



## **Accommodations Tax Advisory Committee**

9:00 a.m., Wednesday, March 12, 2025

City Hall

Council Chambers

1207 Palm Boulevard, Isle of Palms, SC

### **Public Comment:**

All citizens who wish to speak during the meeting must email their first and last name, address, and topic to Nicole DeNeane at [nicoled@iop.net](mailto:nicoled@iop.net) no later than **3:00 p.m. the business day before the meeting**. Citizens may also provide public comment here:

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

### **Agenda**

1. **Call to Order** and acknowledgement that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Election of Chair and Vice Chair**
3. **Approval of previous meeting's minutes – November 4, 2024**
4. **Presentation of applications for FY26 State Accommodations Tax Funds**
  - a. LaVanda Brown – YWCA Greater Charleston MLK Event
  - b. Zachary Lary – IOP Chamber of Commerce
4. **Financial Statements** – Finance Director Debra Hamilton
5. **Old Business -- none**
6. **New Business**
  - a. Consideration of FY26 Budget for State Accommodations Tax Funds
  - b. Presentation of FY26 Budget for the CVB
7. **Miscellaneous**

**Review of meeting dates for the remainder of the year**

Next meeting: Wednesday, April 9, 2025, 11:00am
8. **Adjournment**



## ACCOMMODATIONS TAX ADVISORY COMMITTEE

11:00am, Monday, November 4, 2024

1207 Palm Boulevard, Isle of Palms, SC

### MINUTES

1. **Call to order**

**Present:** Margaret Miller, Rebecca Kovalich, Park Williams, Barb Bergwerf, Chrissy Lorenz

**Absent:** Mike Boykin, Ray Burns

**Staff Present:** Administrator Fragoso, Director Hamilton

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

Ms. Bergwerf made a motion to approve the minutes of the October 2, 2024 meeting, and Ms. Lorenz seconded the motion. The motion passed unanimously.

3. **Presentation of ATAX applications**

A. **IOP Chamber of Commerce – Rod Turnage**

Rod Turnage, President of the IOP Chamber of Commerce, came before the Committee requesting \$15,000 a part of a targeted marketing effort to redefine, reshape, and enhance the island's appeal to families. They believe a \$15,000 investment will allow them to demonstrate the tangible impact the Chamber can create for the island. Mr. Turnage explained how they will use geofencing marketing efforts in specific geographic markets. They will return to the Committee in February to share the results of their marketing campaign.

B. **YWCA Greater Charleston MLK Event Application – LaVanda Brown**

Ms. Brown was unable to attend the meeting to answer questions about the YWCA's application.

4. **Financial Statements**

Director Hamilton said there is \$4.9 million in the ATAX account. The only income received to date is interest income and a grant received in August. Expenses are tracking as normal.

5. **Old Business**

A. **Review of draft survey by 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**

Administrator Fragoso said the survey has been sent to island property managers and the Chamber for their feedback. She will share their feedback with the Committee.

Ms. Bergwerf said the survey is too long, too intrusive, and asks too many demographic questions. Mr. Williams agreed and suggested they prioritize 3-5 pieces of information they need most from participants while allowing them to add more information if they wish. Ms. Lorenz said some financial information is needed to understand who to market to. Mr. Williams suggested wider income ranges.

## 5. **New Business**

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

Administrator Fragoso explained that Ms. Brown would not be attending today's meeting. She shared some information about 2025's event sent by Ms. Brown via email. No data about the 2024 event was provided.

Administrator Fragoso said she also spoke with TERC about the eligibility of private events for ATAX funds. If it generates "heads in beds," then it is an eligible event.

Regarding the Chamber's application, Mr. Williams said he felt like this request was for something that should be covered by membership dues. He said he did not hear anything in their presentation that differentiated anything the Chamber does from what the CVB is already doing on behalf of the City.

Ms. Lorenz expressed confusion about the Chamber's marketing role. Ms. Bergwerf expressed confusion about how visitors would find the Chamber's website.

Administrator Fragoso said the ATAX Committee has been asking the CVB for more IOP-specific, targeted marketing, and the Chamber is suggesting another way to provide this targeted marketing.

Committee members discussed how much of the remaining \$15,000 to award the Chamber. Ms. Miller said that because it is for an IOP-specific marketing campaign, she favors awarding them \$15,000

**MOTION: Ms. Bergwerf made a motion to recommend to City Council the award of a grant to the IOP Chamber of Commerce in the amount of \$15,000 to enhance their website and draw visitors to the island with the stipulation they provide metrics to the Committee detailing the campaign's success. Mr. Williams seconded the motion. The motion passed unanimously.**

This request will be on City Council's November 12 agenda.

**6. Miscellaneous Business**

The next meeting of the ATAX Committee will be in March 2025.

Administrator Fragoso said she will share the timeline of funding applications for FY26 with Committee members.

**7. Adjournment**

Ms. Bergwerf made a motion to adjourn, and Ms. Miller seconded the motion. The meeting was adjourned at 12:14pm.

Respectfully submitted,

Nicole DeNeane  
City Clerk

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 networking 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 will be the third year and we are building on the momentum created in the last two years 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: 1/16/2026 Completion date: 1/16/2026
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? Attendance increased by 66% from year 1 to year 2

\*Source of tourist data? Sign in sheets and registration forms.

(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 recognizing this is 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 has been providing centerpieces, and we have recruited a band to provide entertainment. The first year was a great pilot and year two showed great growth and interest. Feedback suggests it is a welcome addition the MLK lineup and changing the date to a Friday most likely led 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 52<sup>nd</sup> 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 at 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 program 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, year two (2025) there were 2 rooms (4 guests) who stayed on the island overnight and several others who ate and drank on the resort before and after the reception. We continue to revamp our marketing plan, initiate our planning much earlier, and invite more speakers and program participants from out of the tricounty strategically to encourage overnight stays for 2026.

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 30% of the 2026 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 reception is 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: **11/1/2025** 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

(1) Lump Sum(s): \$10,000 on 11/1/2025 (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

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: 843-810-5179 Email: hello@iopchamber.com

2. Project Director: Zach Lary

Telephone: 843-810-5179 Email zlary@zlinvestments.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 12-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: April 1, 2025 Completion date: March 31, 2026
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

Revised February 8, 2021

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 \$ 55,000  
 Date(s) Required: 4/1/25 - 3/31/26 Lump Sum  Yes  No Installments \_\_\_\_\_
5. Other:
6. Total Funding:  \$55,000 Total Budget: proposed \$250,000

**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): \$ 55,000 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. <sup>n/a</sup>
  
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.

**City of Isle of Palms  
State Accommodations Tax  
Balance Sheet  
as of February 28, 2025**

	<b>2/29/2024</b>	<b>2/28/2025</b>
CASH @ TRUIST	\$ 294,238	\$ 577,943
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	5,514,016	5,594,949
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
	<hr/>	<hr/>
TOTAL ASSETS	5,808,254	6,172,892
	<hr/>	<hr/>
ACCOUNTS PAYABLE	1,846	(2,330)
AMOUNTS DUE TO OTHER FUNDS	359,404	84,172
	<hr/>	<hr/>
TOTAL LIABILITIES	361,250	81,842
	<hr/>	<hr/>
FUND BALANCE Beginning	4,154,059	4,893,009
Excess Revenues Over/(Under) Expenditures	1,292,945	1,198,040
FUND BALANCE	5,447,005	6,091,050
	<hr/>	<hr/>
TOTAL LIABILITIES & FUND BALANCE	\$ 5,808,254	\$ 6,172,892
	<hr/>	<hr/>

**City of Isle of Palms**  
**State Accommodations Tax**  
**Revenue Statement for the 8 Months Ending February 28, 2025**  
**Fiscal Year Ending June 30, 2025**

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

**Revenues**

	Body Armor Assistance Grant	4,184
	September Quarterly Payment from State	1,416,366
	December Quarterly Payment from State	579,718
	March Quarterly Payment from State	
	June Quarterly Payment from State	
	YTD Interest Income	144,572

**Grand Total**

	2,144,840
	2,144,840

**State Accommodations Tax**  
**Detailed Expense Statement for the 8 Months Ending February 28, 2025**  
 Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
<b>Public Restroom Operations</b>					
Dominion	YTD electricity for restrooms	420	750		
IOP WSC	YTD water & irrigation	8,187	12,500		
Blitch, Steady Hands Painting, AAA Fence Co. etc.	YTD maintenance	7,816	45,000		
Port City Paper	YTD paper & cleaning supplies	5,552	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	10,397	13,200		
Irrigation By Design	YTD Backflow Testing	-	80		
Quality Touch Cleaning	YTD cleaning	16,145	40,000		
IOP Payroll	YTD attendant	16,003	28,367		
		64,522	150,897		86,375
<b>Beach Barrel &amp; Front Beach Business District Trash Pickup</b>					
JLG Enterprise LLC	YTD trash pickup per contract				
		47,067	85,000		37,933
<b>Irrigation at Breach Inlet Sign</b>					
IOP WSC	YTD irrigation				
		215	600		385
<b>Non- Capital</b>					
Maintain Benches at Parks		-	1,000		
Beach Wheelchairs and Maintenance		3,185	5,000		
		3,185	6,000		2,815
<b>Beach Trash Barrels</b>					
Beach Trash Cans		-	7,500		
		-	7,500		7,500

**State Accommodations Tax**  
**Detailed Expense Statement for the 8 Months Ending February 28, 2025**  
Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
<b>IOP Promotions &amp; Events</b>					
	Connector Run	7,500	7,500		
	Easter Egg Hunt	2,415	4,500		
	Music Events		4,500		
		9,915	16,500		6,585
<b>Programs &amp; Sponsorship</b>					
	Provisional Events Approved By Committee	50,000	50,000		
	IOP Chamber of Commerce	15,000			
	Island School Literacy Event	35,000			
	July 4th Fireworks	19,637	45,000		
		69,637	95,000		25,363
<b>Charleston CVB - 30% Tourism Promotion Funds</b>					
	Charleston Area CVB	30% distribution for Sept Qtr	447,273		
	Charleston Area CVB	30% distribution for Dec Qtr	183,069		
	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				
		630,342	964,259		333,917
<b>Tourism Promotion Funds</b>					
	City Hall's Visitor T-Shirt		1,868	15,000	
	Charleston Area CVB	Shared Cost	(15,892)		
		(14,024)	15,000		29,024
<b>Transfer to IOP Marina for 75% of Bond Debt Service</b>					
	Isle of Palms Marina Enterprise Fund	*		250,391	-
				250,391	250,391

**State Accommodations Tax**  
**Detailed Expense Statement for the 8 Months Ending February 28, 2025**  
 Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
<b>Police</b>					
	Body Armor	3,384	7,500		
	Training Room Upgrades	16,649	17,500		
		20,033	25,000		4,967
<b>Capital Outlay</b>					
<b>General Government</b>					
	IOP Message Board				
	Steel Frame Bow	2,156	25,000		
	1/3 Planning of City Hall Repair/Renovation		83,333		
		2,156	108,333		106,177
<b>Police</b>					
	UTV	20,350	22,000		
	1/2 Public Safety Drone	12,182	11,500		
	Tasers	16,997	18,171		
	Access Control System	24,165	31,250		
		73,694	82,921		9,227
<b>Fire</b>					
	1/3 Share Rescue Boat		100,000		
	Training Mannequins		22,000		
	Access Control System	24,165	31,250		
		24,165	153,250		129,085
<b>Public Works</b>					
	Waterway Blvd Multi-Use Path		570,000		
		-	570,000		570,000

**State Accommodations Tax**  
**Detailed Expense Statement for the 8 Months Ending February 28, 2025**  
 Fiscal Year Ending June 30, 2025

Vendor	Description	A Actual Expenditure	B FY2025 Budget	C Committee Approved	B+C-A (Over)/ Under
<b>Recreation</b>					
	19% Playground W/ Pour & Play Surface		124,335		
		-	124,335		124,335
<b>Front Beach &amp; Restrooms</b>					
	To Repair 4500 Linear Ft of Sidewalk		70,000		
	Resurface City Owned Parts of Ocean Blvd		100,000		
		-	170,000		170,000
<b>Fire Dept Debt Service on 75' Ladder Truck</b>					
	Truist Govt Finance	75' Ladder Truck - Principal	83,947		
		75' Ladder Truck - Interest	7,967		
			-	91,914	91,914
<b>Unexpended Projects/Miscellaneous</b>					
	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		



**State Accommodations Tax**  
**Detailed Expense Statement for the 8 Months Ending February 28, 2025**  
 Fiscal Year Ending June 30, 2025

Vendor	Description	<i>A</i> Actual Expenditure	<i>B</i> FY2025 Budget	<i>C</i> Committee Approved	<i>B+C-A</i> (Over)/ Under
				-	1,172,536
<b>Grand Total</b>		930,907	4,089,436	-	2,724,244

City of Isle of Palms																				
SC State Accommodations Tax - Distribution of Funds Received																				
			Budget FY26	Dec-24	Sep-24	Total FY24	Jun-24	Mar-24	Dec-23	Sep-23	Total FY23	Jun-23	Mar-23	Dec-22	Sep-22	Total FY22	Jun-22	Mar-22	Dec-21	Sep-21
Total Payment Received From State			3,429,426	616,480	1,497,161	3,529,536	1,276,103	291,998	550,458	1,410,977	3,739,013	1,420,714	286,190	560,834	1,471,275	3,507,426	1,369,717	265,979	540,555	1,331,176
<i>Percentage Increase from prior year</i>				12%	6%	-6%	-10%	2%	-2%	-4%	7%	4%	8%	4%	11%	42%	36%	27%	37%	55%
Less 1/4 of \$25,000 (transferred to Gen Fund)			25,000	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250
Remainder			3,404,426	610,230	1,490,911	3,504,536	1,269,853	285,748	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926
<b>5% to General Fund</b>			170,221	30,511.50	74,546	175,227	63,493	14,287	27,210	70,236	185,701	70,723	13,997	27,729	73,251	174,121	68,173	12,986	26,715	66,246
<b>65% To Acc Tax Tourism Related</b>			2,212,877	396,649.42	969,092	2,277,948	825,405	185,736	353,735	913,073	2,414,112	919,402	181,961	360,479	952,270	2,263,580	886,253	168,824	347,299	861,205
<b>30% to Acc Tax Tourism Promotion (CVB):</b>			1,021,328	183,068.96	447,273.32	1,051,361	380,956	85,724	163,262	421,418	1,114,201	424,339	83,982	166,375	439,505	1,044,725	409,040	77,919	160,292	397,475
			3,404,426	610,230	1,490,911	3,504,536	1,269,853	285,748	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926

City of Isle of Palms  
SC State Accommodations Tax

**Total State Atax Received from SC Treasurer**

	<b>Qtr 1 July-Sept</b>	<b>Qtr 2 Oct-Dec</b>	<b>Qtr 3 Jan-Mar</b>	<b>Qtr 4 Apr-June</b>	<b>Fiscal Year Total</b>	<b>Increase/ Decrease</b>
<b>FY11</b>	532,879	189,711	55,395	394,752	1,172,737	
<b>FY12</b>	653,545	289,771	62,947	456,073	1,462,336	25%
<b>FY13</b>	675,341	283,750	82,388	443,861	1,485,340	2%
<b>FY14</b>	774,983	262,670	87,506	558,702	1,683,861	13%
<b>FY15</b>	783,479	283,054	92,269	575,444	1,734,246	3%
<b>FY16</b>	804,398	282,321	108,240	567,694	1,762,653	2%
<b>FY17</b>	807,457	281,373	100,997	633,111	1,822,939	3%
<b>FY18</b>	803,215	318,255	116,670	641,995	1,880,136	3%
<b>FY19</b>	846,664	318,661	164,861	692,063	2,022,250	8%
<b>FY20</b>	899,029	285,557	142,616	379,931	1,707,133	-16%
<b>FY21</b>	858,508	393,960	209,721	1,007,541	2,469,730	45%
<b>FY22</b>	1,331,176	540,555	265,979	1,369,717	3,507,427	42%
<b>FY23</b>	1,471,275	560,834	286,190	1,420,714	3,739,013	7%
<b>FY24</b>	1,410,977	550,458	291,998	1,276,103	3,529,536	-6%
<b>FY25</b>	1,497,161	616,480			2,113,641	8%

**Total State Atax Transferred to Charleston CVB (30%)**

	<b>Qtr 1 July-Sept</b>	<b>Qtr 2 Oct-Dec</b>	<b>Qtr 3 Jan-Mar</b>	<b>Qtr 4 Apr-June</b>	<b>Fiscal Year Total</b>	<b>Increase/ Decrease</b>
<b>FY11</b>	157,989	55,038	14,743	116,551	344,321	
<b>FY12</b>	194,188	85,056	17,009	134,947	431,201	25%
<b>FY13</b>	200,727	83,250	22,841	131,283	438,102	2%
<b>FY14</b>	230,620	76,926	24,377	165,736	497,658	14%
<b>FY15</b>	233,169	83,041	25,806	170,758	512,774	3%
<b>FY16</b>	239,444	82,821	30,597	168,433	521,296	2%
<b>FY17</b>	240,362	82,537	28,424	188,058	539,382	3%
<b>FY18</b>	239,090	93,602	33,126	190,723	556,541	3%
<b>FY19</b>	252,124	93,723	47,583	205,744	599,175	8%
<b>FY20</b>	267,834	83,792	40,910	112,104	504,640	-16%
<b>FY21</b>	255,677	116,313	61,041	300,387	733,419	45%
<b>FY22</b>	397,475	160,292	77,919	409,040	1,044,726	42%
<b>FY23</b>	439,505	166,375	83,982	415,472	1,105,334	6%
<b>FY24</b>	421,418	163,262	85,724	380,956	1,051,360	-5%

	A	B	M	N	O	P	Q	R	S	T	U	V	W	X	Y
1	DRAFT 1	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND													
2	GL Number	Description	ACTUAL FY23	ACTUAL FY24	BUDGET FY25	YTD As Of 12/31/24 (6 MOS)	Jan-Dec 2024 12 Months	FORECAST FY25	INCREASE/ (DECR) FROM FY25	BUDGET FY26	INCREASE/ (DECREASE) FROM FY25	FORECAST FY27	FORECAST FY28	FORECAST FY29	FORECAST FY30
3															
4															
5		<b>STATE ACCOMMODATIONS TAX FUND REVENUES</b>													
6	50-3450.4105	ACCOMMODATIONS TAX-RELATED	2,414,112	2,277,948	2,134,751	969,092	2,333,968	2,376,882	242,131	2,329,344	194,593	2,375,931	2,423,450	2,471,919	2,521,357
7	50-3450.4107	ACCOMMODATIONS TAX-PROMO	1,114,201	1,051,361	986,503	447,273	1,077,216	1,097,022	110,519	1,075,082	88,579	1,096,583	1,118,515	1,140,885	1,163,703
8	50-3450.4111	GRANT INCOME		12,352	376,200	4,184	4,184	279,184	(97,016)	499,800	123,600	-	-	-	-
9	50-3500.4501	MISCELLANEOUS INCOME	-	-	-	-	-	-	-	-	-	-	-	-	-
10	50-3500.4504	SALE OF ASSETS	-	-	-	-	-	-	-	-	-	-	-	-	-
11	50-3500.4505	INTEREST INCOME	130,902	269,127	234,290	123,745	265,889	215,288	(19,002)	166,348	(67,942)	100,348	100,348	100,348	100,348
12		<b>TOTAL REVENUES (NO TRANSFERS)</b>	<b>3,659,215</b>	<b>3,610,788</b>	<b>3,731,744</b>	<b>1,544,295</b>	<b>3,681,257</b>	<b>3,968,376</b>	<b>236,632</b>	<b>4,070,574</b>	<b>338,830</b>	<b>3,572,862</b>	<b>3,642,313</b>	<b>3,713,152</b>	<b>3,785,408</b>
13		<b>% Increase/(Decrease) from Prior Year</b>	<b>10%</b>	<b>-1%</b>	<b>60%</b>			<b>6%</b>		<b>9%</b>		<b>-12%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
14															
15		<b>GENERAL GOVERNMENT</b>													
16	50-4120.5013	BANK SERVICE CHARGES	-	-	-	-	-	-	-	-	-	-	-	-	-
17	50-4120.5022	WATER AND SEWER	938	324	600	195	331	350	(250)	400	(200)	400	400	400	400
18	50-4120.5025	NON-CAPITAL TOOLS & EQUIPMENT	-	394	6,000	-	-	4,185	(1,815)	6,000	-	6,000	6,000	6,000	6,000
21	50-4120.5077	PROGRAMS/SPONSORSHIPS	108,207	73,578	95,000	69,508	119,812	99,941	4,941	95,000	-	95,000	95,000	95,000	95,000
22	50-4120.5079	MISCELLANEOUS	-	-	1,000	-	-	1,000	-	1,000	-	1,000	1,000	1,000	1,000
23	50-4120.5085	CAPITAL OUTLAY	-	-	108,333	2,156	2,156	62,477	(45,856)	-	(108,333)	-	-	-	-
	50-4120.5090	TOURISM PROMOTION EXP	1,105,340	1,021,403	979,259	433,266	1,040,371	1,097,022	117,763	1,056,082	76,823	1,077,583	1,099,515	1,121,885	1,143,703
24															
25		<b>SUBTOTAL GENERAL GOVT</b>	<b>1,214,484</b>	<b>1,095,699</b>	<b>1,190,192</b>	<b>505,125</b>	<b>1,162,670</b>	<b>1,264,975</b>	<b>74,783</b>	<b>1,158,482</b>	<b>(31,710)</b>	<b>1,179,983</b>	<b>1,201,915</b>	<b>1,224,285</b>	<b>1,246,103</b>
26		<b>% Increase/(Decrease) from Prior Year</b>	<b>9%</b>	<b>-10%</b>	<b>56%</b>			<b>6%</b>		<b>-3%</b>		<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
27															
28		<b>POLICE</b>													
29	50-4420.5025	NON-CAPITAL TOOLS & EQUIPMENT	12,555	11,718	25,000	19,759	21,975	22,249	(2,751)	25,500	500	7,500	7,500	7,500	7,500
30	50-4420.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
31	50-4420.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-	-
32	50-4420.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-	-
33	50-4420.5085	CAPITAL OUTLAY	67,202	47,084	82,921	73,694	80,120	82,921	-	48,000	(34,921)	72,600	103,400	52,600	68,200
34		<b>SUBTOTAL POLICE</b>	<b>79,758</b>	<b>58,802</b>	<b>107,921</b>	<b>93,453</b>	<b>102,095</b>	<b>105,170</b>	<b>(2,751)</b>	<b>73,500</b>	<b>(34,421)</b>	<b>80,100</b>	<b>110,900</b>	<b>60,100</b>	<b>75,700</b>
35		<b>% Increase/(Decrease) from Prior Year</b>	<b>-28%</b>	<b>-26%</b>	<b>-49%</b>			<b>-3%</b>		<b>-32%</b>		<b>9%</b>	<b>38%</b>	<b>-46%</b>	<b>26%</b>
36															
37		<b>FIRE</b>													
38	50-4520.5009	DEBT SERVICE - PRINCIPAL	80,957	82,439	83,947	-	-	83,947	-	85,483	1,536	292,873	303,214	313,955	233,199
39	50-4520.5011	DEBT SERVICE - INTEREST	10,958	9,476	7,967	-	-	7,967	-	6,431	(1,536)	111,117	100,776	90,035	78,876
40	50-4520.5025	NON-CAPITAL TOOLS & EQUIPMENT	-	-	-	-	-	-	-	-	-	-	-	-	-
41	50-4520.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
42	50-4520.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-	-
43	50-4520.5085	CAPITAL OUTLAY	44,116	5,570	153,250	24,165	29,735	153,250	-	157,667	4,417	25,200	76,400	35,000	87,200
44		<b>SUBTOTAL FIRE</b>	<b>136,031</b>	<b>97,485</b>	<b>245,165</b>	<b>24,165</b>	<b>29,735</b>	<b>245,165</b>	<b>-</b>	<b>249,581</b>	<b>4,416</b>	<b>429,190</b>	<b>480,390</b>	<b>438,990</b>	<b>399,275</b>
45		<b>% Increase/(Decrease) from Prior Year</b>	<b>-34%</b>	<b>-28%</b>	<b>-40%</b>					<b>2%</b>		<b>72%</b>	<b>12%</b>	<b>-9%</b>	<b>-9%</b>
46															

	Z	AA
1	<b>CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND</b>	
2	NOTES	
3		
4		
5	<b>STATE ACCOMMODATIONS TAX FUND REVENUES</b>	
6	ACCOMMODATIONS TAX-RELATED	FY26 budget based on 98% of most recent 12 month actual collections. Increased to match trend and Airbnb settlement inclusion. Long-term forecast assumes 2% annual increase.
7	ACCOMMODATIONS TAX-PROMO	FY26 budget based on 98% of most recent 12 month actual collections. Increased to match trend and Airbnb settlement inclusion. Long-term forecast assumes 2% annual increase.
8	GRANT INCOME	FY26 assumes reimbursable Hazard Mitigation Grant for Waterway total of \$980K split 49% (\$480.2K) to Cap Fund and 51% to State ATax Fund (\$499.8K).
9	MISCELLANEOUS INCOME	
10	SALE OF ASSETS	
11	INTEREST INCOME	
12		
13		
14		
15	<b>GENERAL GOVERNMENT</b>	
16	BANK SERVICE CHARGES	
17	WATER AND SEWER	Irrigation at Breach Inlet sign
18	NON-CAPITAL TOOLS & EQUIPMENT	Add/replace/maintain benches, etc. at Carmen R Bunch and Leola Hanbury parks (\$1k) and provision for addition/maintenance of beach wheelchairs (\$5k)
21	PROGRAMS/SPONSORSHIPS	Provision for events and sponsorships approved by the Accommodations Tax Advisory Committee (\$50,000) and July 4th Fireworks show (\$45K).
22	MISCELLANEOUS	
23	CAPITAL OUTLAY	
24	TOURISM PROMOTION EXP	Includes State-mandated 30% transfer (\$987,320 less \$34K for City's new Public Relations & Tourism Coordinator) to one or more DMOs (Designated Marketing Organizations) that have an "existing, ongoing tourism promotion program" or a DMO that can demonstrate that "it can develop an effective tourism promotion program". City Council could continue to designate the Charleston Area CVB/Explore Charleston as the City's only DMO and/or designate another organization that meets the State's requirements. Also includes \$15k for City Hall visitor T-shirt program.
25		
26		
27		
28	<b>POLICE</b>	
29	NON-CAPITAL TOOLS & EQUIPMENT	Body armor as needed (\$7.5k). FY26 includes computer servers per VC3.
30	MAINT & SERVICE CONTRACTS	
31	PROFESSIONAL SERVICES	
32		
33	CAPITAL OUTLAY	FY26 incl a ATV (\$22K), Speed Radar & Trailer (\$20K), 1/2 PSB Gate (\$6K). Forecast periods = 20% of the annual Police Dept capital needs per the 10-yr plan
34		
35		
36		
37	<b>FIRE</b>	
38	DEBT SERVICE - PRINCIPAL	Debt service for 75' ladder truck. FY27+ includes new purchase for new Ladder Truck.
39	DEBT SERVICE - INTEREST	Debt service for 75' ladder truck. FY27+ includes new purchase for new Ladder Truck.
40	NON-CAPITAL TOOLS & EQUIPMENT	
41	MAINT & SERVICE CONTRACTS	
42		
43	CAPITAL OUTLAY	FY26 includes 1/3 cost of High Water Vehicle (\$121,667) 1/3 cost of High Water Equipment (\$10) 1/2 cost of Thermal Imaging Camera (\$20K) and 1/2 cost of PSB Gate (\$6K). Forecast periods = 20% of the annual Fire Dept capital needs per the 10-yr plan.
44		
45		
46		

	A	B	M	N	O	P	Q	R	S	T	U	V	W	X	Y
1	DRAFT 1	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND													
2	GL Number	Description	ACTUAL FY23	ACTUAL FY24	BUDGET FY25	YTD As Of 12/31/24 (6 MOS)	Jan-Dec 2024 12 Months	FORECAST FY25	INCREASE/ (DECR) FROM FY25	BUDGET FY26	INCREASE/ (DECREASE) FROM FY25	FORECAST FY27	FORECAST FY28	FORECAST FY29	FORECAST FY30
47	<b>PUBLIC WORKS</b>														
48	50-4620.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
49	50-4620.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-	-
50	50-4620.5079	MISCELLANEOUS	3,939	2,798	7,500	-	-	7,500	-	7,500	-	7,500	7,500	7,500	7,500
51	50-4620.5085	CAPITAL OUTLAY	36,500	188,405	570,000	-	-	570,000	-	1,020,000	450,000	39,400	19,400	86,000	114,000
52	<b>SUBTOTAL PUBLIC WORKS</b>		<b>40,439</b>	<b>191,202</b>	<b>577,500</b>	<b>-</b>	<b>-</b>	<b>577,500</b>	<b>-</b>	<b>1,027,500</b>	<b>450,000</b>	<b>46,900</b>	<b>26,900</b>	<b>93,500</b>	<b>121,500</b>
53	<b>% Increase/(Decrease) from Prior Year</b>		<b>390%</b>	<b>373%</b>	<b>1417%</b>					<b>78%</b>		<b>-95%</b>	<b>-43%</b>	<b>248%</b>	<b>30%</b>
54															
55	<b>RECREATION</b>														
57	50-4820.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
58	50-4820.5085	CAPITAL OUTLAY	112,658	124,622	124,334	-	23,110	124,334	-	65,000	(59,334)	27,800	35,000	19,500	4,000
59	50-4830.5092	SPECIAL ACTIVITIES	6,837	15,163	16,500	7,602	15,266	16,500	-	16,500	-	16,500	16,500	16,500	16,500
60	<b>SUBTOTAL RECREATION</b>		<b>119,495</b>	<b>139,786</b>	<b>140,834</b>	<b>7,602</b>	<b>38,376</b>	<b>140,834</b>	<b>-</b>	<b>81,500</b>	<b>(59,334)</b>	<b>44,300</b>	<b>51,500</b>	<b>36,000</b>	<b>20,500</b>
61	<b>% Increase/(Decrease) from Prior Year</b>		<b>1075%</b>	<b>17%</b>	<b>1104%</b>					<b>-42%</b>		<b>-46%</b>	<b>16%</b>	<b>-30%</b>	<b>-43%</b>
62															
63	<b>FRONT BEACH AND FRONT BEACH RESTROOMS</b>														
64	50-5620.5020	ELECTRIC AND GAS	747	631	750	247	583	750	-	750	-	750	750	750	750
65	50-5620.5022	WATER AND SEWER	12,009	11,922	12,500	7,658	12,555	12,500	-	12,500	-	12,500	12,500	12,500	12,500
66	50-5620.5026	MAINT & SERVICE CONTRACTS	21,013	14,685	45,000	3,476	17,400	40,831	(4,169)	45,000	-	20,000	20,000	20,000	20,000
67	50-5620.5044	CLEANING/SANITARY SUPPLY	8,909	9,210	11,000	4,651	10,300	10,506	(494)	11,000	-	10,000	10,000	10,000	10,000
68	50-5620.5062	INSURANCE	8,921	10,911	13,200	6,726	6,726	10,726	(2,474)	10,941	(2,259)	11,159	11,383	11,610	11,842
69	50-5620.5065	PROFESSIONAL SERVICES	-	80	80	-	-	80	-	80	-	80	80	80	80
70	50-5620.5067	CONTRACTED SERVICES	108,588	108,277	125,000	56,364	109,221	117,110	(7,890)	125,000	-	125,000	125,000	125,000	125,000
73	50-5620.5085	CAPITAL OUTLAY	25,108	-	170,000	-	-	70,000	(100,000)	95,000	(75,000)	170,000	-	-	-
74	<b>SUBTOTAL FR BEACH RESTRMS</b>		<b>185,295</b>	<b>155,717</b>	<b>377,530</b>	<b>79,123</b>	<b>156,784</b>	<b>262,503</b>	<b>(115,027)</b>	<b>300,271</b>	<b>(77,259)</b>	<b>349,489</b>	<b>179,713</b>	<b>179,940</b>	<b>180,172</b>
75	<b>% Increase/(Decrease) from Prior Year</b>		<b>22%</b>	<b>-16%</b>	<b>158%</b>			<b>-30%</b>		<b>-20%</b>		<b>16%</b>	<b>-49%</b>	<b>0%</b>	<b>0%</b>
76															
77	<b>TOTAL STATE ATAX FUND EXPENDITURES</b>		<b>1,775,501</b>	<b>1,738,691</b>	<b>2,639,142</b>	<b>709,469</b>	<b>1,489,660</b>	<b>2,596,147</b>	<b>(42,995)</b>	<b>2,890,833</b>	<b>251,691</b>	<b>2,129,963</b>	<b>2,051,317</b>	<b>2,032,815</b>	<b>2,043,250</b>
78	<b>% Increase/(Decrease) from Prior Year</b>		<b>11%</b>	<b>-2%</b>	<b>67%</b>			<b>-2%</b>		<b>10%</b>		<b>-26%</b>	<b>-4%</b>	<b>-1%</b>	<b>1%</b>
79															
80	<b>NET INCOME BEFORE TRANSFERS</b>		<b>1,883,714</b>	<b>1,872,097</b>	<b>1,092,603</b>	<b>834,826</b>	<b>2,191,598</b>	<b>1,372,229</b>	<b>279,627</b>	<b>1,179,741</b>	<b>87,138</b>	<b>1,442,900</b>	<b>1,590,995</b>	<b>1,680,337</b>	<b>1,742,158</b>
81															
82	<b>TRANSFERS</b>														
83	50-3900.4901	OPERATING TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	-	-	-
84	50-3900.5901	OPERATING TRANSFERS OUT	(642,811)	(1,133,147)	(1,450,294)	(27,976)	(1,143,430)	(1,450,294)	-	(1,460,781)	(10,487)	(2,992,968)	(1,404,415)	(1,651,386)	(1,699,665)
85	<b>NET TRANSFERS IN/(OUT)</b>		<b>(642,811)</b>	<b>(1,133,147)</b>	<b>(1,450,294)</b>	<b>(27,976)</b>	<b>(1,143,430)</b>	<b>(1,450,294)</b>	<b>-</b>	<b>(1,460,781)</b>	<b>(10,487)</b>	<b>(2,992,968)</b>	<b>(1,404,415)</b>	<b>(1,651,386)</b>	<b>(1,699,665)</b>
86															
87	<b>NET INCOME AFTER TRANSFERS</b>		<b>1,240,903</b>	<b>738,950</b>	<b>(357,691)</b>	<b>806,850</b>	<b>1,048,168</b>	<b>(78,065)</b>	<b>279,627</b>	<b>(281,040)</b>	<b>76,651</b>	<b>(1,550,068)</b>	<b>186,580</b>	<b>28,951</b>	<b>42,493</b>
88															
89	<b>ENDING FUND BALANCE</b>		<b>4,154,059</b>	<b>4,893,009</b>	<b>3,796,367</b>			<b>4,075,994</b>		<b>3,794,954</b>		<b>2,244,886</b>	<b>2,431,466</b>	<b>2,460,417</b>	<b>2,502,910</b>

Z		AA
1	<b>CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND</b>	
2	<b>NOTES</b>	
3		
47	<b>PUBLIC WORKS</b>	
48	MAINT & SERVICE CONTRACTS	
49	PROFESSIONAL SERVICES	
50	MISCELLANEOUS	Annual provision for beach trash cans.
51	CAPITAL OUTLAY	Includes approx. 51% (\$1,020M) of the Waterway Blvd multi-use path elevation project funded by 51% of FEMA Hazard Mitigation grant (\$499.80K). Forecast periods = 20% of Public Works 10 Year Capital Plan totals for non-drainage related capital expenses.
52		
53		
54		
55	<b>RECREATION</b>	
57		
58	CAPITAL OUTLAY	FY26 incl \$20K cost of playground equipment /scoreboards when failed and (\$45K of \$190K) cost of reconstruct 2 Tennis courts. Forecast period annual amts = 20% of 10 Yr Cap Plan totals
59	SPECIAL ACTIVITIES	Connector Run (\$7,500), Easter egg hunt (\$4,500), music event (\$4,500).
60		
61		
62		
63	<b>FRONT BEACH AND FRONT BEACH RESTROOMS</b>	
64	ELECTRIC AND GAS	
65	WATER AND SEWER	Includes outside showers
66	MAINT & SERVICE CONTRACTS	Includes \$20,000 for maintenance of public restrooms and \$25,000 to rehab approx. 250 LFt of white fencing in front beach areas.
67	CLEANING/SANITARY SUPPLY	Supplies for front beach restrooms
68	INSURANCE	General Liability SCMIRF and Flood Wright National
69	PROFESSIONAL SERVICES	Backflow tests
70	CONTRACTED SERVICES	Includes \$40k for year-round cleaning and maintenance of public restrooms and \$85k year-round business district (on street) & beach trash collection. Cost of PT attendant payroll expenses (\$30k) is now included in the General Fund, but offset by a Transfer In from the State Atax Fund.
73	CAPITAL OUTLAY	FY26 - FY26 includes \$70k per year to repair 4500 linear ft of sidewalks on Ocean Blvd between 10th and 14th (1/5 or 900 linear ft per year). Benches for front beach (\$25K) and resurface city owned portion of Ocean Blvd in FY27 (\$100k).
74		
75		
76		
77		
78		
79		
80		
81		
82	<b>TRANSFERS</b>	
83	OPERATING TRANSFERS IN	
84	OPERATING TRANSFERS OUT	Incls xfers to Gen Fund for Public Relations & Tourism Coordinator (\$41.5), 3 firefighters (\$294.1k), 3 Paramedics (\$331.2k), 2 police officer (\$212.3k), 100% of BSOs and Marina Parking Attendant (\$60k), Police OT (\$20k), Front Beach restroom attendant (\$30k), STR Coordinator (\$78.1K) and Code Enforcement Officer (\$80K). Also includes 75% of annual debt svc on Marina dock bond (\$249.8k), and Beach Run sponsorship (\$3k). FY2 Incls transfers to Marina fund for Marina green space (\$50k). \$225k in FY27 for 50% of bulkhead recoating if necessary. \$1.5M Transfer to Beach Preservation.
85		
86		
87		
88		
89		