payment from State | |
| | YTD Interest Income | 63,081 |

Grand Total

| | |
|--|--------|
| | 67,265 |
| | 67,265 |

State Accommodations Tax
Detailed Expense Statement for the 3 Months Ending September 30, 2024
 Fiscal Year Ending June 30, 2025

| Vendor | Description | A Actual Expenditure | B FY2025 Budget | C Committee Approved | B+C-A (Over)/ Under |
|--|--------------------------------|----------------------------|-----------------------|----------------------------|---------------------------|
| Public Restroom Operations | | | | | |
| Dominion | YTD electricity for restrooms | 131 | 750 | | |
| IOP WSC | YTD water & irrigation | 5,581 | 12,500 | | |
| Blitch, Steady Hands Painting, AAA Fence Co. etc. | YTD maintenance | 3,013 | 45,000 | | |
| Port City Paper | YTD paper & cleaning supplies | 3,023 | 11,000 | | |
| SCMIRF/Wright Flood | YTD property & flood insurance | 4,309 | 13,200 | | |
| Irrigation By Design | YTD Backflow Testing | - | 80 | | |
| Quality Touch Cleaning | YTD cleaning | 4,577 | 40,000 | | |
| IOP Payroll | YTD attendant | 6,563 | 28,367 | | |
| | | 27,197 | 150,897 | | 123,700 |
| Beach Barrel & Front Beach Business District Trash Pickup | | | | | |
| JLG Enterprise LLC | YTD trash pickup per contract | | | | |
| | | 28,673 | 85,000 | | 56,327 |
| Irrigation at Breach Inlet Sign | | | | | |
| IOP WSC | YTD irrigation | | | | |
| | | 129 | 600 | | 471 |
| Non- Capital | | | | | |
| Maintain Benches at Parks | | - | 1,000 | | |
| Beach Wheelchairs and Maintenance | | | 5,000 | | |
| | | - | 6,000 | | 6,000 |
| Beach Trash Barrels | | | | | |
| Beach Trash Cans | | - | 7,500 | | |
| | | - | 7,500 | | 7,500 |

State Accommodations Tax
Detailed Expense Statement for the 3 Months Ending September 30, 2024
Fiscal Year Ending June 30, 2025

| Vendor | Description | A Actual Expenditure | B FY2025 Budget | C Committee Approved | B+C-A (Over)/ Under |
|--|--|-------------------------------|-----------------------|----------------------------|---------------------------|
| IOP Promotions & Events | | | | | |
| | Connector Run | | 7,500 | | |
| | Easter Egg Hunt | 102 | 4,500 | | |
| | Music Events | | 4,500 | | |
| | | 102 | 16,500 | | 16,398 |
| Programs & Sponsorship | | | | | |
| | Provisional Events Approved By Committee | | 50,000 | | |
| | July 4th Fireworks | 19,508 | 45,000 | | |
| | | 19,508 | 95,000 | | 75,492 |
| Charleston CVB - 30% Tourism Promotion Funds | | | | | |
| | Charleston Area CVB | 30% distribution for Sept Qtr | | | |
| | Charleston Area CVB | 30% distribution for Dec Qtr | | | |
| | Charleston Area CVB | 30% distribution for Mar Qtr | | | |
| | Charleston Area CVB | 30% distribution for Jun Qtr | | | |
| | State Mandated 30% Transfer | | 964,259 | | |
| | CVB Quarterly Shared Payroll | | | | |
| | | - | 964,259 | | 964,259 |
| Tourism Promotion Funds | | | | | |
| | City Hall's Visitor T-Shirt | 595 | 15,000 | | |
| | Charleston Area CVB | Shared Cost | | | |
| | | (7,405) | | | |
| | | (6,810) | 15,000 | | 21,810 |
| Transfer to IOP Marina for 75% of Bond Debt Service | | | | | |
| | Isle of Palms Marina Enterprise Fund | * | 250,391 | - | 250,391 |

State Accommodations Tax
Detailed Expense Statement for the 3 Months Ending September 30, 2024
 Fiscal Year Ending June 30, 2025

| Vendor | Description | A Actual Expenditure | B FY2025 Budget | C Committee Approved | B+C-A (Over)/ Under |
|---------------------------|---|----------------------------|-----------------------|----------------------------|---------------------------|
| Police | | | | | |
| | Body Armor | | 7,500 | | |
| | Training Room Upgrades | | 17,500 | | |
| | | - | 25,000 | | 25,000 |
| Capital Outlay | | | | | |
| General Government | | | | | |
| | IOP Message Board | 2,156 | 25,000 | | |
| | 1/3 Planning of City Hall Repair/Renovation | | 83,333 | | |
| | | 2,156 | 108,333 | | 106,177 |
| Police | | | | | |
| | UTV | 20,350 | 22,000 | | |
| | 1/2 Public Safety Drone | 146 | 11,500 | | |
| | Tasers | 7,754 | 18,171 | | |
| | Access Control System | | 31,250 | | |
| | | 28,250 | 82,921 | | 54,671 |
| Fire | | | | | |
| | 1/3 Share Rescue Boat | | 100,000 | | |
| | Training Mannequins | | 22,000 | | |
| | Access Control System | 7,754 | 31,250 | | |
| | | 7,754 | 153,250 | | 145,496 |
| Public Works | | | | | |
| | Waterway Blvd Multi-Use Path | | 570,000 | | |
| | | - | 570,000 | | 570,000 |
| Recreation | | | | | |

State Accommodations Tax
Detailed Expense Statement for the 3 Months Ending September 30, 2024
Fiscal Year Ending June 30, 2025

| Vendor | Description | A Actual Expenditure | B FY2025 Budget | C Committee Approved | B+C-A (Over)/ Under |
|--|------------------------------|----------------------------|-----------------------|----------------------------|---------------------------|
| 19% Playground W/ Pour & Play Surface | | | 124,335 | | |
| | | - | 124,335 | | 124,335 |
| Front Beach & Restrooms | | | | | |
| To Repair 4500 Linear Ft of Sidewalk | | | 70,000 | | |
| Resurface City Owned Parts of Ocean Blvd | | | 100,000 | | |
| | | - | 170,000 | | 170,000 |
| Fire Dept Debt Service on 75' Ladder Truck | | | | | |
| Truist Govt Finance | 75' Ladder Truck - Principal | | 83,947 | | |
| | 75' Ladder Truck - Interest | | 7,967 | | |
| | | - | 91,914 | | 91,914 |
| Unexpended Projects/Miscellaneous | | | | | |
| GF-Public Relations & Tourism Coordinator | | | 39,744 | | |
| GF-Firefighters (3) | | | 273,875 | | |
| GF-Paramedics (3) | | | 313,364 | | |
| GF-Police Officer (2) | | | 199,145 | | |
| GF-ALL Beach Service Officers & Marina Parking Attendant | | | 35,692 | | |
| GF-Police Overtime | | | 20,000 | | |
| GF-SRT Coordinator | | | 74,769 | | |
| GF-Code Enforcement Officer | | | 78,947 | | |
| MF-Beach Run Sponsorship | | | 3,000 | | |
| MF-T Dock | | | 83,000 | | |
| MF- Marina Green Space | | | 50,000 | | |
| Miscellaneous | | | 1,000 | | |
| | | - | 1,172,536 | | 1,172,536 |
| Grand Total | | 106,959 | 4,089,436 | - | 3,538,994 |

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for City of Isle of Palms ATAX Grant
For Office Use Only

| | |
|---|---------------------------|
| Date Received: _____ | Total Project Cost: _____ |
| Total Accommodations Tax Funds Requested: _____ | |
| Recommendation by City of IOP Staff (yes and if so amount ;no; defer to committee; n/a): _____ | |
| Action Taken By Accommodations. Tax Advisory Committee: Date _____ Approved _____ Denied _____ Amended _____ Other _____ | |

(Please Use Additional Paper and Include Pertinent Documentation as May Be Needed)

A. Project Name: Rev. Dr. Martin Luther King, Jr., Tribute Week VIP Reception

B. Applicant Organization: YWCA Greater Charleston (YWCA.GC)

1. Mailing Address: PO Box 80935 Charleston SC 29416

Telephone: 843-722-16440 Email: Lbrown@ywca-charlestonsc.org

2. Project Director: Lavanda Brown Executive Director

Telephone: 843-766-1644 Email: LBrown@ywca-charlestonsc.org

3. Description of Organization, Its Goals and Objectives:

YWCA Greater Charleston (YWCAGC) is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. As part of its mission, we are the organizer of the Charleston Region's Rev. Dr. Martin Luther King, Jr. Tribute (MLK).

C. Description and Location of Project:

This application is to sponsor the second VIP reception which will serve as an integral event in the 6-day tricounty tribute to Rev. Dr. Martin Luther King. The reception will be held at the Sweetgrass Inn on Friday January 17, 2025 (the slowest time of the tourist

year). It is likely that many of the 150 guests will remain overnight on the island and will find it convenient to remain in place either for the night or for the entire week of festivities. The resort is generously donating the event space and offering a discount on rooms for guests.

IOP is in a unique position to create a new revenue source that could expand the client base significantly. With the opening of the International African American Museum (IAAM) downtown (a partner of YWCAGC), it is likely that MLK weekend could become a major destination during a time when there is excess accommodation availability. By hosting the new and unique event of the week, the island is positioning itself to be a major destination for participants, and to encourage new visitors to return for vacations at other times of the year. This is the second year so we can build on the momentum created last year and partner to grow this into something unique and mutually beneficial.

Single Event?

Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date: 1/17/2025 Completion date: 1/17/2025
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists, ie. those coming from more than 50 miles away and expected to spend the night on Isle of Palms (40%) compared to Isle of Palms residents (15%) vs. visitors from within 50 miles such as “day trippers” (50%)

Because the reception is for elite visitors, we anticipate many will prefer the convenience of remaining on the island either overnight or for the entire weekend. Guests will include corporate donors, elected officials and other dignitaries. Since the first event we have learned how to better market this event and identify the target audience. Sign in sheets is the source of data.

*Source of tourist data (website tracking, surveys, lodging data, sales information, etc.)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance compared to each of the past three years' events? _____

*Source of tourist data _____
(website tracking, surveys, lodging data, sales information, etc.)

4. Is your event to be conducted entirely on Isle of Palms? **YES** If not, please set forth the percentage occurring on Isle of Palms, as well as the specific locations and the percentages occurring elsewhere.

5. To your knowledge, does anyone else promote projects similar to yours within the city limits of Isle of Palms? If so, how is your project similar and/or unique? Given the parameters, please explain why your project is entitled to

City of Isle of Palms ATAX funding.

There is no similar event on IOP to our knowledge and Explore Charleston along with the Sweetgrass Inn have agreed to help support this event once again for 2025m recognizing this a unique opportunity to bring a diverse clientele to the island and expand heads in beds during the slowest time of the year.

6. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have measured success for the past three years, as well as the metrics by which you will measure success for the current year's project/event on the City of Isle of Palms.

With the help of Jan Anderson, we have met with incredible success in planning and scheduling the VIP Reception. When the Wild Dunes Resort was approached, they immediately committed to donating the event space free of charge and to discount rooms for guests. When the Charleston Visitors Bureau (CVB) was approached, they immediately agreed to donate food and beverage costs (bringing IOP ATAX contributions back to the island). A Gullah/Geechie island resident is providing centerpieces, and we are recruiting a band to provide entertainment. The first year was a great pilot. Feedback suggests it is a welcome addition the MLK lineup and changing the date to a Friday will most likely lead to more overnight stays.

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding.

The YWCA's MLK multi day events is now in its 52nd year of paying tribute to Dr. King, making it one of the longest running tributes in the country and it is the largest in the state. The tribute brings diverse individuals from across the state and country. The reception is a unique opportunity to bring a diverse clientele to the island and expand heads in beds during the slowest time of the year. As the initial sponsor of the VIP event, the island is positioned to become a destination for future MLK week visitors, introducing a new demographic to the island and to other island vacation offerings. There is no better way to spend ATAX dollars than to support an event during the slowest time of the year and to a new demographic.

8. If your project is granted City of Isle of Palms ATAX funding and realizes a profit, do you commit to returning the profit to the City of Isle of Palms? ____

If not, please explain fully, to include what you will do with the money. **Note:** It is impermissible to donate or “pass through” City of Isle of Palms ATAX grants to any other organization, except as authorized by City of Isle of Palms. Further, the City of Isle of Palms does not approve of “carry forwards” of ATAX grants for use in ensuing years, absent extraordinary and compelling reasons in the sole discretion of the City of Isle of Palms. Excess funds must be returned to the City of Isle of Palms.

The YWCA does not profit from their events. All fundraisers help YWCAGC offer programming and services and no or low cost to participants (men, women, and youth). If anticipated costs are lower than expected and there are unused funds, with the permission of the ATAX committee, we request that they be used for either a) other MLK event expenses; or b) other YWCA expenses. If this is not permitted, we will return unused funds to IOP.

9. Please attach your budget reflecting the amounts and sources of all related income and donations from others for the project/event, as well as expenditures for each of the last three years. In addition, set forth projected income and expenses for this year’s project/event, as well as all expenses, both incurred and paid, as well as projected.

D. Financial Justification (“heads on beds” and ancillary benefits)

1. Describe fully and provide relevant documentation for each of the past three years reflecting:
 - Where, as a specific result of your project/event, have tourists spent the night on Isle of Palms, ie. those incurring accommodations taxes for lodging. Include the lodging providers addresses phone numbers, rooms utilized, costs and nights stayed.
 - Where do you project tourists for this year’s project to spend the night (ie. lodging for those expected to pay accommodations taxes, to include hotels, condos, house rentals, etc.)? What is the basis for your projection? As an illustration, you may set forth blocks of rooms in hotels that have been reserved, private lodging that has been booked or are expected to be booked, etc.

Last year was the first year and we have no history of lodging on the island. However, we have revamped our marketing plan, started our planning much earlier, and invited more speakers and program participants from out of the tricounty strategically to encourage overnight stays for 2025.

2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation.

Our history with events has shown that it takes 3-5 years to actualize goals while taking advantage of momentum and learning opportunities. We anticipate that 40% of the 2025

guests will stay overnight with more targeted marketing.

3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations.

The MLK tribute is the longest running and has grown into the largest tribute of its kind in South Carolina. It draws participants from across the state and beyond. In 2024 the VIP reception was the first event of its kind for the MLK tribute, but it is likely this event will evolve into a week-long destination with the support of the CVB and the IAAM museum. IOP will be well positioned to capitalize on this event as a showpiece for the island.

4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation.

This event is by invitation only and will include as many as 150 invited guests of which we estimate half may opt to stay on the island overnight.

5. Is the project/event for which you seek City of Isle of Palms ATAX funding during the "off season" or "shoulder season"? If not, please explain the justification. Are proposed dates flexible so as to be amenable to off-season and/or shoulder season scheduling? _____

The event will always occur in January, during the slowest time of the year when there is excess capacity of rooms, restaurants, and beach space.

6. Describe fully all potentially negative aspects of your project/event, if any. This would include, by way of illustration, the potential for overcrowding particularly during warm weather months, parking challenges, health and safety issues, added responsibilities and difficulties imposed on first responders, impact on peace and tranquility- especially in residential neighborhoods and for tourists and factors potentially impacting adversely on the character of the City of Isle of Palms.

Because the receptionist during January there will be no negative impacts, only positive economic impacts during a slow time.

E. Marketing Plan

Describe fully your past three years marketing for your project/event, as well as your current year's advertising and marketing plan, to include all means of broadcast. Please include and attach all applicable documentation and the projected costs involved.

YWCAGC utilizes its network of hundreds of members and volunteers along with nearly 4,000 social media followers and e-blast registrants, to promote new initiatives and funding partners. In the last 3 years the MLK tribute's media exposure has grown from 3-5 media appearances to 10 in 2024 including local networks, print, and

radio. In the last year our engagement through Facebook increased by 54%, Instagram by 231%, and our website traffic increased by 25%. We have recently hired a full-time director of communications to assist with marketing outside of the tricounty and plan to work with Explore Charleston to possibly advertise to their constituents as well.

F. **Funding:** Sources of Income for This Project/Event (Please attach all supporting documents)

1. Sponsorships or Fundraising: Amount **\$43,500** From Wild Dunes Resort and CVB

2. Entry Fees : Amount \$ 0 _____ From _____

3. Donations: Amount \$ 0 _____ From _____

4. Accommodations Tax Funds Request: Amount **\$10,000**

Date(s) Required: **1/1/2025** Lump Sum **YES** Installments _____

5. Other:

6. Total Funding: **\$43,500** Total Budget: **\$53,500**

G. Financial Analysis

Please Provide a Line Item Budget for your project/event

Room rental/Food and Bev \$43,500

Marketing/Communications - \$3,000

Photography/AV - \$2,500

Administrative oversight (logistics, reminders, event coordination) - \$2,000

Branded collateral - \$1,500

Invitations/mailing - \$1,000

If awarded, Isle of Palms ATAX funds are requested as follows:

Marketing/Communications - \$3,000

Photography/AV - \$2,500

Administrative oversight (logistics, reminders, event coordination) - \$2,000

Branded collateral - \$1,500

Invitations/mailing - \$1,000

Revised February 8, 2021

(1) Lump Sum(s): \$10,000 on 1/1/2025 (date),
\$ on (date),
\$ on (date).

(2) Payment of Invoices as submitted to City Staff. Invoices should be submitted at least two weeks prior to due date.

H. Miscellaneous

1. In what category do you place your project/event and why?
 - Festival _____
 - Marketing _____
 - Other _ (Please Explain):

2. Have you affirmatively reached out to the City of Isle of Palms staff for initial review for your project/event and if not, please explain. If you have reached out, what feedback did you receive, both positive and negative and specifically from whom? Since the inception of this new event YWCA.GC has worked with Councilwoman Jan Anderson in the planning and coordination. She received positive feedback after the event and stated that it was "a wonderful success". Council Woman Anderson reported that a "another request could certainly be favorably received".

3. If applicable, explain why you have not sought funding from sources other than the City of Isle of Palms for the funding of your project/event. If you have sought alternate or additional funding, explain fully the results to include the source(s) for funding, from whom received and set forth all amounts received or expected to be received from other sources.

We have received donations from Wild Dunes Resort (event space), CVB (food and beverage), a local artist (centerpieces), and a local band (TBD).

4. Does your project/event have applicable liability insurance, to include the City of Isle of Palms, its employees and agents and if so, what are the liability limits? If not, please explain why not and explain who will agree to bear the costs, burdens, damages and legal fees for your project/event in case claims for damages are made against the City of Isle of Palms, its employees and agents as a result of your project/event. A minimum of \$300,000 of liability insurance is typically required unless that requirement is specifically waived in writing by the City of Isle of Palms in its sole discretion. If there is applicable insurance, do you commit to making the City of Isle of Palms, its employees and agents additional insured(s)? If not, explain fully the basis. If applicable, you must include a copy of the relevant insurance policy reflecting the City of Isle of Palms, its employees and agents are additional insured(s) for your project/event. **YES** _____

5. Do you assert that the project/event for which you seek City of Isle of Palms ATAX funding is sustainable in the future? If so, please explain fully. If not, please explain fully.

With the willing support received this year as an example, we anticipate that the event should be sustainable in the future, but we would always welcome ATAX support.

6. In the event City of Isle of Palms grants your project/event ATAX grant funding, do you acknowledge that no such funds can be spent for the purchase of alcohol or tobacco products? _____ If not, please explain your justification. **YES** _____
7. In the event your project/event is awarded City of Isle of Palms ATAX grant funding, but is postponed for more than 180 days of receipt of funding, do you acknowledge that you must return to the City of Isle of Palms all ATAX grant money received from Isle of Palms absent extraordinary circumstances and within the sole discretion of the City of Isle of Palms? Do you agree? **YES** If you do not agree, please set forth fully your reasons. _____
8. In the event your project/event is granted City of Isle of Palms ATAX grant funding, you must and do hereby agree by the filing your application personally to hold harmless and indemnify the City of Isle of Palms, its employees and agents from and against any claims for damages to include, *inter alia*, legal fees relative to your project/event. Do you agree? **YES** If not, please explain. _____
- If not, please explain fully your basis. _____
9. In the event the City of Isle of Palms provides ATAX grant funding for your event/project, set forth in detail how you will acknowledge the City of Isle of Palms as a grantor of funding.

YWCA GC consistently promotes its events, and sponsors on social media, newsletters, all media outlets and at our events. YWCAGC also announces events and sponsors via press releases to gain local news outlets support and stories. If awarded and if approved YWCAGC director of communications will work with IOP staff to develop and robust announcement of the funding and partnership.

Respectfully submitted by
Lavanda Brown



Revised February 8, 2021

District Director

Internal Revenue Service

Date

JAN 13 1971

In reply refer to:

411-1-3:WRG



Young Women's Christian Association of
Greater Charleston
106 Coming Street
Charleston, S. C. 29403

Ladies:

Purpose: Charitable

Accounting Period Ending: December 31

Based on information supplied, and assuming your operations will be as stated in your exemption application, we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Any change in your purposes, character, or method of operation must be reported to us so we may consider the effect of the change on your exempt status. You must also report any change in your name and address. We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization described in section 170(b)(1)(A)(vi).

For years beginning prior to January 1, 1970, you are required to file the annual information return, Form 990-A. For each subsequent year, please refer to the instructions accompanying the Form 990-A for that particular year to determine whether you are required to file. If filing is required, you must file the Form 990-A by the 15th day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are an unrelated trade or business as defined in section 513 of the Code.

You are not liable for Federal Unemployment Taxes. You are liable for Social Security Taxes only if you have filed waiver of exemption certificates as provided in the Federal Insurance Contributions Act.

SE-DIR-A-FORM-AUD-171 (10-70)

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to you or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

Every exempt organization is required to have an Employer Identification Number, regardless of whether it has any employees. This number should be entered in the designated space on all Federal returns which should be filed with the Mid-Atlantic Service Center in Philadelphia, Pennsylvania, and referred to on all correspondence which should be addressed to the District Director in Atlanta, Georgia. If you do not have such a number, our Service Center will assign one to you in the near future and notify you of the number assigned....

This is a determination letter.

Sincerely yours,

A. C. Ross

A. C. Ross
District Director



State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

Mar 7, 2024

YWCA Greater Charleston
Lavanda Brown Brown
137 PALMETTO BLUFF DR
N CHARLESTON, SC 29418-3015

RE: Registration Confirmation

Charity Public ID: P2055

Dear Lavanda Brown Brown:

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore, your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on Nov 15, 2024.

If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4 ½ months after the close of your fiscal year.

- Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form.
- If you wish to extend the filing of that form with us, please submit a written request by email or fax to our office using the contact information below. Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.00.

If you have any questions or concerns, please visit our website at www.sos.sc.gov or contact our office using the contact information below.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Wickersham", with a long horizontal line extending to the right.

Kimberly S. Wickersham
Director, Division of Public Charities

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for City of Isle of Palms ATAX Grant

For Office Use Only

| | |
|---|---|
| Date Received: _____ | Total Project Cost: _____ |
| Total Accommodations Tax Funds Requested: _____ | |
| Recommendation by City of IOP Staff (yes and if so amount ;no; defer to committee; n/a) : _____ | |
| Action Taken By Accommodations Tax Advisory Committee: | |
| Date _____ | Approved _____ Denied _____ Amended _____ Other _____ |

(Please Use Additional Paper and Include Pertinent Documentation as May Be Needed)

A. Project Name: IOP Chamber of Commerce - Branding effort to support Family Visitors to IOP.

B. Applicant Organization: Isle of Palms Chamber of Commerce

1. Mailing Address: PO Box 625, Isle of Palms, SC 29451

Telephone: 843-297-0134 Email: hello@iopchamber.com

2. Project Director: Rod Turnage

Telephone: 843-297-0134 Email rod.turnage@skyrun.com

3. Description of Organization, Its Goals and Objectives:

Mission: We advocate to advance commerce by serving residents and guests.

Vision: Our vibrant island lifestyle is always in season

Objectives: Work closely with local government, the business community, visitors and residents to optimize quality of life, the island's strategic brand, and future.

C. Description and Location of Project:

Perform an initial 6-month branding initiative to attract families to the Isle of Palms.
Leverage the findings, analytics, and best practices to further enhance an ongoing effort,
and targeted use of ATAX funds. This includes a digital and print campaign utilizing
ads, search engine optimization, Google G4, and geo-targeting.

Single Event? Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date: Jan 1, 2025 Completion date: June 30, 2025
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists, ie. those coming from more than 50 miles away and expected to spend the night on Isle of Palms (70 %) compared to Isle of Palms residents (15 %) vs. visitors from within 50 miles such as “day trippers” (15 %)

*Source of tourist data (website tracking, surveys, lodging data, sales information, etc.)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance compared to each of the past three years' events? n/a
*Source of tourist data n/a
(website tracking, surveys, lodging data, sales information, etc.)
4. Is your event to be conducted entirely on Isle of Palms? Yes If not, please set forth the percentage occurring on Isle of Palms, as well as the specific locations and the percentages occurring elsewhere.
5. To your knowledge, does anyone else promote projects similar to yours within the city limits of Isle of Palms? If so, how is your project similar and/or unique? Given the parameters, please explain why your project is entitled to City of Isle of Palms ATAX funding.
No
6. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have

measured success for the past three years, as well as the metrics by which you will measure success for the current year's project/event on the City of Isle of Palms. See 3 year analytics from ATAX grant supporting Chamber start-up.

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding. The branding campaign will enhance family visitor's overall knowledge of IOP, our businesses, rules, offerings, events and activities.
8. If your project is granted City of Isle of Palms ATAX funding and realizes a profit, do you commit to returning the profit to the City of Isle of Palms? N/A
If not, please explain fully, to include what you will do with the money. **Note:** It is impermissible to donate or "pass through" City of Isle of Palms ATAX grants to any other organization, except as authorized by City of Isle of Palms. Further, the City of Isle of Palms does not approve of "carry forwards" of ATAX grants for use in ensuing years, absent extraordinary and compelling reasons in the sole discretion of the City of Isle of Palms. Excess funds must be returned to the City of Isle of Palms.
9. Please attach your budget reflecting the amounts and sources of all related income and donations from others for the project/event, as well as expenditures for each of the last three years. In addition, set forth projected income and expenses for this year's project/event, as well as all expenses, both incurred and paid, as well as projected.

D. Financial Justification ("heads on beds" and ancillary benefits)

1. Describe fully and provide relevant documentation for each of the past three years reflecting:
 - Where, as a specific result of your project/event, have tourists spent the night on Isle of Palms, ie. those incurring accommodations taxes for lodging. Include the lodging providers addresses phone numbers, rooms utilized, costs and nights stayed.
 - Where do you project tourists for this year's project to spend the night (ie. lodging for those expected to pay accommodations taxes, to include hotels, condos, house rentals, etc.)? What is the basis for your projection? As an illustration, you may set forth blocks of rooms in hotels that have been reserved, private lodging that has been booked or are expected to be booked, etc.

We will present occupancy data (source KeyData) and geographic visitor data for the prior three years. All are staying on Isle of Palms.
2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation. Post project data and feedback will serve as a baseline for future targeted branding efforts. We will present back a ROI model.
3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations. **numbers below do not include direct reservations with IOP property managers**
9/1/23 - 9/1/24 = 12,635 check-ins x 5 (avg occ) = 63,175 tourists; 9/1/22 - 9/1/23 = 13,273 CI x 5 = 66,365
4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation. 66,365 plus 15% (rate of direct bookings) = estimated 76,320 tourists
targeting to increase the total number of family vacationers

5. Is the project/event for which you seek City of Isle of Palms ATAX funding during the “off season” or “shoulder season”? If not, please explain the justification. Are proposed dates flexible so as to be amenable to off-season and/or shoulder season scheduling? Fall, Winter and Spring campaign supports overall bookings.
6. Describe fully all potentially negative aspects of your project/event, if any. This would include, by way of illustration, the potential for overcrowding particularly during warm weather months, parking challenges, health and safety issues, added responsibilities and difficulties imposed on first responders, impact on peace and tranquility- especially in residential neighborhoods and for tourists and factors potentially impacting adversely on the character of the City of Isle of Palms. Our overall marketing strategy supports visitor awareness to City laws/ordinances and guidelines for beach, noise, parking, etc. This includes our "good neighbor" policy.

E. Marketing Plan

Describe fully your past three years marketing for your project/event, as well as your current year’s advertising and marketing plan, to include all means of broadcast. Please include and attach all applicable documentation and the projected costs involved. Complete plan will be shared with the committee.

F. Funding: Sources of Income for This Project/Event (Please attach all supporting documents)

1. Sponsorships or Fundraising: Amount \$ _____ From _____
2. Entry Fees : Amount \$ _____ From _____
3. Donations: Amount \$ _____ From _____
4. Accommodations Tax Funds Request: Amount \$ 15,000
 Date(s) Required: 1/01/25 - 6/30/25 Lump Sum Yes No Installments _____
5. Other:
6. Total Funding: Total Budget: TBD - estimated at \$180k/yr

G. Financial Analysis

Please Provide a Line Item Budget for your project/event
 To be included in presentation and follow on documents

If awarded, Isle of Palms ATAX funds are requested as follows:

(1) Lump Sum(s): \$ 15,000 on _____ (date),
\$ _____ on _____ (date),
\$ _____ on _____ (date).

(2) Payment of Invoices as submitted to City Staff. Invoices should be submitted at least two weeks prior to due date.

H. Miscellaneous

1. In what category do you place your project/event and why?
 - Festival _____
 - Marketing _____
 - Other (Please Explain): _____
2. Have you affirmatively reached out to the City of Isle of Palms staff for initial review for your project/event and if not, please explain. If you have reached out, what feedback did you receive, both positive and negative and specifically from whom?
We have spoken with City staff and Council members and received positive feedback.
3. If applicable, explain why you have not sought funding from sources other than the City of Isle of Palms for the funding of your project/event. If you have sought alternate or additional funding, explain fully the results to include the source(s) for funding, from whom received and set forth all amounts received or expected to be received from other sources.
We are a non-profit and operational costs come from our membership dues. The City is the only supporting entity with collective incentive/interest
4. Does your project/event have applicable liability insurance, to include the City of Isle of Palms, its employees and agents and if so, what are the liability limits? If not, please explain why not and explain who will agree to bear the costs, burdens, damages and legal fees for your project/event in case claims for damages are made against the City of Isle of Palms, its employees and agents as a result of your project/event. A minimum of \$300,000 of liability insurance is typically required unless that requirement is specifically waived in writing by the City of Isle of Palms in its sole discretion. If there is applicable insurance, do you commit to making the City of Isle of Palms, its employees and agents additional insured(s)? If not, explain fully the basis. If applicable, you must include a copy of the relevant insurance policy reflecting the City of Isle of Palms, its employees and agents are additional insured(s) for your project/event. n/a
5. Do you assert that the project/event for which you seek City of Isle of Palms ATAX funding is sustainable in the future? If so, please explain fully. If not, please explain fully. Yes and this is the whole point of the project = future sustainable model supporting ATAX in the future.
6. In the event City of Isle of Palms grants your project/event ATAX grant funding, do you acknowledge that no such funds can be spent for the purchase of alcohol or tobacco products? YES If not, please explain your justification. _____
7. In the event your project/event is awarded City of Isle of Palms ATAX grant

funding, but is postponed for more than 180 days of receipt of funding, do you acknowledge that you must return to the City of Isle of Palms all ATAX grant money received from Isle of Palms absent extraordinary circumstances and within the sole discretion of the City of Isle of Palms? Do you agree? YES If you do not agree, please set forth fully your reasons. _____

8. In the event your project/event is granted City of Isle of Palms ATAX grant funding, you must and do hereby agree by the filing your application personally to hold harmless and indemnify the City of Isle of Palms, its employees and agents from and against any claims for damages to include, *inter alia*, legal fees relative to your project/event. Do you agree? YES If not, please explain. _____

If not, please explain fully your basis. _____

9. In the event the City of Isle of Palms provides ATAX grant funding for your event/project, set forth in detail how you will acknowledge the City of Isle of Palms as a grantor of funding.

Recognition will be acknowledged in print media, social media channels and with in-person member meetings
_____ once a month.



IOP CHAMBER OF COMMERCE

MARKETING PROPOSAL

FOR A TAX FUNDING

Presented by Rod Turnage



EXECUTIVE SUMMARY

REBRANDING ISLE OF PALMS AS A FAMILY VACATION DESTINATION

Plan:

- Promoting IOP as a family-friendly destination that celebrates local charm and community while attracting family visitors.
- Implement enhanced marketing and digital tools to connect families with local businesses, activities, and dining options for an immersive island experience.
- Engaging social, print, and digital media content to position Isle of Palms as a premier, family-friendly locale that celebrates community and highlights the unique island charm.

Target: Attract family demographics to experience Isle of Palms as a unique yet inclusive destination, welcoming both visitors and locals to a community-centered island getaway.



PROBLEM STATEMENT

Addressing Visitor Experience & Local Business Engagement

- Local businesses are underrepresented online, and visitor engagement with the island's offerings is limited. This has hindered our ability to attract and retain family vacationers, resulting in untapped revenue streams and targeted audience retention.



PROPOSED SOLUTION

With a new website already in process, our focus now is on a comprehensive marketing strategy that combines social media, digital outreach, and targeted print materials to reshape Isle of Palms' appeal and attract family-oriented visitors.

We'll leverage social media to showcase family-friendly experiences, from dining and activities to local events, building an online presence that aligns with the island's true character. This digital engagement will be complemented by strategic print campaigns that reach potential visitors both locally and regionally, creating a cohesive narrative that encourages families to choose Isle of Palms for their vacations. Together, this multi-channel approach will revitalize the island's image, strengthen local business visibility, and cultivate a loyal audience of family vacationers.



TARGET AUDIENCE

Attracting Family Vacationers

We're focused on appealing to families looking for an elevated yet approachable experience on the island. Our brand messaging and aesthetic emphasize quality, fun, and discovery. The Isle of Palms will be positioned as a unique destination offering dining, shopping, and activities without excluding families seeking more budget-friendly options.



IOP VISITOR RETENTION

Building Visitor Loyalty with CHAMBER AS A CONNECTOR

The Isle of Palms Chamber of Commerce will provide a comprehensive platform for visitors to discover and engage with the island's businesses and attractions. Through our digital directory and itineraries, we will enable families to make lasting memories, encouraging them to return to favorite spots and try new experiences on future visits. Our commitment to helping businesses succeed builds loyalty and value for both visitors and residents.



MARKETING STRATEGIES

Leveraging Digital and Physical Engagement

- Website enhancements to increase digital engagement.
- Social media showcasing the best of Isle of Palms.
- Collaborative promotions with local businesses to drive traffic.
- The Chamber will serve as a catalyst to help the city reach its target visitor demographic.
- Through our directory and curated itineraries, we connect businesses with visitors in meaningful ways, building lasting relationships that foster loyalty and encourage family vacation planning and families to return to Isle of Palms year after year.



NEW WEBSITE

Rebranding with a Focus on Families

- **Upscale aesthetic** inspired by high-end family destinations like Freshfields Village, will appeal to discerning families while providing practical, accessible features for all visitors.
- **Itineraries Tab:** Curated family-friendly plans, updated bi-monthly.
- **Map & Directory:** Comprehensive digital and physical map, showcasing a list of **ALL** local businesses and attractions. A tool to attract vacationers, boosting Chamber membership. This information is not currently displayed anywhere else and will be a major feature for Isle of Palms.

Welcome to Isle of Palms

[Discover](#)

Discover Your Perfect Beachside Getaway Where Our Vibrant Island Lifestyle is Always in Season.

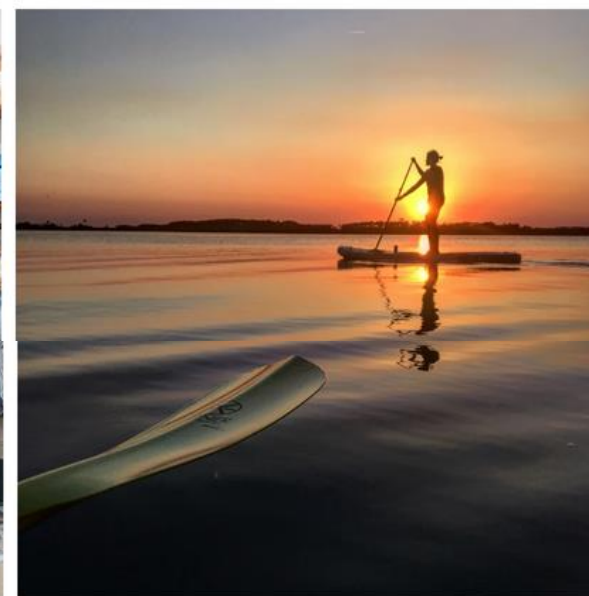
SNEAK PEEK OF NEW SITE



EAT



SHOP



PLAY

Discover the Map & Directory

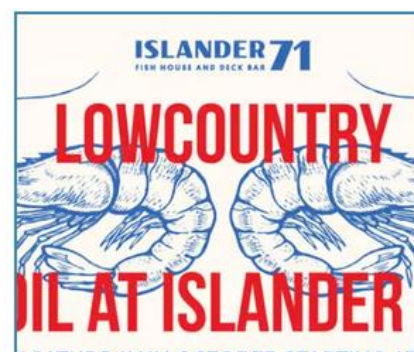
[Take Me There](#)

Things to Do

Experience the Best of Our Beachside Paradise

[Discover All Events](#)

REMINDER:
NO CHAMBER MEETINGS IN NOVEMBER OR DECEMBER 2024.
WE WISH YOU A HAPPY HOLIDAY SEASON!

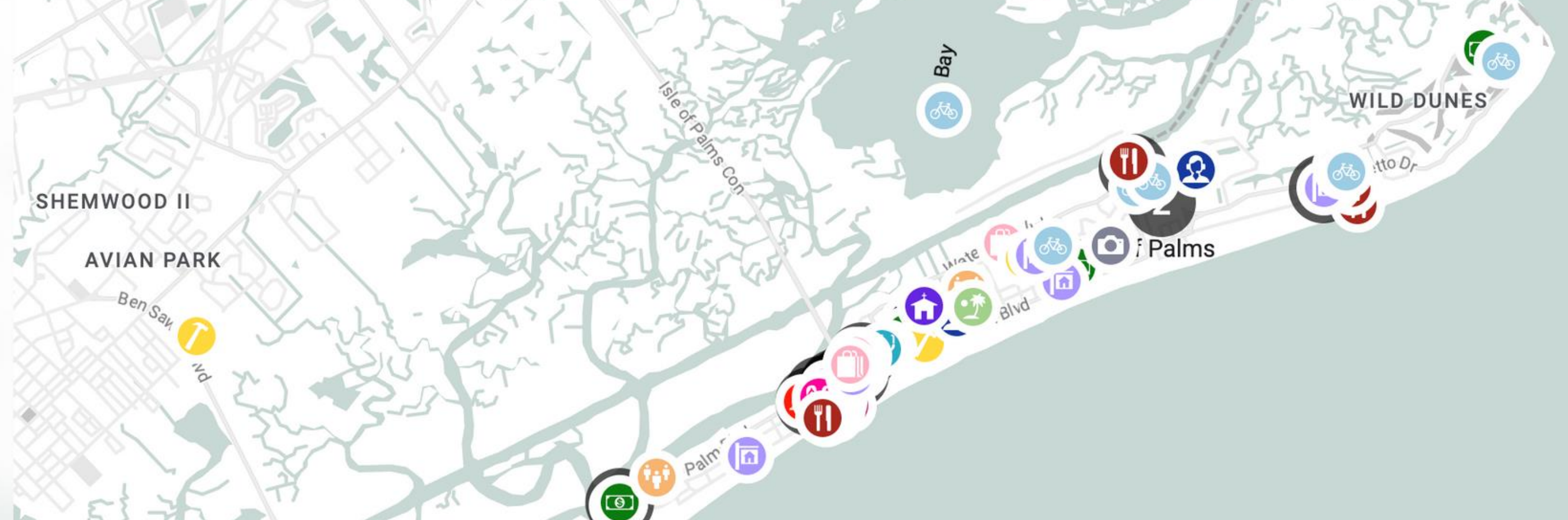


Salons & Spas

- Beach House Spa
- Nail Salon & Co (5% Off For Cash Payment)
- Salon Latitude
- Sand and Sea Salon and Spa
- The Spa at Sweetgrass

Restaurants

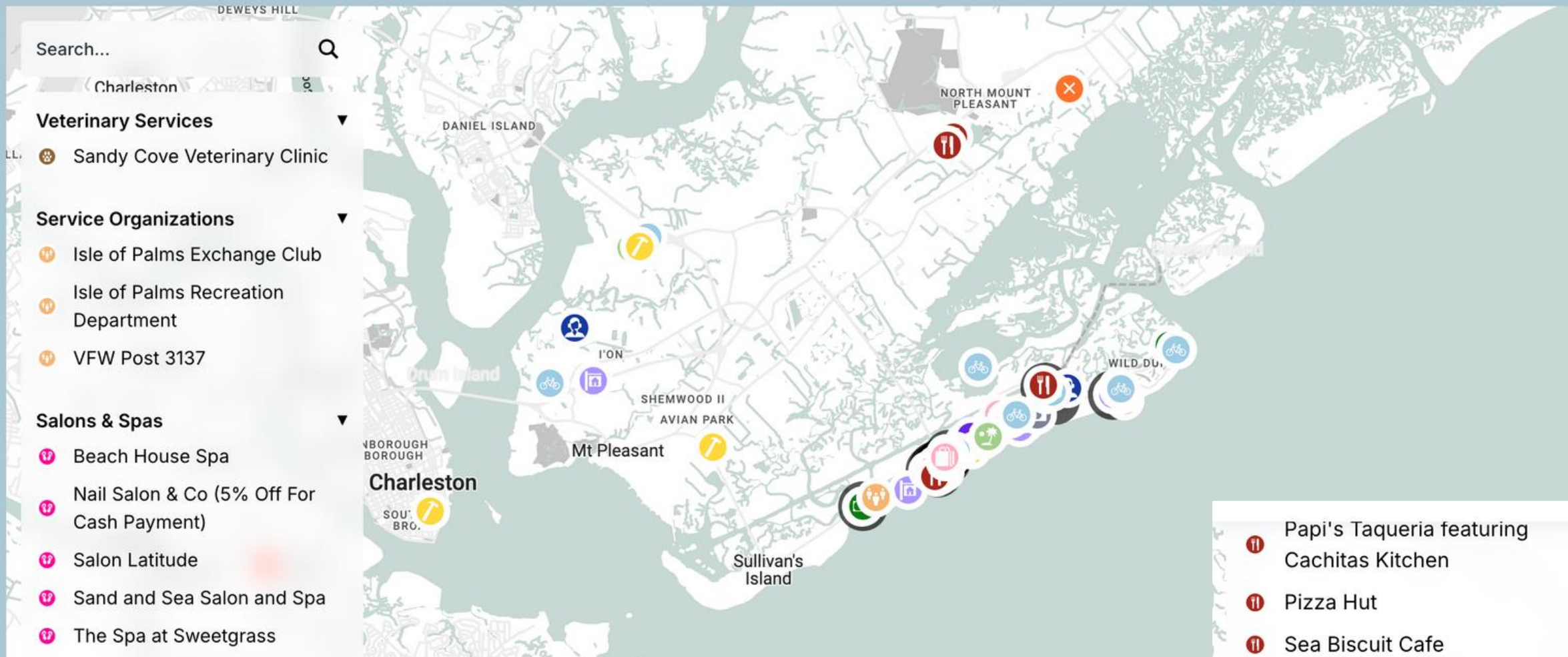
- Acme Lowcountry Kitchen
- Beachside Burgers & Bar



MAP & DIRECTORY

the heart of the new website

- **Phase 1:** Digital directory featuring a comprehensive list of **ALL** local businesses, services, and locations.
- **Phase 2:** Physical kiosk on Front Beach to guide vacationers in person.
- Interactive and user-friendly design to increase traffic for businesses and local engagement.



MAP & DIRECTORY

The directory is not just a list of businesses but a tool to help both locals and vacationers experience the best of Isle of Palms, wherever they live.

This feature supports retention by encouraging repeat visits to favorite businesses and allowing vacationers to explore all IOP has to offer, guided by Chamber-endorsed recommendations.

- Papi's Taqueria featuring Cachitas Kitchen
- Pizza Hut
- Sea Biscuit Cafe
- Shaka Shack
- Smugglers Island Eats and Rum Shack
- Subway
- The Dinghy
- The Outpost at IOP Marina
- The Refuge
- The Windjammer

Retail Gifts & Stores

- Charleston Aviation Partners LLC
- Delta Pharmacy & Medical Supply
- Harris Teeter
- Hudson's Market
- Island Liquors
- Island Surf Co, Isle of Palms, SC

The Refuge
 1517 Palm Blvd suite a, Isle of Palms, SC 29451, USA

PHONE:
 843-242-8934

EMAIL
therefuge1517@gmail.com

WEBSITE
refugeiop.com

HOURS
 Sun, Mon, Tue, Wed, Thur, Fri, Sat, 8:00 AM - 9:00 PM

SERVICES
 Bar, Restaurant, Catering, Joint coffee

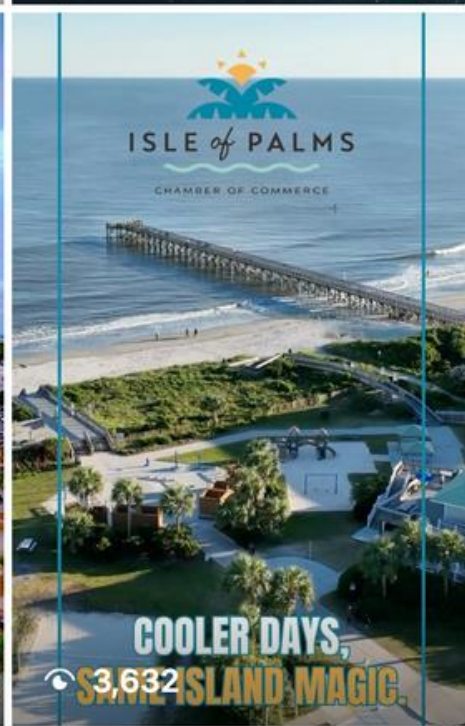
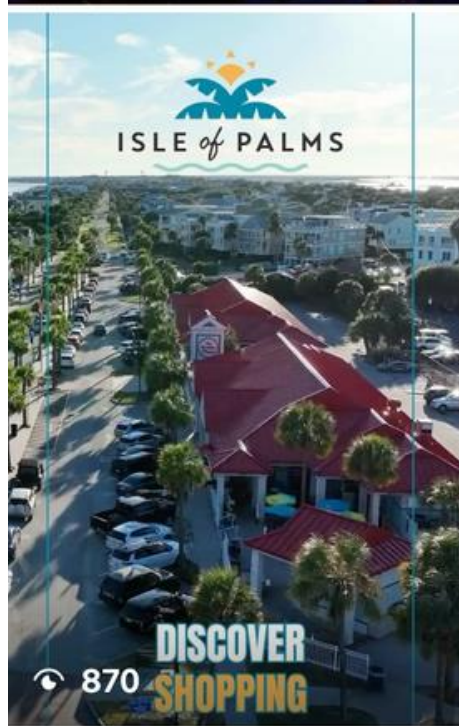
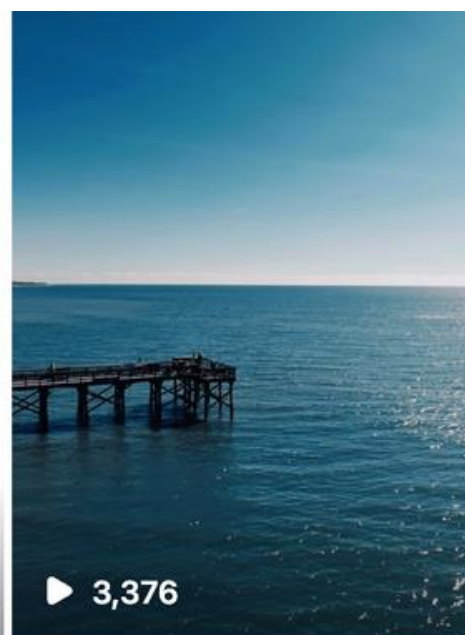


Social Media Strategy

Reflecting a Vibrant Family Vacation Destination

- Use drone footage to showcase island beauty.
- Create engaging reels focusing on island experiences such as fine dining, pet-friendly spots, beach rentals, family itineraries, kid-friendly spots, etc.
- Consistent upscale imagery to attract families and promote local businesses.
- Curated to showcase the island's appeal to families looking for both quality and adventure.

Our Social Media Reels





SUCCESS INDICATORS

Measuring Impact and Growth

- Increased website traffic and social media engagement.
- Higher family vacationer numbers and extended stays.
- Growth in Chamber membership from local businesses.
- Positive feedback from visitors and businesses on directory and itineraries.
- Improved quality of life for residents.
- Aligned and agreed to success metrics with City ATAX Committee and Chamber.



SUCCESS INDICATORS

Measuring Impact and Growth

- Each visitor to our Chamber of Commerce website represents an estimated dollar value spent on the island, as we connect them to local businesses, accommodations, and experiences. By attracting and engaging these visitors online, our website drives real economic impact, encouraging spending that supports our community and contributes directly to Isle of Palms' local economy.

PROJECT TIMELINE

KEY MILESTONES AND DELIVERABLES

- **November 2024** - Website redesign and Phase 1 of the digital directory launch. Social media campaigns and introduction of family itineraries.
- **February 2025** - Report back with our findings.



MARKETING BUDGET

TOTAL BUDGET: \$75,000

- **Marketing Agency: \$15,000**
- **Website redesign: \$2,500**
- **Digital Map & Directory software: \$500**
- **Beautification (signs, landscaping): \$30,000**
- **Social media campaigns and content creation: \$5,000**
- **Drone Footage: \$2,000**
- **Physical Directory Kiosk: \$20,000**





BRAND AESTHETICS

CAPTURING THE ESSENCE OF FAMILY VACATIONS

Upscale and modern design mimicking Freshfields Village.

Warm, inviting imagery that reflects the charm of Isle of Palms.

Family-friendly yet sophisticated visuals, focusing on relaxation, exploration, and fun.

A cohesive look across digital and physical platforms to create a seamless brand experience.

Current

Brandon Grotesque Bold

Anton Regular



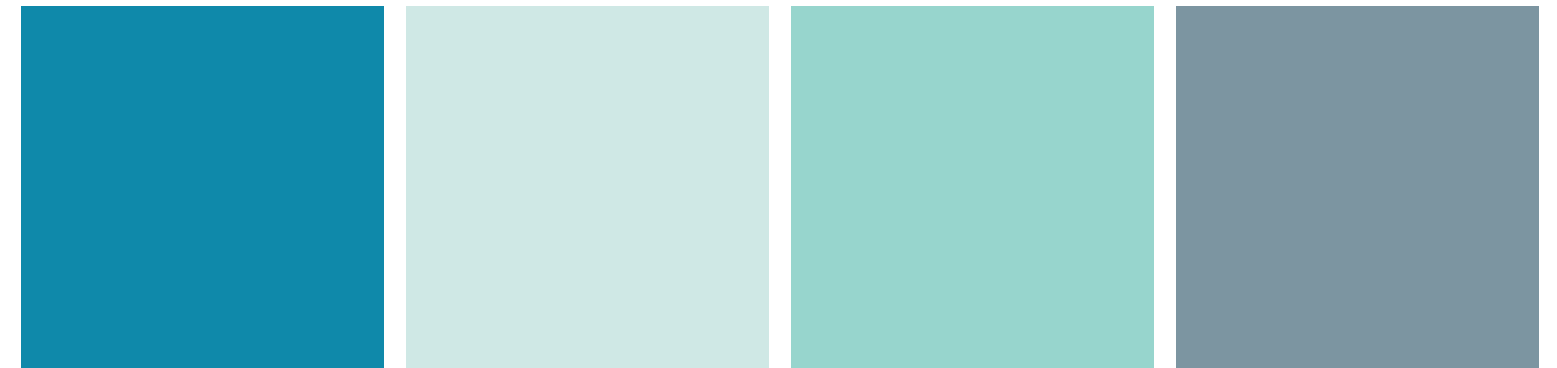
ISLE of PALMS



SOUTH CAROLINA — U.S.A.

ReBran

Cormorant Garamond



ISLE of PALMS



SOUTH CAROLINA — U.S.A.



THE ASK

how iop chamber can execute on the
city's branding vision

- Initial investment to market to the City's desired target audience.
- Investing \$15K with us will allow us to demonstrate the tangible impact we can create for the Isle of Palms community.



Beautification Project

Enhancing the Aesthetic Appeal

- New upscale welcome signs at key entry points.
- Flower boxes on light posts and improved landscaping.
- Aim to create a visually pleasing environment that attracts vacationers and enhances the community for residents.

Mimic This
Aesthetic



Beautification Project

Enhancing the Aesthetic Appeal

These improvements will contribute to an upscale, family-friendly aesthetic that appeals to higher-spending visitors while remaining inviting for all families. It is essential to creating a visually appealing environment that will draw vacationers who seek quality experiences.



Screening

Thank you for your recent visit to Isle of Palms. You are now invited to participate in this survey about your visit, which will assist the City of Isle of Palms in developing a more complete understanding of its visitors.

This survey is being conducted on behalf of the City of Isle of Palms. It is sponsored by Explore Charleston and is being conducted by the Office of Tourism Analysis at the College of Charleston.

The survey takes around 5 minutes to complete. Upon completion, you may enter yourself to win a **<FILL IN INCENTIVE>**.

This survey is voluntary, and all responses are anonymous and confidential. Please feel free to contact me if you have any questions or concerns.

Thank you very much for your help!

Sincerely,

Melinda Patience, Research Coordinator

Office of Tourism Analysis

School of Business

College of Charleston, 66 George Street, Charleston, SC 29424

Telephone: (843) 953-1996

Email: patiencem@cofc.edu

Please click ">>" to continue.

Trip Specifics

Please answer the following questions thinking only about **your most recent trip to Isle of Palms**.

When did you arrive on Isle of Palms? (mm/dd/yyyy)

←| October 2024 →|

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |

How many nights did you stay on Isle of Palms?

Was this your first trip to Isle of Palms?

- Yes, this was my first trip.
- No, I've visited before.

How many total times have you visited Isle of Palms in the last five years?

What was the primary mode of transportation you used to get to Isle of Palms?

- Airplane
- Personal Car
- Rental Car
- Private Boat

Other (please specify)

What was your primary form of accommodation during your stay on Isle of Palms?

- Vacation rental / Beach house
- Second home / Vacation home
- Wild Dunes Resort
- The Palms Hotel
- Seaside Inn
- Ocean Inn
- Staying with friends or relatives
- Private boat or yacht

Other (please specify)

What was the main purpose of your visit to Isle of Palms?

- Vacation
- Visiting friends or relatives
- Attending a wedding
- Attending a conference
- Business (other than a conference)
- Attending a special event or performance

Other (please specify)



Including yourself, how many people were in your travel party?

Adults

Children (under 18)

Please estimate how much money your travel party spent in total **on Isle of Palms** for this trip in the following categories:

| | | |
|--|----|--------------------------------|
| Lodging (vacation rental, hotel, etc.) | \$ | <input type="text" value="0"/> |
| Automobile Operation (gas, oil, repair) | \$ | <input type="text" value="0"/> |
| Uber, Lyft, Taxi, Bus, Limousine Fares | \$ | <input type="text" value="0"/> |
| Beach rentals (umbrellas, chairs, bikes, etc.) | \$ | <input type="text" value="0"/> |
| Admission to Attractions and Entertainment (including golf fees) | \$ | <input type="text" value="0"/> |
| Tours | \$ | <input type="text" value="0"/> |
| Eating and Drinking Places | \$ | <input type="text" value="0"/> |
| Groceries and Supplies Bought at Stores | \$ | <input type="text" value="0"/> |
| Retail Shopping (clothing, antiques, etc.) | \$ | <input type="text" value="0"/> |
| Other Purchases (gifts, souvenirs, etc.) | \$ | <input type="text" value="0"/> |
| Total | \$ | <input type="text" value="0"/> |

Please select the **top three things you enjoyed most** about your visit to Isle of Palms.

Beach

- Food / Restaurants
- Fishing
- Golf
- Local hospitality
- Marina
- Nightlife
- Shopping
- Specific event / Festival
- Tours / Attractions

Other (please specify)

- None of the above

Is there anything that could have been improved about your trip to Isle of Palms?

Did you visit other areas of Charleston? (Select all that apply)

- Downtown Charleston
- Daniel Island
- Folly Beach
- Kiawah Island
- Mount Pleasant
- North Charleston
- Seabrook Island
- Sullivan's Island
- West Ashley, James Island, Johns Island

Other (please specify)

I did not visit other areas

What did you do in the other areas you visited **outside of Isle of Palms**? (Select all that apply)

| | Downtown Charleston | Daniel Island | Folly Beach | Kiawah Island | Mount Pleasant | North Charleston | Seabrook Island | Sull Isl |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------|
| Dine in a restaurant | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Play golf | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Take a tour | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Shop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Visit a museum or other attraction | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Attend an event or performance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| Other (please specify) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | [|
| <input type="text"/> | | | | | | | | |

Opinion & Influence

Did you consider any other destinations when planning your trip to Isle of Palms?

- Yes
 No

What other destinations did you consider?

How likely are you to return to Isle of Palms in the next two years?

| | | | | | | | | | | |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------------------|
| Not at all likely to recommend | 1 | 2 | 3 | 4 | Neutral 5 | 6 | 7 | 8 | 9 | Extremely likely to recommend |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> |

Demographics

Please indicate the country where you live.

What is your ZIP code?

What is your postal code?

Gender:

- Male
- Female
- Other
- Prefer not to say

Marital status:

- Single
- Married / Living with a partner
- Separated / Divorced
- Widowed
- Prefer not to say

In which year were you born?

How many children (under 18 years old) live in your household?

Which of the following best describes your race/ethnicity?

- White
- Black or African American
- Latino or Hispanic
- Asian
- Native Hawaiian or Pacific Islander
- American Indian or Alaska Native
- Mixed race

Other

- Prefer not to say

What is the highest level of education you have completed?

- Some high school or less
- High school diploma or GED
- Some college, but no degree
- Associates or technical degree
- Bachelor's degree
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)
- Prefer not to say

Which of the following best describes your current employment status?

- Employed full-time
- Employed part-time
- Retired
- Full-time homemaker
- Student (part-time)
- Student (full-time)
- Unemployed
- Other (please specify)

- Prefer not to say

What is your annual household income?

- Up to \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000+

Prefer not to say

Please provide any additional comments you wish to share in the space below:



Powered by Qualtrics

IOP Visitor Inquiry Survey

Start of Block: Screening

Q1.1 Thank you for your recent visit to Isle of Palms. You are now invited to participate in this survey about your visit, which will assist the City of Isle of Palms in developing a more complete understanding of its visitors.

This survey is being conducted on behalf of the City of Isle of Palms. It is sponsored by Explore Charleston and is being conducted by the Office of Tourism Analysis at the College of Charleston.

The survey takes around 5 minutes to complete. Upon completion, you may enter yourself to win a **<FILL IN INCENTIVE>**.

This survey is voluntary, and all responses are anonymous and confidential. Please feel free to contact me if you have any questions or concerns.

Thank you very much for your help!

Sincerely,

Melinda Patience, Research Coordinator

Office of Tourism Analysis

School of Business

College of Charleston, 66 George Street, Charleston, SC 29424

Telephone: (843) 953-1996

Email: patiencem@cofc.edu

Please click ">>" to continue.

End of Block: Screening

Start of Block: Trip Specifics

Q2.1 Please answer the following questions thinking only about **your most recent trip to Isle of Palms**.

Q2.2 When did you arrive on Isle of Palms? (mm/dd/yyyy)

Q2.3 How many nights did you stay on Isle of Palms?

▼ 1 ... More than 14 nights

Q2.4 Was this your first trip to Isle of Palms?

- Yes, this was my first trip.
- No, I've visited before.

Display This Question:

If Was this your first trip to Isle of Palms? = No, I've visited before.

Q2.5 How many total times have you visited Isle of Palms in the last five years?

▼ 1 ... More than 10

Page Break

Q2.6 What was the primary mode of transportation you used to get to Isle of Palms?

- Airplane
- Personal Car
- Rental Car
- Private Boat
- Other (please specify) _____

Page Break _____

Q2.7 What was the main purpose of your visit to Isle of Palms?

- Vacation
- Visiting friends or relatives
- Attending a wedding
- Attending a conference
- Business (other than a conference)
- Attending a special event or performance
- Other (please specify) _____

Page Break _____



Q2.8 Including yourself, how many people were in your travel party?

- Adults _____
- Children (under 18) _____

Page Break _____



Q2.9 Please estimate how much money your travel party spent in total **on Isle of Palms** for this trip in the following categories:

- Lodging (vacation rental, hotel, etc.) : _____
- Automobile Operation (gas, oil, repair) : _____
- Uber, Lyft, Taxi, Bus, Limousine Fares : _____
- Beach rentals (umbrellas, chairs, bikes, etc.) : _____
- Admission to Attractions and Entertainment (including golf fees) : _____
- Tours : _____
- Eating and Drinking Places : _____
- Groceries and Supplies Bought at Stores : _____
- Retail Shopping (clothing, antiques, etc.) : _____
- Other Purchases (gifts, souvenirs, etc.) : _____
- Total : _____

Page Break

Q2.10 Please select the **top three things you enjoyed most** about your visit to Isle of Palms.

- Beach
- Food / Restaurants
- Fishing
- Golf
- Local hospitality
- Marina
- Nightlife
- Shopping
- Specific event / Festival
- Tours / Attractions
- Other (please specify) _____
- None of the above

Page Break

Q2.11 Is there anything that could have been improved about your trip to Isle of Palms?

Page Break



Q2.13 Did you visit other areas of Charleston? (Select all that apply)

- Downtown Charleston
- Daniel Island
- Folly Beach
- Kiawah Island
- Mount Pleasant
- North Charleston
- Seabrook Island
- Sullivan's Island
- West Ashley, James Island, Johns Island
- Other (please specify) _____
- I did not visit other areas

Skip To: End of Block If Did you visit other areas of Charleston? (Select all that apply) = I did not visit other areas

Q2.14 What did you do in the other areas you visited **outside of Isle of Palms?** (Select all that apply)

Column for each area will only appear if selected in the previous question.

| | Downtown Charleston | Daniel Island | Folly Beach | Kiawah Island | Mount Pleasant | North Charleston | Seabrook Island | Sullivan's Island | West Ashley, James Island, Johns Island | Other |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|--------------------------|
| Dine in a restaurant | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Play golf | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Take a tour | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Visit a museum or other attraction | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Attend an event or performance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please specify) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

End of Block: Trip Specifics

Start of Block: Opinion & Influence

Q3.1 Did you consider any other destinations when planning your trip to Isle of Palms?

- Yes
- No

Display This Question:

If Did you consider any other destinations when planning your trip to Isle of Palms? = Yes

Q3.2 What other destinations did you consider?

Page Break

Q3.3 How important were the following in your decision to visit Isle of Palms?

| | Very unimportant | Somewhat unimportant | Neutral | Somewhat important | Very important |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Previous visit to Isle of Palms | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Beaches | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Family-friendly atmosphere | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Desirable accommodations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Proximity to Charleston | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Golf | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fishing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Boating | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kayaking / Paddleboarding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Restaurants / Local cuisine | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nightlife | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Festivals / Events / Performances | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Independent / Unique shops | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break

Q3.4 How likely is it that you would recommend a visit to Isle of Palms to a friend or colleague?

- Not at all likely to recommend 0
- 1
- 2
- 3
- 4
- Neutral 5
- 6
- 7
- 8
- 9
- Extremely likely to recommend 10

Page Break

Q3.5 How likely are you to return to Isle of Palms in the next two years?

- Not at all likely to recommend 0
- 1
- 2
- 3
- 4
- Neutral 5
- 6
- 7
- 8
- 9
- Extremely likely to recommend 10

End of Block: Opinion & Influence

Start of Block: Demographics



Q4.1 Please indicate the country where you live.

▼ United States ... Zimbabwe

Display This Question:

If Please indicate the country where you live. = United States



Q4.2 What is your ZIP code?

Display This Question:

If Please indicate the country where you live. = Canada



Q4.3 What is your postal code?

Page Break

Q4.4 Gender:

- Male
 - Female
 - Other
 - Prefer not to say
-

Q4.5 Marital status:

- Single
- Married / Living with a partner
- Separated / Divorced
- Widowed
- Prefer not to say

Page Break

Q4.6 In which year were you born?

Q4.7 How many children (under 18 years old) live in your household?

Page Break

Q4.8 Which of the following best describes your race/ethnicity?

- White
- Black or African American
- Latino or Hispanic
- Asian
- Native Hawaiian or Pacific Islander
- American Indian or Alaska Native
- Mixed race
- Other _____
- Prefer not to say

Q4.9 What is the highest level of education you have completed?

- Some high school or less
 - High school diploma or GED
 - Some college, but no degree
 - Associates or technical degree
 - Bachelor's degree
 - Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)
 - Prefer not to say
-

Page Break

Q4.10 Which of the following best describes your current employment status?

- Employed full-time
 - Employed part-time
 - Retired
 - Full-time homemaker
 - Student (part-time)
 - Student (full-time)
 - Unemployed
 - Other (please specify) _____
 - Prefer not to say
-

Q4.11 What is your annual household income?

- Up to \$49,999
 - \$50,000 - \$99,999
 - \$100,000 - \$149,999
 - \$150,000 - \$199,999
 - \$200,000 - \$249,999
 - \$250,000 - \$499,999
 - \$500,000+
 - Prefer not to say
-

Page Break

Q4.12 Please provide any additional comments you wish to share in the space below:

End of Block: Demographics

Start of Block: Incentive

Q5.1 Thank you for your participation! If you would like to enter the drawing for **<FILL IN INCENTIVE>**, please fill in your address below: (Some restrictions may apply)

First name _____

Last name _____

Email address _____

End of Block: Incentive
