

Accommodations Tax Advisory Committee
11:00 a.m., Wednesday, June 13, 2018
Council Chambers
1207 Palm Boulevard, Isle of Palms, South Carolina

AGENDA

1. **Call to Order** and acknowledgement that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of Previous Meetings' Minutes**
Regular Meeting May 2, 2018
4. **Citizens' Comments**
5. **Financial Statements**
6. **Old Business**
7. **New Business**
 - A. Sponsorship of Carolina Coast Surf Club, Inc. SurfCam in the amount of \$1,000
 - B. Sponsorship of City of Isle of Palms Magazine with annual publication of 50,000 magazines in the amount of \$60,000
8. **Miscellaneous**
Date of Next Meeting: _____, Wednesday, _____, 2018
9. **Adjourn**

Accommodations Tax Advisory Committee

12:00 p.m., Wednesday, May 2, 2018

The Accommodations Tax Advisory Committee held a regular meeting at 12:00 p.m., Wednesday, May 2, 2018 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Julise Spell, Susan Haynie, Malcolm Burgis, Sally Leydic-Muhlig, Rusty Williamson and David Nelson, Treasurer Suggs, Assistant Administrator Fragoso and City Clerk Copeland; a quorum was present to conduct business. Margaret Miller was absent.

1. Mr. Nelson called the meeting to order and acknowledged that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.

2. Approval of Previous Meeting's Minutes

MOTION: Ms. Haynie moved to approve the minutes of the regular meeting of April 4, 2018; Ms. Spell seconded and the motion **PASSED UNANIMOUSLY**.

3. Citizens' Comments – None

4. Financial Statements

Treasurer Suggs stated that she had only the one (1) schedule to review; the City received and deposited the March quarter payment from the State. The quarter has historically been the lowest in State ATAX, but collections are running sixteen percent ahead of last year. She thought that this might be a good indicator of what the spring activity will be.

5. Old Business – None

6. New Business

Consideration of FY19 ATAX Budget

Assistant Fragoso stated that the revenue has not changed since the April meeting and that she would review the expense items that have changed. She explained the reasons for the increases being twofold, i.e. projects that have not been completed in FY18 that must be re-budgeted to FY19 and Council has requested that the City re-consider its use of Hospitality Taxes and to make them more about the island's businesses. The changes are as follows:

- | | |
|------------------------------------------------------------------------------------------------------|----------|
| • Addition of a traffic camera to 41 st Avenue
(possible cost-sharing with Wild Dunes) | 5,000 |
| • In-car cameras | 30,000 |
| • Replacement of BSO pickup truck | 29,000 |
| • Decision to lease/purchase ladder truck | -157,500 |
| • Deferral of FD vehicle radios to FY20 | - 18,750 |
| • Addition of FD ATV | 17,000 |
| • Addition of 50% of cost for Public Works generator | 37,500 |
| • Re-budget 25% of replacement cost of underground
storage tank | 70,000 |
| • Re-budget 33% of cost of Public Works garbage
Packer | 68,000 |
| • Reclass of events held at Front Beach | -36,000 |

MOTION: Ms. Spell moved to approve the changer to the FY19 ATAX budget since the April 4, 2018 meeting; Mr. Burgis seconded and the motion **PASSED UNANIMOUSLY**.

8. Miscellaneous Business

Next Meeting Date: 12:00 p.m., Tuesday, July 10th in Council Chambers

9. Adjournment

MOTION: Ms. Haynie moved to adjourn the meeting at 12:13 p.m., Mr. Nelson seconded and the motion **PASSED UNANIMOUSLY**.

Respectfully submitted:

Marie Copeland
City Clerk

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		City of Isle of Palms	Actual	Budgeted	12 Months	Budgeted							
2	Account #	Account Description	FY 2016-17	FY 2017-18	Ending 2/28/18	FY 2018-19	Notes						
223	State Accommodation Tax Fund Revenues												
225	503450.4105	State Acc Tax Rev-Related	1,168,660	1,130,000	1,189,876	1,192,750	based on last 4 quarters received						
226	503450.4107	State Acc Tax Rev-Promo	539,382	522,000	549,174	550,500	based on last 4 quarters received						
227	503500.4501	Miscellaneous Income	1,750	2,000	-	-							
228	503500.4504	Sale of Assets	5,805	5,000	14,735	6,250	25% of sale of ladder truck						
229	503500.4505	Interest Income	15,583	12,000	19,901	20,000	based on last 12 months actual						
231	TOTAL STATE ACC TAX REVENUES		1,731,180	1,671,000	1,773,685	1,769,500							
233	TRANSFER	Transfers In from Other Funds	-										
234	503900.5901	To General Fund for PT Firefighters	(5,521)	(11,615)	(5,521)	(12,109)							
235	503900.5901	To General Fund for FT Firefighters	(240,840)	(260,352)	(260,352)	(272,708)							
236	503900.5901	To General Fund for Police Patrol Off	(64,496)	(68,985)	(68,985)	(72,787)							
237	503900.5901	Transfer to Marina	(22,840)	(237,667)	(22,840)	-							
238	503900.5901	To Marina Debt Service	(236,745)	(232,830)	(369,575)	(228,915)	75% of Marina debt service.						
239	503900.5901	To Rec Build Fund for Beach Run	(3,000)	(3,000)	(3,000)	(3,000)							
240	503900.5901	To Island-wide Beach Maint. Fund	-										
243	TOTAL STATE ACC TAX TRANSFERS OUT		(573,442)	(814,449)	(730,273)	(589,519)							
245	STATE ACC TAX REVENUES NET OF TRANS.		1,157,738	856,551	1,043,413	1,179,981							
247	State Accommodation Tax Fund Expenditures												
248	General Government												
249	504120.5013	Bank Service Charges	75	100	50	-							
250	504120.5022	Water & Sewer	407	600	829	600	irrigation for Breach Inlet sign area						
251	504120.5025	Non-capital Tools & Equipment	-	2,500	1,568	2,500	add/replace/maintain amenities, benches, etc at Mayor Carmen R Bunch Park						
252	504120.5026	Maintenance	-	1,050	-	-							
253	504120.5061	Advertising	5,895	33,500	795	10,000	ads for Spoleto, etc.						
255	504120.5077	Programs/Sponsorships	38,479	115,000	36,830	85,000	miscellaneous events as approved by Advisory Comm (\$50,000); July 4 Fireworks \$35,000						
256	504120.5079	Miscellaneous & Contingency	212	3,000	114	3,000							
257	504120.5085	Capital Outlay	6,076	10,000	7,660	10,000	add/replace holiday light displays						
258	504120.	Tourism Promotion General	27,065	25,000	25,112	26,000	website T-shirt giveaway (\$12,000), ongoing website/intranet maint & offsite backup (\$14,000)						
259	504120.5090	Tourism Promo "30%" Costs to CVB	539,382	522,000	455,572	550,500	Transferred to Charleston Visitors Bureau according to State Law.						
261	Police Department												
262	504420.5025	Police Dept Non-capital tools	1,823	5,000	3,057	10,000	replacement of body armor (\$5,000), traffic camera at 41st (\$5,000, cost share with Wild Dunes)						
263	504420.5026	Police Dept Maintenance	-	30,873	-	93,248	25% of Hill Rpt Yr1 maint at PSB to incl full roof replacement						
264	504420.5085	Police Dept Capital Outlay	36,386	169,625	29,997	200,000	repl 2 patrol vehs (\$76,000), 25% of repl of radios (fr reserves-\$65,000), in-car cameras (\$30,000), repl BSO pickup (\$29,000)						

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		City of Isle of Palms	Actual	Budgeted	12 Months	Budgeted							
2	Account #	Account Description	FY 2016-17	FY 2017-18	Ending 2/28/18	FY 2018-19	Notes						
265	State Accommodation Tax Fund Expenditures, continued												
267	Fire Department												
270	504520.5025	Non-capital Tools & Equipment	2,743	-	2,743	-							
271	504520.5026	Maintenance	-	50,604	-	112,979	25% of Yr 1 Hill Rpt maint priorities at PSB & FS#2 incl full PSB roof replacement						
272	504520.5085	Capital Outlay	101,358	225,375	74,816	49,000	repl rubber boat for marine rescues \$20,000), repl thermal imaging camera (\$12,000), ATV (\$17,000)						
274	Public Works Department												
279	504620.5026	Maintenance and Service Contracts	-	7,957	-	28,750	25% of Hill Report Yr2 maintenance, incl PWks roof replacement						
280	504620.5079	Miscellaneous & Contingency	12,768	15,000	14,538	15,000	\$5,500 (50) cases of pooper scoops (add'l cases budgeted in Muni Atax Fund), \$2,000 replacement of poop scoop stations and \$7,500 for beach trash barrels						
281	504620.5085	Capital Outlay	-	231,169	-	244,602	repl pickup truck (\$33,500), 50% of rplcmt generator (\$37,500), rebud 25% UST repl (\$70,000), rebud 33% of Mack garbage truck (\$67,972) and 33% of Mack flatbed (\$35,630)						
283	Recreation Department												
285	504820.5085	Rec Dept - Capital Outlay	17,191	49,500	30,896	44,000	Repl/add playground equip (only w/ failure \$10,000), 50% of cost to reconstruct tennis courts (\$34,000)						
286	504830.5092	Rec Dept - Special Activities	50,889	52,000	53,578	16,000	Connector Run (\$7,500), Easter egg hunt (\$4,500), music event (\$4,000). Reclassed several Front Beach related events to Hospitality Tax Fund for FY19						
288	Public Restrooms/Front Beach Area/Breach Inlet												
289	505620.5020	Electric & Gas	569	950	549	950							
290	505620.5022	Water & Sewer	11,496	13,500	11,100	15,000	increased for add'l showers after renovation						
291	505620.5026	Maint & Service Contracts	52,059	12,000	50,354	20,000	increased to allow for higher level of maintenance after renovation						
293	505620.5044	Cleaning & Sanitary Supply	7,648	7,000	7,502	8,000	increased based on actual						
294	505620.5062	Insurance	3,688	3,971	5,003	4,170	includes property, liability and flood and estimated 5% rate increase per SCMIRF (12% for Flood).						
295	505620.5065	Professional Services	70	70	70	70	backflow tests						
296	505620.5067	Contracted Services	141,041	134,700	135,051	161,000	\$89-\$170/day for yr-rnd restrm attend (\$60k), \$14k yr-rnd business district trash pickup & \$66k yr-round beach cleanup. Increased budget 15% to cover add'l costs that may result from new contracts.						
297	505620.5079	Miscellaneous & Contingency	-	2,500	-	2,500							
298	505620.5084	Construction in Progress	32,021	-	20,120	-							
299	505620.5085	Capital Outlay	-	456,000	72,458	70,000	replace 5 parking kiosks on Ocean Blvd						
301	TOTAL STATE ACC TAX EXPEND		1,089,338	2,180,544	1,040,362	1,782,868							
302						-18%	Increase/(Decrease) from FY18 budget						
304	TOTAL STATE ACC TAX SURPLUS/(DEFICIT)		68,400	(1,323,993)	3,051	(602,887)	<i>Reserves on hand for radio replacement (\$65,000), Hill maint (\$235,000) and PWks garbage truck (\$68,000). Remaining net expense of \$235,000 to be covered with undesignated State Atax fund bal estimated to be \$735,000 at 6/30/18.</i>						

City of Isle of Palms
State Accommodations Tax
Balance Sheet
5/31/2018

CASH @ BB&T	\$	125,067
CASH @ FIRST TENNESSEE		246,069
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL		1,508,611
ACCOUNTS RECEIVABLE		-
AMOUNTS DUE FROM OTHER FUNDS		27,831
		<u>1,907,578</u>
TOTAL ASSETS		
ACCOUNTS PAYABLE		2,460
DEFERRED REVENUE		-
AMOUNTS DUE TO OTHER FUNDS		113,988
		<u>116,448</u>
TOTAL LIABILITIES		
FUND BALANCE Beginning		2,167,416
Excess Revenues Over/(Under) Expenditures		(376,286)
FUND BALANCE		<u>1,791,130</u>
TOTAL LIABILITIES & FUND BALANCE		<u>1,907,578</u>

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 11 Months Ending 5/31/18
Fiscal Year Ending June 30, 2018

Date	Description	Total
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Revenues

September Quarterly Payment from State	751,023.29
Correction from Charleston County	6,093.88
December Quarterly Payment from State	296,404.85
March Quarterly Payment from State	104,899.34
June Quarterly Payment from State	-
Sales of Assets	8,930.00
YTD Interest Income	21,275.09

Grand Total	1,188,626.45
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State Accommodations Tax
Detailed Expense Statement for the 11 Months Ending May 31, 2018
 Fiscal Year Ending June 30, 2018

Check Date	Vendor	Description	A Actual Expenditure	B FY2018 Budget	C Committee Approved	B+C-A (Over)/ Under
Public Restroom Operations						
	SCE&G	YTD electricity for restrooms	563	950		387
	IOP WSC	YTD water & irrigation	8,465	13,500		5,035
	Blitch/Dan Gosh/Critter Control	YTD maintenance	4,221	12,000		7,779
	Port City Paper	YTD paper & cleaning supplies	4,748	7,000		2,252
	SCMIRF/Wright Flood	YTD property & flood insurance	5,003	3,971	1,032	(1,032)
	Irrigation By Design	YTD backflow testing	70	70		-
	IOP Cleaning Service	YTD attendant & cleaning	33,815	54,700		20,885
		YTD miscellaneous	-	2,500		2,500
			56,885	94,691		37,806
Beach Barrel & Front Beach Business District Trash Pickup						
	Schupp Enterprises	YTD trash pickup per contract	66,002	80,000		13,998
			66,002	80,000		13,998
Irrigation at Breach Inlet Sign						
	IOP WSC	YTD irrigation	725	600	400	275
			725	600	400	275
Beach Trash Barrels						
9/1/17	Global Equipment Co	100 yellow barrels	7,541		500	
3/23/18	Lowe's	painting supplies	71.72			
			7,612	7,500	500	388
Pooper Scooper Dispensers and Supplies						
			-	7,500	-	7,500
www.iop.net Website Maintenance						
7/31/16	VC3/BBT	YTD web expenses	9,713			
			9,713	13,000	-	3,287

State Accommodations Tax
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 Fiscal Year Ending June 30, 2018

Check Date	Vendor	Description	A Actual Expenditure	B FY2018 Budget	C Committee Approved	B+C-A (Over)/ Under
IOP website T-shirt Promo						
9/30/2017	The Hoove Group	1080 tshirts sales of tshirts	9,790 (30)			
			9,760	12,000	-	2,240
Charleston CVB - 30% Tourism Promotion Funds						
10/31/17	Charleston Area CVB	30% distribution for Sept17 Qtr	239,090			
3/1/18	Charleston Area CVB	30% distribution for Dec17 Qtr	93,602			
5/1/18	Charleston Area CVB	30% distribution for Mar18 Qtr	33,126			
			365,817	522,000	-	156,183
IOP Marina Debt Payment (75% of Total)						
1/16/18	City of Isle of Palms	debt service payment	232,830			
			232,830	232,830	-	-
2/3rd of Marina Bulkhead Rehabilitation						
			-	237,667	-	237,667
4th of July Fireworks - Year 2017						
		carryforward from FY17			22,400.00	
7/3/17	Off Duty Sheriff Deputies	add'l security	1,040			
7/1/17	The Hoove Group	staff tshirts	502			
7/15/17	Costco/Sam's/Harris Teeter	staff meal supplies	1,151			
7/1/17	Sunbelt rental	ATV rental	484			
7/21/17	Munnerlyn Pyrotechnics	balance on 7/4/17 show	12,500			
			15,677.29	-	22,400.00	6,723
4th of July Fireworks - Year 2018						
5/1/18	Munnerlyn Pyrotechnics	deposit on 7/4/18 show	12,600.00			
			12,600.00	35,000	-	22,400

State Accommodations Tax
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 Fiscal Year Ending June 30, 2018

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Front Beach Fest						
2/8/18	Stage Presence	stage	2,299.90			
2/13/18	The Tams	entertainment	3,800.00			
3/2/18	The Holiday Band	entertainment	2,000.00			
3/9/18	Island Publications	advertisement	838.00			
4/18/18	Nature's Calling	port-a-lets	390.27			
			9,328.17	10,000	-	672
Sponsor Isle of Palms Beach Run						
			-	3,000	-	3,000
Sponsor IOP Connector Run and Walk for the Child						
2/27/18	IOP Connector Run	sponsorship	7,500.00			
			7,500.00	7,500	-	-
Front Beach Tree Lighting & Holiday Street Festival						
9/1/17	TC's Amusements	carnival rides	7,000.00			
11/20/17	Blacktree Mgt Group	band	2,500.00			
8/29/17	Charleston Fun Factory	mechanical bull	1,171.75			
10/17/17	Stage Presence Equip	stage & lighting	3,191.20			
11/17/17	Haley Mae Campbell	entertainment	700.00			
11/21/17	The Windjammer	sound and lights	1,500.00			
12/8/17	The Post & Courier	advertising	1,474.00			
12/19/17	Sign Design	posters	47.96			
12/21/17	Lucky Dog Publishing	advertising	200.00			
1/10/18	The Holiday Band	entertainment	500.00			
			18,284.91	20,000		1,715

State Accommodations Tax
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 Fiscal Year Ending June 30, 2018

Check Date	Vendor	Description	A Actual Expenditure	B FY2018 Budget	C Committee Approved	B+C-A (Over)/ Under
Piccolo Spoleto Sand Sculpting Contest						
4/30/18	Media Services, Inc	advertisement	550.00			
5/1/18	Amazon	prizes	199.60			
5/1/18	Wal-mart	prizes	77.77			
5/18/18	Allegra Designs	posters	52.00			
5/31/18	All American Awards	prizes, engraving	642.53			
5/31/18		AIA sponsorship	(250.00)			
			1,271.90	3,000		1,728
Cultural Arts Event (aka Music in the Park)						
1/30/18	Bluegrass Band	entertainment	700.00			
4/25/18	Sweet Potato Pie	entertainment	2,000.00			
			2,700.00	4,000		1,300
Picnic table & benches for Mayor Carmen R Bunch Park						
8/140/17	Bliss Products	1 picnic table & 1 park bench	1,568	2,500		932
4/30/18	Bliss Products	bike rack	350			
			1,917	2,500		583
Easter Egg Hunt						
2/8/18	Charleston Party Booth	photo booth	375			
3/7/18	Jennifer Rhea	face painter	200			
3/8/18	Isalnd Paradise Balloon	artist	200			
3/8/2018	Charleston Jump Castles	inflatables	1,115			
3/9/18	Lowcountry Festival Foods	cotton candy	705			
3/14/18	Sure-Fire Entertainment	roving entertainers	1,375			
3/20/18	Allegra Design Marketing	posters	33			
3/27/18	Hometown Catering	ice cream	450			
4/1/18	Wal-Mart	bags for candy	9			
			4,461	3,500		(961)

State Accommodations Tax
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Holiday Light Displays						
11/10/17	Mosca Designs	waving santa display	3,979			
12/21/17		Windjammer sponsorship	(1,000)			
12/21/17		Carroll Realty sponsorship	(1,000)			
12/21/17		Morgan Creek Grill sponsorship	(500)			
11/6/17	Lowe's	supplies sponsorship	105			
			1,584	7,500		5,916
Advertising, including "Secret Season" campaign						
9/30/17	Post and Courier	"Best Family Beach"/Secret Season	795	33,500		32,705
			795	33,500		32,705
Fund Salary & Fringes for 1 of 27 Police Officers						
10/13/16	City of Isle of Palms	Transfer to General Fund	68,985			
			68,985	68,985	-	-
Police Dept Body Armor						
11/15/17	Lawmen's Safety Supply	body armor	946			
2/6/18	Lawmen's Safety Supply	body armor	2,112			
			3,057	5,000		1,943
Replace Police Dept Low Speed Vehicle						
3/14/18	JH Global Services, etc	Star Diablo 2x2 LSV, outfitted	14,259			
			14,259	14,000		(259)

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Replace Patrol Sedan						
			-	32,000		32,000
Replace 1 Yamaha Jet Ski						
7/13/17	Charleston Power Sports	2017 Sea Doo GTI 155	12,500			
			12,500	13,000		500
Thermal Imaging Camera						
8/4/17	Wally's Fire & Safety Equip	QXT thermal imaging camera bundle	9,472			
			9,472	12,000		2,528
Fire Department Aluminum Boat						
7/19/17	Marine One Corp	White Rescue One Connector Boat	27,420			
8/18/2017	West Marine	outfitting boat	1,492			
			28,912	30,000		1,088
Replace Rec Dept Pickup Truck						
11/21/17	Vic Bailey Ford	2017 Ford F-150 Pickup	30,239			
			30,239	32,000		1,761
Replace playground & scoreboard equipment						
4/30/18	Bliss Products	Rock Duo climber & bike rack	6,826			
			6,826	32,000		25,174

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Replace Fire Department Inflatable Boat						
12/8/17	Air-Sea Safety & Survival	inflatable boat	4,703			
			4,703		5,000	297
Replace 8 mobile data terminals for Fire Dept						
5/23/18	PCN Strategies, Inc	4 MDTs with docking brackets	19,644			
			19,644	48,000		28,356
Fund Salaries & Fringes for 4 of 34 Fire Personnel						
8/22/17	City of Isle of Palms	Transfer to General Fund	260,352.00			
			260,352.00	260,352	-	-
Additional Fire Dept Part-time Personnel						
			-	11,615	-	11,615
25% of Cost to Replace Radios - All Departments						
			-	83,750	-	83,750
1/3 of Cost to Replace Mack Garbage Truck						
			-	75,000	-	75,000
Replace 6 On-Street Parking Kiosks						
3/27/18	Parkeon	6 kiosks installed	70,373.10			
			70,373.10	84,000	-	13,627

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Renovation of Public Restrooms and Construction of New Boardwalk

Liollio Architecture	YTD design & construction mgt	17,758
Nature's Calling	YTD public portalets during construct	3,914
Phillip Smith Contracting	YTD construction costs	178,467

	200,138	372,000	-	171,862
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Mobi Mat Material for Beach Paths

	-	60,000		60,000
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"Get Eclipsed on IOP" Event

7/7/17	Rainbow Symphony	add'l eclipse safety glasses	1,597
7/31/17	The Hoove Group	tshirts for eclipse event	8,207
7/31/17	Allegra Designs	eclipse posters	72
7/24/17	Sign Design	event signs	667
8/4/17	Lucky Dog Publishing	eclipse ad	200
8/23/17	North Attleboro Jewelry	eclipse coins	559
8/21/17	Harris Teeter/Sam's/Lowe's	staff meal and supplies	894
8/23/17	Jay Holmquist	welded sphere	100
7/1/17	Ear for Music	entertainment	400
7/1/17	Good Clean Fun	entertainment	950
7/1/17	Blacktree Mgt Group	entertainment	1,800
7/1/17	Cumulus Radio Group	entertainment	2,150
8/4/17	The Windjammer	sound and stage	3,250
		eclipse tshirt sales	(17,310)

	3,536	30,000	9,565	36,029
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 Fiscal Year Ending June 30, 2018

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Unexpended Projects/Miscellaneous						
8/2/17	Carolina Coast Surf Club	annual sponsorship	1,000	50,000		
1/18/18	Junior Dunlap Tennis	annual sponsorship	5,000			
12/18/17	All American Awards	atax committee name plates	114			
		25% of cost to replace Public Works underground fuel tanks	303	61,339		
		25% of deposit on new Fire Ladder Truck		50,000		
		Replace Public Works pickup truck		32,000		
		25% of City facility maintenance per the Hill Report		90,484		
		25% of Public Safety Building roof replacement		124,750		
		Miscellaneous/undesignated	-	7,330		
		Bank Service Charges	34	100		
			6,451	416,003	-	409,552
Grand Total			1,564,913	3,016,993	37,865	1,489,945

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee: Date Approved _____ Denied _____	
Action Taken By Ways & Means Committee: Date Approved _____ Denied _____	
Action Taken By City Council: Date Approved _____ Denied _____	
Documentation required for payment: ___line item budget, ___invoices, ___Financial Report	

For Official Use Only

A. Project Name: Advertising and Promotion of Tourism through Surfcam, including Link to City of IOP Website for Beach Access, Parking, and Traffic Information

B. Applicant Organization: Carolina Coast Surf Club, Inc.

1. Mailing Address: P.O. Box 161, Sullivan's Island, SC 29482
Telephone: _____ Fax: _____

2. Project Director: Jim Radley
Telephone: 843-886-6297 (h), 703-328-4711 (c) Fax: _____

3. Description of Organization, Its Goals and Objectives:
Preserve and protect the IOP beaches and ocean. This includes participating in the SCDHEC-OCRM Adopt-A-Beach program to clean the beach from the 9th Avenue beach access to the Sea Cabins pier. Promote surfing as a healthy, family-oriented activity on IOP.

C. Description and Location of Project/Event:

Real time camera image of beach and surf conditions on IOP displayed on the surf camera web page (www.carolinacoastsurfclub.org/surfcam.php). City of IOP would continue to have its logo as a sponsor on the surfcam page with a link to the City's home page. Daily surf report on surf camera web page will continue to include an IOP Parking section and IOP traffic section that describe how to navigate to the corresponding City of IOP web page for beach access, parking, and IOP Connector traffic.

Single Event? Ongoing Event/Annual Need?

1. Date(s): of Event: website or Project Start: _____ Completion: _____

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (95%) vs. Isle of Palms residents (5%).
 *Source of tourist data: Internet traffic – 484 website page hits per day average from 11 May 2017 to 11 May 2018, with a maximum of 4,200 hits on 11 September 2017 (5 hits per daylight minute) during Hurricane Irma.
 (website hits, surveys, ticket sale information, etc.)
3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event?
 *Source of tourist data _____
 (website hits, surveys, ticket sale information, etc.)

D. Funding: Sources of Income for This Event or Project

1. Sponsorships or Fundraising: Amount \$5,000 From: private sponsors
2. Entry Fees : Amount \$ _____ From _____
3. Donations: Amount \$ _____ From _____
4. Accommodations Tax Funds Request: Amount \$1,000
 Date(s) Required: 9/1/2018 Lump Sum \$1,000
 Installments _____
5. Other:
6. Total Budget: \$6,000

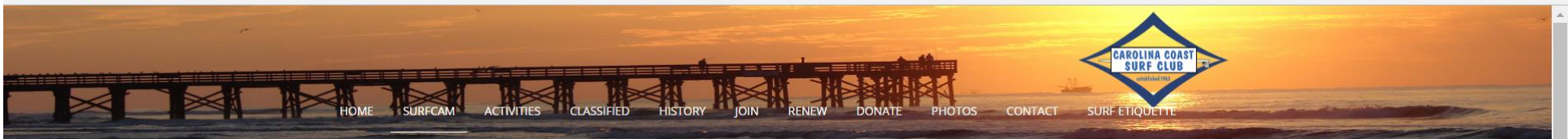
E. Financial Analysis

Please Provide Line Item Budget for Event or Project

Date for Submission to Isle Of Palms Treasurer of Financial Report for Event or Project _____

If awarded, funds are requested as follows:

- (1) Lump Sum(s): \$1,000 on 9/1/2018 (date),
 \$ _____ on _____ (date),
 \$ _____ on _____ (date).
- (2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.



SurfCam and Report

Home / SurfCam



Sottile, Hopkins & Lewis, LLC



How big is that wave?



Use this scale to approximate the size of the waves as they pass the pierhead



Isle of Palms Weather



COASTAL CANTINA

up.



Isle of Palms Report

Waves	At 7:40 AM, waves are in the knee to thigh high range and breaking in sections. There looks to be some rides out there, but they will be short.
Buoy Information	Edisto Buoy is reporting a wave height of 2.6 ft and a dominant wave period of 8 seconds.
Wind	Calm and forecast to increase to 9 mph from the SE (onshore) this afternoon.
Air temperature	71 deg F, with a forecast high of 79 deg F.
Tides	Low Tide 1:16 AM, Sunrise 6:20 AM, High Tide 7:19 AM, Low Tide 1:22 PM, High Tide 7:39 PM, Sunset 8:10 PM
Water Temperature	76 deg F at the Cooper River entrance in the Charleston harbor.
Barometer	1018 mb and rising. (Note that standard atmospheric pressure at sea level is 1013 mb = 29.92 inHg.)
Other information	The forecast is for waves in the waist high range tomorrow through Friday and then increasing to stomach to chest high on the weekend, but with rain, thunderstorms, and onshore wind. There may be some windows of opportunity for surfing, but probably not before the weekend.
Become a Member	If you enjoy this surfcam please consider becoming a member of or renewing your membership with The Carolina Coast Surf Club. New and renewing members click on either the "JOIN" or "RENEW" tabs above. You may now pay annual dues online!
Current IOP Traffic	To view current traffic conditions at both the IOP and Mount Pleasant ends of the IOP Connector, do the following: (1) click on the City of Isle of Palms seal on the upper left of this web page; (2) select "The Island" at the upper right of the home page, and from the pull down menu click on "Beach"; (3) at the left of the Beach web page, click on "Beach Access & Parking"; (4) click on the "SCDOT 511 system" link in the second paragraph.
IOP Parking	Public parking is specified on the Isle of Palms City web site by first performing steps (1), (2) and (3) above; then, (4) for the period from May 15 to September 15, public parking locations not requiring a permit or fee are described in the "Road Right-of-Ways" paragraph and links. An exception is 7th Avenue where, due to plants and other obstructions in the right-of-way, only about 4 parking spaces are available.
	This surf report was updated on Monday May 14 by Jim Radley.

COASTAL CANTINA



State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee: Date Approved _____ Denied _____	
Action Taken By Ways & Means Committee: Date Approved _____ Denied _____	
Action Taken By City Council: Date Approved _____ Denied _____	
Documentation required for payment: ___line item budget, ___invoices, ___Financial Report	

For Office Use Only

A. Project Name: City of Isle of Palms Magazine

B. Applicant Organization: Media Services Inc

1. Mailing Address: PO Box 22617 Chas SC 29413

Telephone: 843-881-1481 EXT 100 Fax: _____

2. Project Director: Bill Macchio, Publisher

Telephone: 843-345-7012 Fax _____

3. Description of Organization, Its Goals and Objectives:

Publisher of niche community-minded magazines to promote local businesses, lifestyles and calendar of events

C. Description and Location of Project/Event:

City of Isle of Palms Magazine to be published annually – 50,000 issues, 84 pages, full color, high grade coated paper, perfect bound. Editorial content to focus exclusively on Isle of Palms shopping, dining, vacation spots with advertising available to island businesses. Distributed via ALL official South Carolina Visitor Centers, Charleston Visitors Center Bureau (downtown and Mount Pleasant), Asheville-Hendersonville Airport (see attached photo of kiosk), locally via direct mail to all Isle of Palms residents and businesses as well as in local businesses (including numerous hotels East of the Cooper.) Issues will be available for all local businesses to distribute to island visitors and include in their vacation rentals. Magazine will also be available online with social media presence.

Single Event? Ongoing Event/Annual Need?

ANNUAL PUBLICATION DISTRIBUTED NOVEMBER 2018 THROUGH
NOVEMBER 2019

1. Date(s) of Event: ___ or Project Start: 7/1/18 Completion: 11/15/18
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (60%) vs. Isle of Palms residents (40%).
 *Source of tourist data SC Visitor Centers (29 million visitors stop in these 9 locations each year), 1.4 million annual visitors through Asheville-Hendersonville Airport, 4.2 million annual visitors to Charleston, Social Media including Facebook, Twitter, Instagram and e-blasts from Mount Pleasant Magazine reached 1,516,900 contacts in 2017.
 (website hits, surveys, ticket sale information, etc.)
3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event?
 *Source of tourist data SCVC, CVB, Media Services, TOMP, Asheville-Hendersonville airport
 (website hits, surveys, ticket sale information, etc.)

D. Funding: Sources of Income for This Event or Project

1. Sponsorships or Fundraising: Amount \$ _____ From _____

2. Entry Fees : Amount \$ _____ From _____
3. Donations: Amount \$ _____ From _____
4. Accommodations Tax Funds Request: Amount \$ 60,000
 Date(s) Required: 7/15/18 & 11/15/18
 Lump Sum Installments 2 payments of \$30,000
5. Other:
6. Total Budget: \$60,000

E. Financial Analysis

Please Provide Line Item Budget for Event or Project

Date for Submission to Isle Of Palms Treasurer of Financial Report for Event or Project _____

If awarded, funds are requested as follows:

- (1) Lump Sum(s): \$
- (2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.