

City of Isle of Palms, SC Accommodations Task Force

February 24, 2022

1. Welcome and acknowledgement that the press and the public have been duly notified of this meeting in accordance with the Freedom of Information Act. Introductions
2. Introductions
3. Review of duties of task force as assigned by City Council
4. Overview of State Accommodations Tax
 - a. What is the state accommodations tax?
 - b. Who approves state accommodations tax expenditures?
 - c. What are the restrictions on the use of state accommodations tax revenue?
5. Review of State Accommodations Tax revenue generated at Isle of Palms and budgeted expenditures
6. Review of existing structure for the expenditure of funds required for tourism advertising and promotion – 30% of ATAX
 - a. Restricted funds – Must be spent in tourism promotion and advertisement
 - b. Charleston Area Visitors Bureau as the City's current Direct Marketing Organization
 - i. Review of proposal suggested by Charleston Area Visitors Bureau
7. Overview of ATAX Advisory Committee research and recommendations
8. Overview of what other municipalities have done
9. Discussion of what additional data/research/information needed by taskforce
10. Next steps/assignments
11. Next meeting date

Title 6 - Local Government - Provisions Applicable to Special Purpose Districts and Other Political Subdivisions

CHAPTER 4

Allocation of Accommodations Tax Revenues

SECTION 6-4-5. Definitions.

As used in this chapter:

(1) "County area" means a county and municipalities within the geographical boundaries of the county.

(2) "Cultural", as it applies to members of advisory committees in Section 6-4-25, means persons actively involved and familiar with the cultural community of the area including, but not limited to, the arts, historical preservation, museums, and festivals.

(3) "Hospitality", as it applies to members of the committees in item (2), means persons directly involved in the service segment of the travel and tourism industry including, but not limited to, businesses that primarily serve visitors such as lodging facilities, restaurants, attractions, recreational amenities, transportation facilities and services, and travel information and promotion entities.

(4) "Travel" and "tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.

HISTORY: 1991 Act No. 147, Section 1; 2001 Act No. 74, Section 2; 2002 Act No. 312, Section 2.

SECTION 6-4-10. Allocation to general fund; special fund for tourism; management and use of special fund.

The funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax provided in Section 12-36-2630(3) must be allocated in the following manner:

(1) The first twenty-five thousand dollars must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.

(2) Five percent of the balance must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.

(3) Thirty percent of the balance must be allocated to a special fund and used only for

advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them. Fees allocated pursuant to this subsection must not be used to pledge as security for bonds and to retire bonds. Also, fees allocated pursuant to this subsection must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity, and not used to pledge as security for bonds and to retire bonds.

(4)(a) The remaining balance plus earned interest received by a municipality or county must be allocated to a special fund and used for tourism-related expenditures. This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures.

(b) The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual promotion of tourism. The funds must not be used as an additional source of revenue to provide services normally provided by the county or municipality but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county or municipality to attract and provide for tourists.

"Tourism-related expenditures" include:

- (i) advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
- (ii) promotion of the arts and cultural events;

(iii) construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;

(iv) the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;

(v) public facilities such as restrooms, dressing rooms, parks, and parking lots;

(vi) tourist shuttle transportation;

(vii) control and repair of waterfront erosion, including beach renourishment;

(viii) operating visitor information centers.

(c)(i) Allocations to the special fund must be spent by the municipality or county within two years of receipt. However, the time limit may be extended upon the recommendation of the local governing body of the county or municipality and approval of the oversight committee established pursuant to Section 6-4-35. An extension must include provisions that funds be committed for a specific project or program.

(ii) Notwithstanding the provisions of subsubitem (i), upon a two-thirds affirmative vote of the membership of the appropriate local governing body, a county or municipality may carry forward unexpended allocations to the special fund beyond two years provided that the county or municipality commits use of the funds exclusively to the control and repair of waterfront erosion, including beach renourishment. The county or municipality annually shall notify the oversight committee, established pursuant to Section 6-4-35, of the basic activity of the committed funds, including beginning balance, deposits, expenditures, and ending balance.

(d) In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 2010 Act No. 284, Section 2, eff upon approval (became law without the Governor's signature on June 28, 2010); 2014 Act No. 184 (S.294), Sections 1, 2, eff June 2, 2014.

Effect of Amendment

The 2010 amendment, in item (3), inserted "only" preceding "for advertising" in the first

sentence and added the last two sentences.

2014 Act No. 184, Section 1, in subsection (4)(b), changed the paragraph designators from arabic to roman numbers"; and in subsection (4)(b)(vii), inserted ", including beach renourishment".

2014 Act No. 184, Section 2, rewrote subsection (4)(c).

SECTION 6-4-15. Use of revenues to finance bonds.

A municipality or county may issue bonds, enter into other financial obligations, or create reserves to secure obligations to finance all or a portion of the cost of constructing facilities for civic activities, the arts, and cultural events which fulfill the purpose of this chapter. The annual debt service of indebtedness incurred to finance the facilities or lease payments for the use of the facilities may be provided from the funds received by a municipality or county from the accommodations tax in an amount not to exceed the amount received by the municipality or county after deduction of the accommodations tax funds dedicated to the general fund and the advertising and promotion fund. However, none of the revenue received by a municipality or county from the accommodations tax may be used to retire outstanding bonded indebtedness unless accommodations tax revenue was obligated for that purpose when the debt was incurred.

HISTORY: 1991 Act No. 147, Section 1.

SECTION 6-4-20. Administration account established; State Treasurer's duties; distribution of account revenues; exceptions to tourism spending mandate.

(A) An accommodations tax account is created to be administered by the State Treasurer.

(B) At the end of each fiscal year and before August first a percentage, to be determined by the State Treasurer, must be withheld from those county areas collecting four hundred thousand dollars or more from that amount which exceeds four hundred thousand dollars from the tax authorized by Section 12-36-2630(3), and that amount must be distributed to assure that each county area receives a minimum of fifty thousand dollars. The amount withheld from those county areas collecting four hundred thousand dollars or more must be apportioned among the municipalities and the county in the same proportion as those units received quarterly remittances in Section 12-36-2630(3). If the total statewide collections from the local accommodations tax exceeds the statewide collections for the preceding fiscal year then this fifty thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. The

difference between the fifty thousand dollars minimum and the actual collections within a county area must be distributed to the eligible units within the county area based on population as determined by the most recent United States census.

(C) At the end of each fiscal year and before August first, the State Treasurer shall distribute to each county area collecting more than fifty thousand dollars but less than four hundred thousand dollars an additional fifteen thousand dollars. If the total statewide collections from the local accommodations tax exceed the statewide collections for the preceding fiscal year, this fifteen thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. This amount must be distributed in the same manner as the fifty thousand dollars in subsection (B). The amount paid those qualified county areas under this subsection must be paid from the account created under this section.

(D) The amount withheld in excess must be distributed to the county areas whose collections exceed four hundred thousand dollars based on the ratio of the funds available to the collections by each county area.

(E) The accommodations tax funds received by a municipality or county in county areas collecting fifty thousand dollars or less are not subject to the tourism-related provisions of this chapter.

(F) Two percent of the local accommodations tax levied pursuant to Section 12-36-2630(3) must be remitted quarterly and equally to the eleven agencies designated by law and regional organizations to administer multi-county tourism programs in the state tourism regions as identified in the promotional publications of the South Carolina Department of Parks, Recreation and Tourism. This remittance is in addition to other funds that may be allocated to the agencies by local governments.

(G) The State Treasurer may correct misallocations to counties and municipalities from accommodations tax revenues by adjusting subsequent allocations, but these adjustments may be made only in allocations made in the same fiscal year as the misallocation.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 1991 Act No. 168, Section 2.

Code Commissioner's Note

1991 Act No. 168, Section 2, originally amended this section by adding item "(5)." By direction of the Code Commissioner, the added text was redesignated as subsection "(G)" to conform to the designations in the earlier amendment of this section by 1991

Act No. 147, Section 1.

SECTION 6-4-25. Advisory Committee; guidelines for expenditures; annual reports; reports to Accommodations Tax Oversight Committee.

(A) A municipality or county receiving more than fifty thousand dollars in revenue from the accommodations tax in county areas collecting more than fifty thousand dollars shall appoint an advisory committee to make recommendations on the expenditure of revenue generated from the accommodations tax. The advisory committee consists of seven members with a majority being selected from the hospitality industry of the municipality or county receiving the revenue. At least two of the hospitality industry members must be from the lodging industry where applicable. One member shall represent the cultural organizations of the municipality or county receiving the revenue. For county advisory committees, members shall represent the geographic area where the majority of the revenue is derived. However, if a county which receives more in distributions of accommodations taxes than it collects in accommodations taxes, the membership of its advisory committee must be representative of all areas of the county with a majority of the membership coming from no one area.

(B) A municipality or county and its advisory committee shall adopt guidelines to fit the needs and time schedules of the area. The guidelines must include the requirements for applications for funds from the special fund used for tourism-related expenditures. A recipient's application must be reviewed by an advisory committee before it receives funds from a county or municipality.

(C) Advisory committees shall submit written recommendations to a municipality or county at least once annually. The recommendations must be considered by the municipality or county in conjunction with the requirements of this chapter.

(D) Municipalities and counties annually shall submit to the South Carolina Accommodations Tax Oversight Committee:

(1) end-of-the-year report detailing advisory committee accommodations tax recommendations;

(2) municipality's or county's action following the recommendations;

(3) list of how funds from the accommodations tax are spent, except for the first twenty-five thousand dollars and five percent of the balance in Section 6-4-10(2) allocated to the general fund. The list is due before October first and must include funds received and dispersed during the previous fiscal year;

(4) list of advisory committee members noting the chairman, business address if

applicable, and representation of the hospitality industry including the lodging industry and cultural interests.

(E) The regional tourism agencies in Section 6-4-20 annually shall submit reports on their budgets and annual expenditure of accommodations tax funds pursuant to this chapter to the Accommodations Tax Oversight Committee.

HISTORY: 1991 Act No. 147, Section 1; 2002 Act No. 312, Section 3.

SECTION 6-4-30. Repealed by 2003 Act No. 69, Section 3.MM, eff June 18, 2003.

Editor's Note

Former section was entitled "Department of Revenue's duties regarding accommodations taxes" and was derived from 1991 Act No. 147, Section 1; 1997 Act No. 87, Section 1; 2001 Act No. 74, Section 3.B.

SECTION 6-4-35. Tourism Expenditure Review Committee.

(A) There is established the Tourism Expenditure Review Committee consisting of eleven members as follows:

- (1) one member appointed by the Speaker of the House;
- (2) one member appointed by the President of the Senate;
- (3) the Director of the South Carolina Department of Parks, Recreation and Tourism, or his designee, ex officio;
- (4) eight members appointed by the Governor as follows:
 - (a) one member on the recommendation of the South Carolina Association of Tourism Regions;
 - (b) one member on the recommendation of the South Carolina Association of Convention and Visitors Bureaus;
 - (c) one member on the recommendation of the South Carolina Travel and Tourism Coalition;
 - (d) one member on the recommendation of the Municipal Association of South Carolina;
 - (e) one member on the recommendation of the South Carolina Association of Counties;

- (f) one member on the recommendation of the Hospitality Association of South Carolina;
- (g) one member on the recommendation of the South Carolina Arts Commission; and
- (h) one member at large.

Appointed members shall serve for terms of four years and until their successors are appointed and qualify, except that of those first appointed by the Governor, four shall serve for a term of two years and the term must be noted on the appointment.

Regardless of the date of appointment, all terms expire July first of the applicable year. Members shall serve without compensation but may receive the mileage, subsistence, and per diem allowed by law for members of state boards, committees, and commissions. Vacancies must be filled in the manner of original appointment for the unexpired portion of the term.

(B)(1)(a) The Tourism Expenditure Review Committee shall serve as the oversight authority on all questionable tourism-related expenditures and to that end, all reports filed pursuant to Section 6-4-25(D)(3) must be forwarded to the committee for review to determine if they are in compliance with this chapter. The municipality or county must be notified if an expenditure is questioned, and the committee may consider any further supporting information the municipality or county may provide. If the committee finds an expenditure to be in noncompliance, it shall certify the noncompliance to the State Treasurer, who shall withhold the amount of the expenditure found in noncompliance from subsequent distributions in accommodations tax revenue otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(b) If the committee determines that a municipality or county has failed to file the reports required pursuant to Section 6-4-25(D)(3), it may impose a fee of five hundred dollars a month or part of a month for each month the report is not filed, but not more than five thousand dollars. The committee shall certify the penalty to the State Treasurer, who shall withhold the amount of the penalty from subsequent distributions otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(c) Allocations withheld must be reallocated proportionately to all other recipients.

(2) The committee has jurisdiction to investigate and research facts on written complaints submitted to it with regard to the appropriate tourism-related expenditures and resolve these complaints as provided in item (1) of this subsection.

(3) The committee shall forward copies of information submitted by the local

governments and regional tourism agencies pursuant to Section 6-4-25 arising under the tourism provisions of this chapter to the Department of Parks, Recreation and Tourism, which shall publish an annual report on the information submitted.

HISTORY: 2001 Act No. 74, Section 3.A; 2003 Act No. 38, Section 1, eff June 2, 2003; 2019 Act No. 1 (S.2), Section 31, eff January 31, 2019.

Editor's Note

2004 Act No. 202, Section 3, provides as follows:

"Wherever the term 'Administrative Law Judge Division' appears in any provision of law, regulation, or other document, it must be construed to mean the Administrative Law Court established by this act."

Effect of Amendment

The 2003 amendment, in subsection (A) substituted "eleven" for "nine" in the introductory paragraph, substituted "eight" for "six" in paragraph (4), added paragraphs (4)(g) and (4)(h), and made nonsubstantive changes.

2019 Act No. 1, Section 31, in (A)(2), substituted "President of the Senate" for "President Pro Tempore of the Senate".

Uptown

January 2019

Accommodations Tax FAQs

What is the difference between the state accommodations tax and the local accommodations tax?

State Accommodations Tax

The [state accommodations tax](#) is a mandatory 2 percent charge applied to all accommodations statewide. Accommodations are defined as "the rental or charges for any rooms, campground spaces, lodgings, or sleeping accommodations furnished to transients by any hotel, inn, tourist court, tourist camp, motel, campground, residence, or any place in which rooms, lodgings, or sleeping accommodations are furnished to transients for a consideration." The SC Department of Revenue collects these dollars and distributes them back to cities and counties by a formula based on the location of the short-term rental.

Local Accommodations Tax

County and municipal governments may impose a [local accommodations tax](#) by ordinance adopted by a positive majority of the entire governing body. The cumulative rate of the tax may not exceed 3 percent. A county government may not impose an accommodations tax exceeding 1.5 percent within a municipality without consent by resolution of the municipal council.

Who approves accommodations tax expenditures?

State Accommodations Tax

A municipality receiving more than \$50,000 in revenue from the state accommodations tax must appoint an advisory committee to make recommendations for how the revenue generated from the accommodations tax should be spent. The advisory committee consists of seven members, with a majority being selected from the hospitality industry of the municipality or county receiving the revenue. At least two of the hospitality industry members must be from the lodging industry, where applicable. One member must represent the cultural organizations of the municipality receiving the revenue.

The advisory committee submits written recommendations to the municipal council at least once annually. The report addresses how to spend the portion of accommodations tax revenue that remains after allocations are made to the general fund and the tourism and promotion funds. The municipal council may accept, reject or modify these recommendations.

The council must submit an annual report detailing use of the state accommodations tax proceeds to the state Tourism Expenditure Review Committee. TERC is an 11-member committee that reviews the tourism-related expenditures funded with state accommodations tax revenue.

Local Accommodations Tax

There is no requirement for an advisory committee for local accommodations tax expenditures. The municipal council is solely responsible for approving local accommodations tax expenditures unless otherwise established by the council.

Are there restrictions on the use of the accommodations tax revenue?

State Accommodations Tax

Yes. State law is very specific about how cities and counties can spend state accommodations tax revenue. The first \$25,000 is deposited into the local governments' general fund, 30 percent of the balance must be allocated to a special fund for the exclusive use of tourism advertising and promotion, and the remaining balance must be used for tourism-related expenditures as defined in [SC Code Section 6-1-530](#).

Local Accommodations Tax

Local Accommodations Tax proceeds must be used for tourism-related projects and programs as defined in [SC Code Section 6-1-530](#).

Acceptable tourism-related expenses

As defined by [SC Code Section 6-1-530](#):

Tourism-related buildings such as civic centers, coliseums and aquariums.

Tourism-related cultural, recreational or historic facilities.

Beach access, renourishment, or other tourism-related lands and water access.

Highways, roads, streets and bridges providing access to tourist destinations.

Advertisements and promotions related to tourism development.

Water and sewer infrastructure to serve tourism-related demand.

Funds can also be used for operation and maintenance of the above items, including police, fire protection, emergency medical services and emergency-preparedness operations.

[Learn more about South Carolina regulations for short-term rentals.](#)

In This Issue

January 2019

City of Isle of Palms																			
SC State Accommodations Tax - Distribution of Funds Received																			
	YTD FY22	Dec-21	Sep-21	Total FY21	Jun-21	Mar-21	Dec-20	Sep-20	Total FY20	Jun-20	Mar-20	Dec-19	Sep-19	Total FY19	Jun-19	Mar-19	Dec-18	Sep-18	Total FY18
Total Payment Received From State	1,871,731	540,555	1,331,176	2,469,730	1,007,541	209,721	393,960	858,508	1,707,133	379,931	142,616	285,557	899,029	2,022,250	692,063	164,861	318,661	839,690	1,880,136
Percentage Increase from prior year	49%	37%	55%	0	165%	47%	38%	-5%	-16%	-45%	-13%	-10%	7%	8%	8%	41%	0%	5%	3%
Less 1/4 of \$25,000 (transferred to Gen Fund)	12,500	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	25,000
Remainder	1,859,231	534,305	1,324,926	2,444,730	1,001,291	203,471	387,710	852,258	1,682,133	373,681	136,366	279,307	892,779	1,997,250	685,813	158,611	312,411	833,440	1,855,136
5% to General Fund	92,962	26,715	66,246	122,237	50,065	10,174	19,386	42,613	84,107	18,684	6,818	13,965	44,639	99,863	34,291	7,931	15,621	41,672	92,757
65% To Acc Tax Tourism Related	1,208,500	347,299	861,205	1,589,078	650,839	132,256	252,012	553,971	1,093,386	242,893	88,638	181,550	580,306	1,298,212	445,779	103,097	203,067	541,736	1,205,838
30% to Acc Tax Tourism Promotion (CVB):	557,769	160,292	397,475	733,416	300,387	61,041	116,313	255,674	504,640	112,104	40,910	83,792	267,834	599,175	205,744	47,583	93,723	250,032	556,541
	1,859,231	534,305	1,324,926	2,444,730	1,001,291	203,471	387,710	852,258	1,682,133	373,681	136,366	279,307	892,779	1,997,250	685,813	158,611	312,411	833,440	1,855,136

City of Isle of Palms Information on Short-Term Rentals

State Accommodations Taxes

	FY2019	% of Total	FY2020	% of Total	FY2021	% of Total
Wild Dunes (Note A)	571,603	26%	-	0%	-	0%
IOP Real Estate Agencies (~10)	1,087,224	49%	-	0%	-	0%
Total Wild Dunes & Agencies	1,658,827	74%	1,349,176	71%	1,662,859	61%
IOP Hotels (non Wild Dunes)	82,331	4%	64,017	3%	86,052	3%
Online Travel Companies (Note B)	145,878	7%	223,626	12%	803,847	29%
All Other (Owner Managed)	347,850	16%	264,248	14%	176,490	6%
	2,234,887	100%	1,901,067	100%	2,729,248	100%
	-		-		-	

Short-Term Rental Licenses Issued

	FY2020	% of Total
Wild Dunes	751	51%
All Other	723	49%
Total	1,474	100%

Note A: The FY19 value was included in Helen & Dan's presentation to the Atax Committee. We have requested this information from Wild Dunes for FY20 and FY21 but have not yet received it. In the meantime, Wild Dunes is added to the Real Estate Agency total.

Note B: Includes Air Bnb, Travelscape, and HomeAway aka VRBO

	A	B	J	K	N	P	Q	W
1	RATIFIED	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND						
2	GL Number	Description	ACTUAL FY20	BUDGET FY21	FORECAST FY21	BUDGET FY22	INCREASE/ (DECREASE) IN FY22 BUD	NOTES
5	STATE ACCOMMODATIONS TAX FUND REVENUES							-
6	50-3450.4105	ACCOMMODATION TAX-RELATED	1,093,386	972,204	1,354,854	1,463,526	491,322	Based on actual last 12 month revenues, assume FY21 rebounds to FY19 levels of accommodations revenue and FY22-26 increases by 2% per year. Added revenue from the new Wild Dunes hotel in FY22.
7	50-3450.4107	ACCOMMODATION TAX-PROMO	504,640	448,713	625,318	675,474	226,761	Based on actual last 12 month revenues, assume FY21 rebounds to FY19 levels of accommodations revenue and FY22-26 increases by 2% per year. Added revenue from the new Wild Dunes hotel in FY22.
9	50-3500.4504	SALE OF ASSETS	-	5,000	-	-	(5,000)	
10	50-3500.4505	INTEREST INCOME	26,421	34,000	7,500	7,500	(26,500)	
11	TOTAL REVENUES (NO TRANSFERS)		1,624,447	1,459,918	1,987,672	2,146,500	686,582	
12	% Increase/(Decrease) from Prior \		-16%	-25%	3%	8%		
14	GENERAL GOVERNMENT							
15	50-4120.5013	BANK SERVICE CHARGES	-	-	-	-	-	
16	50-4120.5022	WATER AND SEWER	323	600	600	600	-	Irrigation at Breach Inlet sign
17	50-4120.5025	NON-CAPITAL TOOLS & EQUIPMEN	-	1,000	1,000	1,000	-	Add/replace/maintain benches, etc at Carmen R Bunch and Leola Hanbury parks
18	50-4120.5061	ADVERTISING	4,000	-	-	-	-	
20	50-4120.5077	PROGRAMS/SPONSORSHIPS	44,855	42,500	42,500	85,000	42,500	Provision for events and sponsorships approved by the Accommodations Tax Advisory Committee (\$50,000) and July 4th Fireworks show (FY21 show cancelled).
21	50-4120.5079	MISCELLANEOUS	35	1,000	1,000	1,000	-	SC State Law provides that 30% of State Atax Revenues be transferred to an organization which has an ongoing tourism promotion program. The City's designee is the Charleston CVB. Also includes Tshirts for web promo.
23	50-4120.5090	TOURISM PROMOTION EXP	523,908	474,713	640,318	690,474	215,761	
24	SUBTOTAL GENERAL GOVT		573,120	519,813	685,418	778,074	258,261	
25	% Increase/(Decrease) from Prior \		-15%	-23%	1%	14%		
27	POLICE							
28	50-4420.5025	NON-CAPITAL TOOLS & EQUIPMEN	2,353	7,100	7,100	7,100	-	Body armor as needed
29	50-4420.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	FY19 Budget for Hill Report priorities. FY19 forecast assumes 50% of this to be spent in FY19. FY20-FY24 forecast uses 1% of insured building value to estimate annual maintenance provision. PSB costs are split 50% with Fire Dept.
32	50-4420.5085	CAPITAL OUTLAY	354,620	307,020	163,450	149,000	(158,020)	FY22 incl repl of 2 patrol SUVs (\$82,000), one license plate readers (LPR) for parking enforcement (\$50k) and repl of one low speed vehicle/LSV (\$17k). Forecast periods = 20% of the annual Police Dept capital needs per the 10-yr plan
33	SUBTOTAL POLICE		356,973	314,120	170,550	156,100	(158,020)	
34	% Increase/(Decrease) from Prior \		208%	171%	47%	-8%		
36	FIRE							
37	50-4520.5009	DEBT SERVICE - PRINCIPAL	91,915	78,073	78,073	79,502	1,429	Debt service for new 75' ladder truck
38	50-4520.5011	DEBT SERVICE - INTEREST	-	13,841	13,841	12,413	(1,429)	Debt service for new 75' ladder truck
39	50-4520.5025	NON-CAPITAL TOOLS & EQUIPMEN	-	-	-	-	-	
42	50-4520.5085	CAPITAL OUTLAY	277,456	473,020	398,020	163,667	(309,353)	FY22 incl repl 1 pickup truck (\$42k), repl 1 utility vehicle/ATV w/ ambulatory pkg for beach patrol (\$25k) and 1/3rd of replacement of all SCBA apparatus (\$290k/3=\$97k). Forecast periods = 20% of the annual Fire Dept capital needs per the 10-yr plan.
43	SUBTOTAL FIRE		369,371	564,935	489,935	255,582	(309,353)	
44	% Increase/(Decrease) from Prior \		446%	736%	625%	-48%		

1	A	B	J	K	N	P	Q	W
	RATIFIED	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND						
2	GL Number	Description	ACTUAL FY20	BUDGET FY21	FORECAST FY21	BUDGET FY22	INCREASE/ (DECREASE) IN FY22 BUD	NOTES
46	PUBLIC WORKS							
49	50-4620.5079	MISCELLANEOUS	4,444	7,500	7,500	7,500	-	Annual provision for beach trash cans.
50	50-4620.5085	CAPITAL OUTLAY	32,068	40,000	40,000	15,000	(25,000)	FY22 incl replacement of z-track mower (\$15k). Forecast periods = 20% of Public Works 10 Year Capital Plan totals for non-drainage related capital
51	SUBTOTAL PUBLIC WORKS		36,511	47,500	47,500	22,500	(25,000)	
52	% Increase/(Decrease) from Prior \		-84%	-80%	-80%	-53%		
53	RECREATION							
55	50-4820.5025	NON-CAPITAL TOOLS & EQUIPMEN	4,114	-	-	-	-	
57	50-4820.5085	CAPITAL OUTLAY	-	5,000	5,000	10,000	5,000	FY22 incl replacement of playground equipment and/or scoreboards if needed (\$10k). Forecast period annual amts = 20% of 10 Yr Cap Plan totals
58	50-4830.5092	SPECIAL ACTIVITIES	7,500	12,000	1,000	16,000	4,000	Connector Run (\$7,500), Easter egg hunt (\$4,500), music event (\$4,000).
59	SUBTOTAL RECREATION		11,614	17,000	6,000	26,000	9,000	
60	% Increase/(Decrease) from Prior \		-69%	-55%	-84%	333%		
61	FRONT BEACH AND FRONT BEACH RESTROOMS							
63	50-5620.5020	ELECTRIC AND GAS	613	700	500	500	(200)	
64	50-5620.5022	WATER AND SEWER	10,106	12,000	12,000	12,000	-	Includes outside showers
65	50-5620.5026	MAINT & SERVICE CONTRACTS	3,648	20,000	20,000	45,000	25,000	Includes \$20,000 for maintenance of public restrooms and \$25,000 to rehab approx 250 LFt of white fencing in front beach areas.
66	50-5620.5044	CLEANING/SANITARY SUPPLY	6,505	7,500	7,500	7,500	-	Supplies for front beach restrooms
67	50-5620.5062	INSURANCE	6,235	7,000	7,000	7,500	500	
68	50-5620.5065	PROFESSIONAL SERVICES	80	80	80	80	-	Backflow tests
69	50-5620.5067	CONTRACTED SERVICES	123,175	145,000	145,000	125,000	(20,000)	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 (\$23k) is now included in the General Fund, but offset by a Transfer In from the State Atax Fund.
72	50-5620.5085	CAPITAL OUTLAY	-	-	-	70,000	70,000	FY22 - 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). Parking kiosk replacements of \$105k and \$75k in FY25 and FY26, respectively.
73	SUBTOTAL FR BEACH RESTRMS		150,363	192,280	192,080	267,580	75,300	
74	% Increase/(Decrease) from Prior \		-30%	-10%	-10%	39%		
75	TOTAL STATE ATAX FUND EXPENDITURES							
76	TOTAL STATE ATAX FUND EXPENDITURES		1,497,952	1,655,648	1,591,483	1,505,836	(149,812)	
77	% Increase/(Decrease) from Prior \		11%	23%	18%	-5%		
78	NET INCOME BEFORE TRANSFERS							
79	NET INCOME BEFORE TRANSFERS		126,496	(195,730)	396,189	640,664	836,394	
80	TRANSFERS							
82	50-3900.4901	OPERATING TRANSFERS IN	-	-	-	-	-	
83	50-3900.5901	OPERATING TRANSFERS OUT	(258,667)	(583,686)	(583,686)	(834,191)	(250,505)	Incls xfers to Gen Fund for 1-3 firefighters, 1 police officer and 50% of BSOs. Also includes 75% of annual debt svc on Marina dock bond and \$50,000 annually for Marina maintenance. FY22 Includes 50% (\$75k) for Fire Dept personnel restructuring. Incls transfers to Marina fund of \$225k in FY24 and \$750k in FY25 for Marina ICW docks and dredging, respectively.
84	NET TRANSFERS IN/(OUT)		(258,667)	(583,686)	(583,686)	(834,191)	(250,505)	
85	NET INCOME AFTER TRANSFERS							
86	NET INCOME AFTER TRANSFERS		(132,171)	(779,416)	(187,497)	(193,527)	585,889	
87	ENDING FUND BALANCE							
88	ENDING FUND BALANCE		1,668,763	889,347	1,481,267	1,287,740		

BEACHES MARKETING PLAN

How Explore Charleston Works For You



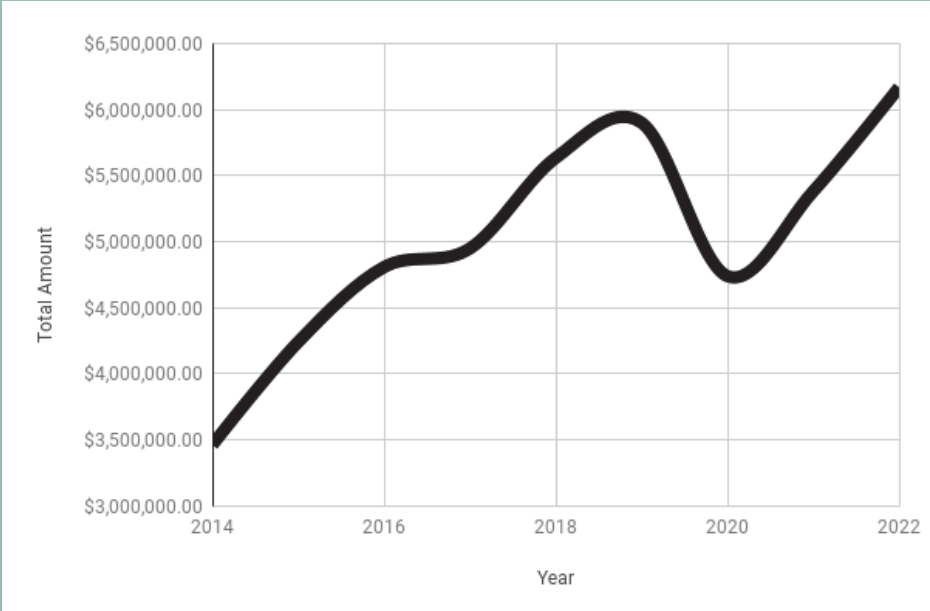
TODAY WE WANT TO COVER

- Our Rich History of Success - Overnight Visitors Created
- IOP + CVB Leadership Involvement
- What Have We Done for You Lately
 - Advertising
 - Website
 - Publications
 - Social Media
- Wild Dunes Resort's Investment and Commitment
- Our Media Relations Success
- Our Plan for 2021
- Group Sales -The Difference for The Future
- Our Commitment to You

Explore Charleston 2021

ISLE OF PALMS TOURISM REVENUES TRAJECTORY

What funds are our visitors providing to Isle of Palms?



State Accommodations Tax, County Accommodations Tax, Municipal Accommodations Tax, Beach Renourishment Fee, Hospitality Tax (78% growth since 2014.)

WILD DUNES REVENUE & TAXES

Wild Dunes Room Revenue & Taxes		
Jul 2018 - Jun 2019		
Room Revenue		
Leisure	76%	21,720,910
Group	24%	6,859,235
Total Room Revenue		28,580,145
Taxes		
State Accommodations	2%	571,603
Charleston County Accommodations	2%	571,603
IOP Accommodations	1%	285,801
IOP Beach Preservation Fee	1%	285,801
Total Taxes		1,714,809

CITY OF ISLE OF PALMS

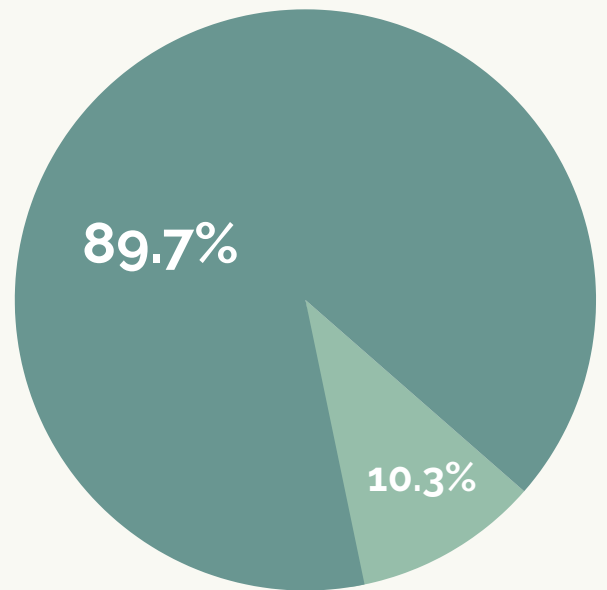
City of IOP			
Jul 2018 - Jun 2019			
		WD Contribution	% WD
State Accommodation Tax (Related & Promo)*	1,897,387	520,143	27.4% <i>Estimate based on Accom Fee Revenue</i>
County Acc. Fee Revenue	508,000	139,261	27.4% <i>Estimate based on Accom Fee Revenue</i>
Accom. Fee Revenue	1,042,551	285,801	27.4%
Beach Preservation Fund	1,042,551	285,801	27.4%
Total	4,490,489	1,231,008	27.4%

*30% of State Atax Revenues to be transferred to a DMO

Jul 2018 - Jun 2019

ISLE OF PALMS TOURISM REVENUES 2020

- \$4,737,891 2020 OVERALL COLLECTIONS
- 10.3% INVESTED IN MARKETING



PAST LEADERSHIP INVOLVEMENT

ISLE OF PALMS - EXPLORE CHARLESTON

BOARD OF GOVERNORS REPRESENTATION

JOHN MOYE: 2020 - CURRENT

SUSAN HILL SMITH: 2019 - 2020

CAROL RICE: 2018 - 2019

DICK CRONIN: 2009 - 2018

CAROL RICE: 2002 - 2009

MIKE SOTTILE: 2001 - 2002

CARMEN BUNCH: 1988 - 2001



Some of Our IOP Members

Beachside
Vacations,
LLC

Member Since
2011

Ben &
Jerry's Isle
of Palms

Member Since
2019

Dunes
Properties -
Isle of
Palms/Wild
Dunes

Member Since
2006

East Islands
Rentals, Inc.

Member Since
1998

Seaside Inn

Member Since
2002

The Palms
Oceanfront
Hotel

Member Since
2002

Exclusive
Properties

Member Since
2014

Island
Realty -
Vacation
Rentals

Member Since
1988

Island Surf
Company

Member Since
2015

Isle of
Palms
County Park

Member Since
1988

Wild Dunes
Resort

Member Since
1986

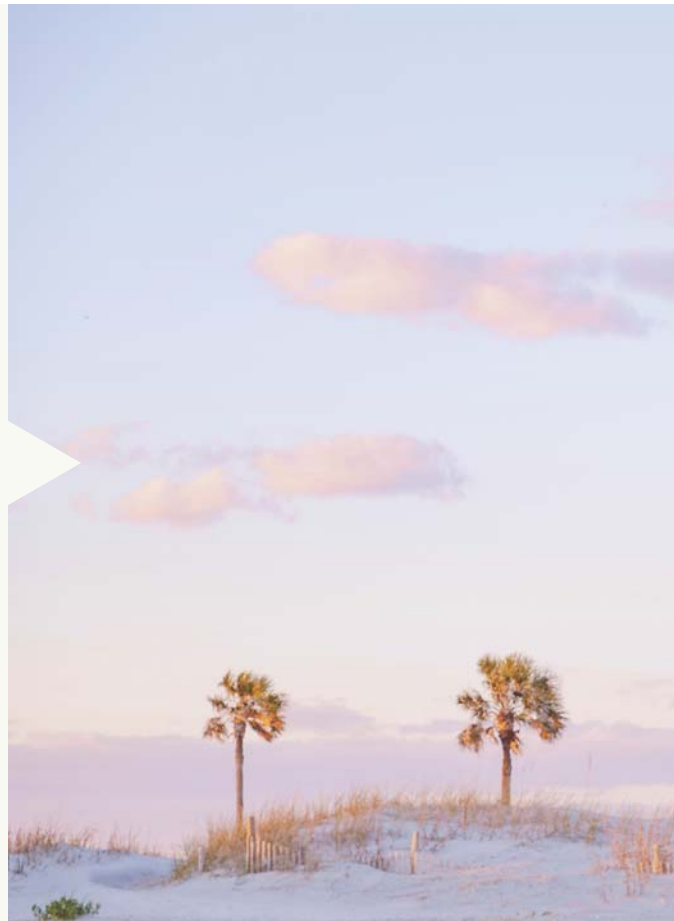
202 YEARS

of combined partnerships

MEMBERSHIP

\$166k

YOUR IOP PRIVATE SECTOR SEES
VALUE IN EXPLORE CHARLESTON.





ADVERTISING



WEBSITE



PUBLICATIONS



SOCIAL MEDIA

WHAT HAVE WE DONE FOR YOU LATELY

How are we creating an overnight visitor when IOP needs it the most?

EXPLORE CHARLESTON - 2021



PRINT + DIGITAL

Creative Specific to Beach Promotion



WEBSITE EXCLUSIVITY

Website Specific to Beach Promotion
CharlestonAreaBeaches.com

PUBLICATIONS

Official Charleston Area Guides with
Dedicated Beach Content

Visitor Guide | **600,000** circulation
Wedding Guide | **20,000** circulation
Destination Planning Guide | **1,500** circulation

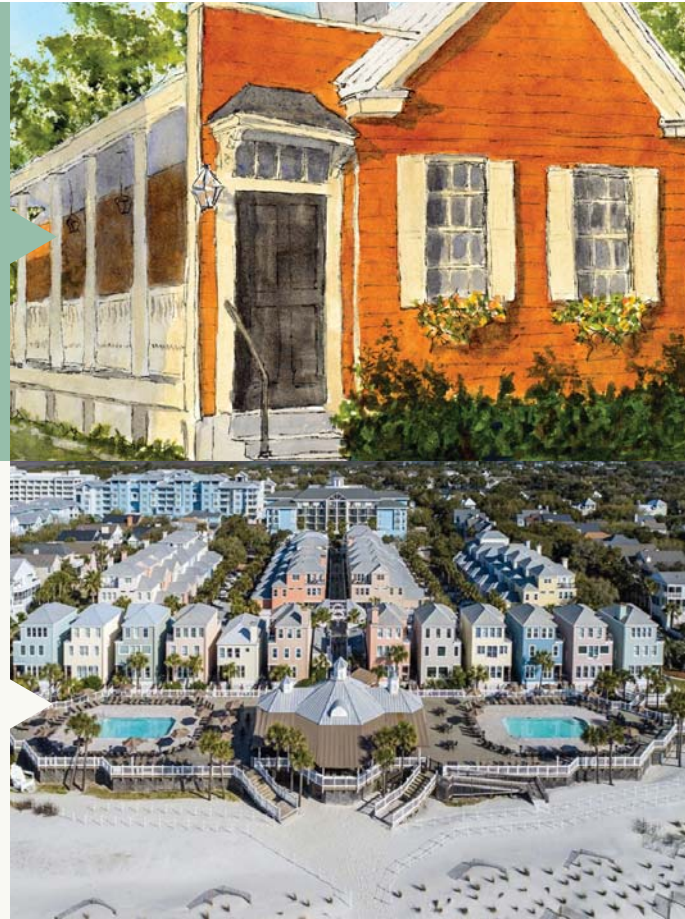
SOCIAL MEDIA

Posts Specific to Beach Promotions

 **136k** followers

 **298k** followers

 **50.3k** followers



ADVERTISING SCHEDULE

PLACEMENTS SO FAR THIS YEAR

FALL

Traditional Home - full page \$bonus page
Smithsonian - spread \$75,000
Coastal Living - full page \$bonus page
Bon Appetit - spread \$75,000
Your AAA - full page \$7,933
Garden & Gun - spread \$58,835
Southern Living - spread \$156,000
Better Homes & Gardens - spread \$175,000
Conde Nast Traveler - spread \$65,000
Afar - spread \$50,000.00
AAA World - full page \$12,500.00
Food Network - spread + 6 page booklet \$337,079
Midwest Living - spread \$64,000.00
WNC - spread \$1,750
Food & Wine - full page \$57,600
Travel + Leisure - gatefold \$230,000
Garden & Gun - spread \$58,835
Southern Living - spread \$156,000
Better Homes & Gardens - spread \$175,000
Afar - spread \$50,000
Traditional Home - full page \$bonus page
Midwest Living - spread \$64,000
AAA Go - spread \$20,000
AAA Living - spread \$9,800
AAA Living - spread \$7,600
Travel Click (GDS) - \$25,000
Sinclair (broadcast and OTT) - \$87,500

WINTER

Afar - spread \$50,000
Traditional Home - full page \$bonus page
Midwest Living - spread \$64,000
AAA Go - spread \$20,000
AAA Living - spread \$9,800
AAA Living - spread \$7,600
Heart of North Carolina Weddings - spread \$6,550
Food Network - full page \$50,000
Town & Country - 3 full-page ads \$part of media's buy
WNC - full page \$1,750
Signature: The Travel Magazine - 1-page feature \$10,000
SC Vacation Guide - 1/2 page \$7,225
Grace Ormond Wedding - spread \$20,000
WNC - full page \$1,750
Your AAA - full page \$7,933
Midwest Living - spread \$64,000
Better Homes & Gardens - spread \$175,000
Smithsonian - spread \$75,000
Garden & Gun - spread \$50,000
Sinclair (broadcast and OTT) - \$87,500

SPRING

Signature: The Travel Magazine - 2-page \$20,000
Midwest Living - full page \$32,000
AAA World - full Page (eastern) \$12,500
AAA World - full Page (central regions) \$8,800
Afar - full page \$25,000
WNC - full page \$1,750
Smithsonian - spread \$75,000
Afar - spread \$bonus page
Travel Click (GDS) - \$25,000
Sinclair (broadcast and OTT) - \$87,500

SUMMER

Afar - spread - \$50,000
WNC - full page - \$1,750
Sinclair (broadcast and OTT) - \$87,500

PRINT ADVERTISING



CHARLESTON
South Carolina

Explore centuries of African and African American influence on one of the world's most captivating destinations. Discover Charleston's rich history, culture and authenticity. Experience a spirit of hospitality that locals call "the endless welcome." History lives company.

Explore *Charleston*

EXPLORECHARLESTON.COM | [f](#) | [@EXPLORECHARLESTON](#) | [v](#) | [@EXPLORECHS](#)



THE MOST
wonderful
TIME OF THE YEAR

Explore *Charleston* Begin a new tradition this holiday season in Charleston, South Carolina.
CHRISTMASINCHARLESTON.COM | [f](#) | [@EXPLORECHARLESTON](#) | [v](#) | [@EXPLORECHS](#)

CHARLESTON
South Carolina

Experience the timeless charm and unrivaled hospitality found only in Charleston, South Carolina. The perfect stay awaits.

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SC+OPEN

PRINT ADVERTISING

CHARLESTON

South Carolina

HISTORY loves COMPANY.

Discover life at the coast, unspoiled barrier islands, majestic live oaks, lush maritime forest, and the winding Atlantic Intracoastal Waterway. Enjoy outdoor recreation year-round, tranquil estuaries, and serene marshland surrounded by nature, infused with Lowcountry culture and abundant in hospitality that will exceed your expectations.

Your seaside getaway awaits.

Explore Charleston

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Charleston BEACHES

5 Fantastic Beaches for Everyone's Style

Charleston, South Carolina is more than just one of the country's most beloved cities, it's home to five beautiful beach towns, each with its own distinctive character and flavor.

Varied in size and style, every Charleston beach is an open invitation to slow down, sit back, and savor a life that's just a little less hectic. Whether you travel by car or plane, making your way to Charleston beaches has never been easier. Come see for yourself.

CharlestonAreaBeaches.com

Charleston
SOUTH CAROLINA

[@ExploreCHS](#) | [f](#) | [i](#) | [@ExploreCharleston](#) | [t](#) | [@EXPLORECHS](#)

Charleston THIS Summer

The stories you've heard about our legendary hospitality are true. This summer we invite you to enjoy the sights, sounds and flavors found only in Charleston, South Carolina. Come, let this special destination enliven your senses.

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Check out our special offers on summer gateway packages at CHARLESTONTHISSUMMER.COM

PRINT ADVERTISING

Charleston BEACHES
5 Fantastic Beaches for Everyone's Style

Charleston, South Carolina is more than just one of the country's most beloved cities, it's home to five beautiful beach towns, each with its own distinctive character and flavor. Visited in one and you'll want Charleston beach to be your destination to the shore, at least once a year. It's just a short drive to the ocean, whether you're on a plane, making your way to Charleston or you're just a short drive to the beach. Come on, beach town. Come on, beach town.

Charleston SOUTH CAROLINA
@ExploreCharleston @ExploreCBS
CharlestonAreaBeaches.com

ADVERTISEMENT

HISTORY LOVES COMPANY

unforgettable HOSPITALITY

Home to an array of acclaimed hotels and historic sites along with world-class dining normally associated with cities like Paris, St. Louis, the right destination is a vibrant playground for culinary talent.

REMEMBER CHARLESTON PLACE • CHARLESTON VILLAGE
Luring visitors since the mid 1800s, the Charleston town includes a world-renowned spa, upscale shopping centers, and swath of places to dine. From the lovely Phoenix Club to the refined Charleston Club to the old school Thoughtful Club, the property's restaurants and lounge serve as backbones for all manner of occasions.

WINDWARD HOUSE RESTAURANT & LOUNGE • LEONIS
Four with a story to be told, and this is one of the finest. Agricultural South, the second restaurant leads by celebrity chef, Jason Michael. Enjoy Southern-style accommodations at this four-bedroom home, incorporating all of the pillars of Southern hospitality.

ENJOY A FRANKIE AND THE FOX
A historic four-story apartment for the world's most sophisticated and the adventure-seeking history enthusiasts. Experience a solid burning contrast of alternative dining and refined Southern dining only in a luxury, historic hotel. Every room and nook has been created for comfort and style.

SWEETWATER INN AT WILD DUCKS RESORT • OPTIMAL COFFEE BAR & GALLERY
Elevate your experience at a contemporary hotel that balances beauty aesthetics with historic Charleston. Proven in local culture and tied to the world's most sought-after setting, enjoy a comfortable restaurant serving an array of locally sourced small plates and alternative dishes. Representing growth and business development with natural amenities, your southwestern beach escape awaits.

CHARLESTON

South Carolina

Experience the timeless charm and unrivaled hospitality found only in Charleston, South Carolina. The perfect city awaits.

Explore Charleston
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PRINT ADVERTISING



CHARLESTON
South Carolina

With its hidden sea beaches and waterfront locale, the Charleston area is an unmistakably idyllic place. Plus, it is surrounded by pristine barrier islands and five unique beach towns - Folly Beach, Isle of Palms, Kiawah Island, Seaside Island, and Sullivan's Island - each with its own distinctive personality. Just the change of scenery you're looking for. Your seaside getaway awaits.

Explore Charleston CHARLESTONAREABEACHES.COM
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2017
Traveler
Pick of the Year

CHARLESTON
SOUTH CAROLINA

In Charleston, the tides tell the time. Dawn dances on the ocean and through the palmetto tree fronds—a glimpse into the day ahead. The past shines brightly on monumental architecture, and cobblestone streets lead to cutting-edge cocktails prepared by a new breed. Some call it hospitality. We call it the endless welcome.



Explore Charleston
FIND EVERYTHING NEEDED TO PLAN YOUR GETAWAY AT EXPLORECHARLESTON.COM
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CHARLESTON
South Carolina

In Charleston, the tides tell the time. Dawn dances on the ocean and through the palmetto tree fronds—a glimpse into the day ahead. The past shines brightly on monumental architecture, and cobblestone streets lead to cutting edge cocktails prepared by a new breed. Some call it hospitality. We call it the endless welcome.

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SCiOPEN

PRINT ADVERTISING

COASTAL ESCAPE
WHERE TO TRAVEL FOR CHARM, CULTURE & CUISINE

Charleston, South Carolina

Our favorite Southern vacation spot has a secret. Charleston is really one beloved destination offering three different getaways. The famed seaport is surrounded by unspoiled barrier islands and beach towns, as well as sprawling plantation estates. So hello to Charleston, your new favorite place.



For a list of award-winning hotels & resorts, insider tips on where to dine, and a calendar of cultural events, visit ExploreCharleston.com.

#EXPLORECHARLESTON #EXPLOREDCS

Charleston
SOUTH CAROLINA

chic beach resorts
WHERE TO TRAVEL FOR CHARM, CULTURE & CUISINE

SEDUCING BEAUTY

Charleston, South Carolina

A winning combination of Luscious scenery, geography, latitude, and attitude gives the Charleston area's nearly 90 miles of coastline its "sweet sea" appeal.



Every moment in Charleston is full of gorgeous scenery and gorgeous weather. There is something special, something alluring, about Charleston. Plus, it is surrounded by pristine barrier islands and five distinctive beach towns—a city & sea destination like no other. For a list of award-winning hotels & resorts, insider tips on where to dine, and a calendar of cultural events, visit ExploreCharleston.com.

#EXPLORECHARLESTON #EXPLOREDCS

Charleston

SPECIAL ADVERTISING SECTION

Iconic Destination

Charleston, South Carolina offers captivating charm to travelers on a quest to experience the true flavor of a place. And our favorite Southern vacation spot has a secret: It is really one beloved destination offering three different getaways. The famed peninsula city is surrounded by unspoiled barrier islands and beach towns, as well as sprawling plantation estates—say hello to your new favorite vacation spot.

THE PENINSULA
From the upscale vibe of Upper King Street to the market savvy tucked south of Broad Street, Charleston's fascinating juxtaposition of new and old creates a sense of place that makes it a "sweet sea" destination. Award-winning boutique hotels and nationally acclaimed restaurants abound.

THE PLANTATIONS
Like the dazzling plumage of a peacock, sprawling 17th-century plantations surround the Charleston peninsula. The delicate scenes of tea, silver teas, Carolina jasmine, clothing stores, and winter perfume are the sight throughout the year.

THE PICTURESQUE ISLANDS
Charleston's picturesque coastline has considerable sea appeal. Five unique beach towns and secluded resorts such as Kiawah Island Golf Resort and Wild Dunes Resort offer tennis, golf, and luxury relaxation.

FOR INSIDER TIPS ON WHERE TO STAY, EAT & PLAY: EXPLORECHARLESTON.COM

DIGITAL ADVERTISING

A BEACH FOR EVERY STYLE *and Season*



Charleston SOUTH CAROLINA See Beach Packages



5 Fantastic Beaches for Everyone's Style.

CHARLESTON, SC

Explore Charleston DISCOVER MORE

Savor the sweet Southern life.



Charleston

5 FANTASTIC BEACHES for Every Summer Style.



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HISTORY loves COMPANY



PLAN YOUR CHARLESTON GETAWAY

Explore Charleston

A BEACH FOR EVERY STYLE *and Season*



See Beach Packages

Charleston SOUTH CAROLINA

I-20 to I-26, it's just that easy.



Charleston

Five Fantastic Beaches for Everyone's Style.



CHARLESTON, SC

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5 FANTASTIC BEACHES for Every Summer Style.



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A BEACH FOR EVERY STYLE *and Season*

Charleston See Vacation Packages

Click. Pack. Escape.



Charleston

MARKETING & ADVERTISING

\$1.5m

DEDICATED BEACHES
ADVERTISING SPEND



WILD DUNES RESORT

ISLAND REALTY

BEACHSIDE VACATIONS

THE PALMS OCEANFRONT HOTEL

SEASIDE INN

CHARLESTON COAST VACATIONS

EXCLUSIVE PROPERTIES

EAST ISLAND RENTALS

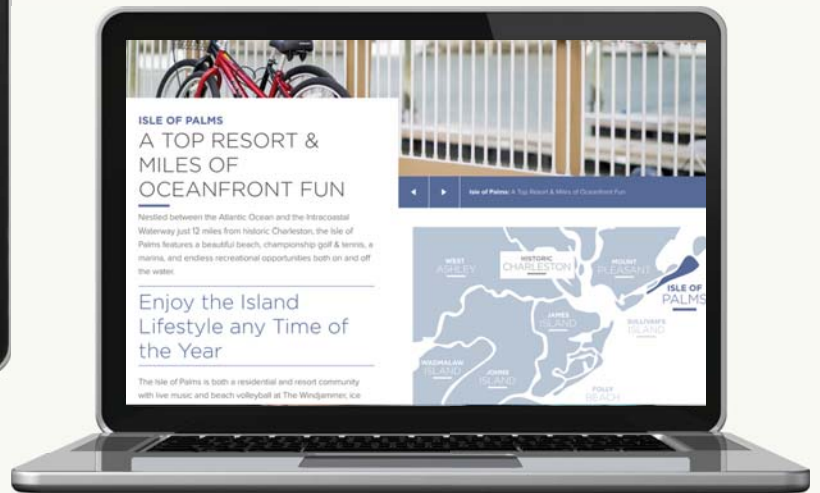
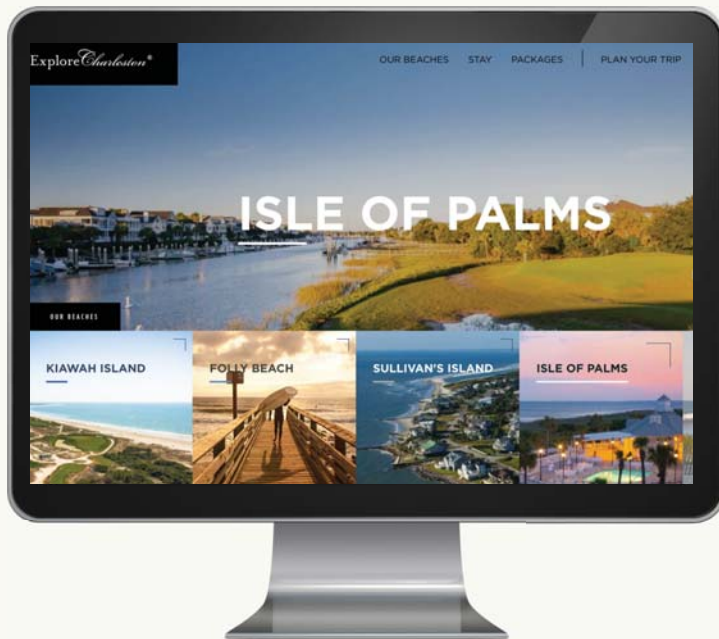
TOP 8 IOP BUSINESSES

146k

TOTAL UNIQUE VIEWS ON
[EXPLORECHARLESTON.COM](https://www.explorecharleston.com)

FY 20/21

CHARLESTONAREABEACHES.COM



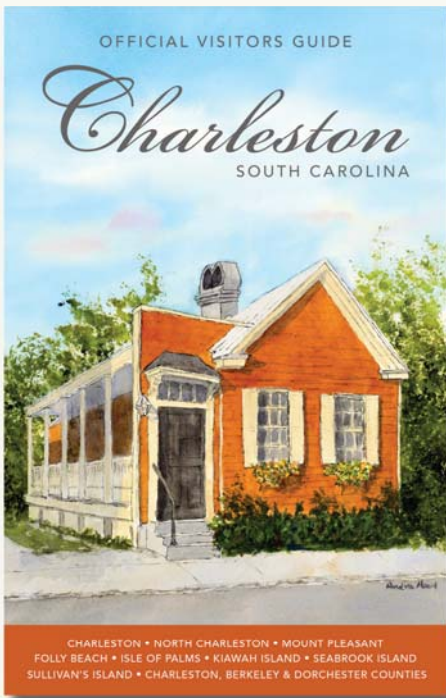
CHARLESTONAREABEACHES.COM

8 of the top 10 most trafficked businesses are located on Isle of Palms

Island Realty	18,485 visits	Beachside Vacations	6,824 visits
Beachside Vacations	12,853 visits	Exclusive Properties IOP	6,410 visits
Dunes Properties IOP	9,106 visits	East Islands Real Estate	6,013 visits
Wild Dunes Resort	6,890 visits	Island Realty Rentals	5,256 visits

July 1, 2020 - June 30, 2021

PUBLICATIONS



Barrier Islands


ISLE OF PALMS

With a balanced blend of full-time residents and visitors, the Isle of Palms is a tight knit, family-friendly island community where the beach is the center of activity.

Crossing the Isle of Palms Connector provides a panoramic sense of arrival, with sweeping views of the marsh and intracoastal waterway. Small neighborhoods tucked between centuries old oak trees transition to the renowned W&J Dunes Resort and its two widely acclaimed golf courses and tennis facilities. The front beach area hosts a variety of shops, eateries and longtime watering holes. As both a residential and vacation community, the Isle of Palms offers a full slate of amenities that include a grocery store, enticing restaurants, and a full-service marina. The unique island lifestyle offers plenty to do at any time of year, allowing visitors to be as active or relaxed as they wish. Whether you are looking for a condo, villa, or a spacious beach house, we have the perfect rental for you and your family.





76 BEACH RESORTS EXPLORECHARLESTON.COM




country history.
 seamlessly with newer

ic sites such as Fort
 Revolutionary and Civil
 War, while stationed at
 serve to Charleston
 from the Atlantic
 for some tacos + tequila,
 island promises that time




BEACH RESORTS 77



erthvisiting for shopping.


ely, eclectic, laid-back,
 nimental beach town that
 beautiful beach, county
 is when you check into Tides
 es o' Center Street have a
 et delights in its ability to



EXPLORECHARLESTON.COM



ons a relaxed and
 er, Seabrook is home to
 his private barrier island
 beaches, and features
 n International Green
 et, Seabrook Island
 idren's camp with
 ater, deep-water marinas,
 making it one of the best-



BEACH RESORTS 81

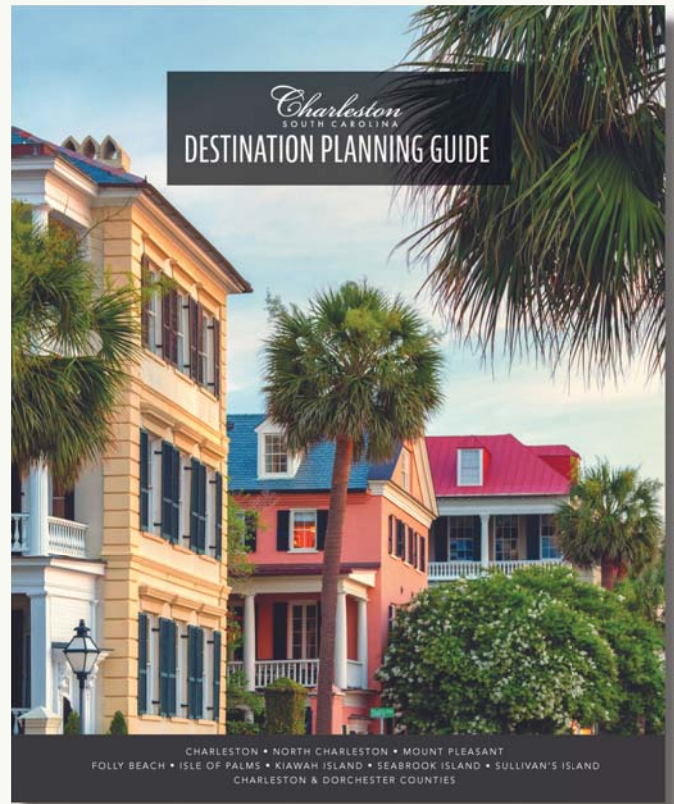


resort and
 et is being
 on to offering
 top golf courses
 nby and will
 ng, tennis, and
 e perfect mix
 field Village, a
 n environment.
 yardpatios,
 market, outdoor
 making it the



CHARLESTON.COM

PUBLICATIONS



LOCAL GUIDES + CAMPAIGNS HOSTED ON EXPLORECHARLESTON.COM + PROMOTED VIA SOCIAL MEDIA
CREATING THE DESIRE TO VISIT ISLE OF PALMS

- **White Glove Treatment**
- **Chris - The Naturalist: IOP is one of his top picks**
- **Kim - The Photographer: beach focus, features IOP, Morgan Creek Grill**

THE PHOTOGRAPHER
Kim's Story

For photographer Kim, Charleston sets a perfect backdrop for making family memories.

WATCH

Kim's Favorite Spots

“ One of my favorite things to do is to get to the beach before sunrise, to be there before footprints have touched the fresh sand that the tide has smoothed over.”

WILD DUNES RESORT
Experience Charleston's island resort, an award-winning coastal retreat offering golf, tennis, spa, recreation programs, restaurants and miles of pristine beaches.
DETAILS ▶

FOLLY BEACH
DETAILS ▶

FRESHFIELDS VILLAGE
DETAILS ▶

BLOG POSTS

- 9 Perfect Spots to Catch a Charleston Sunset
- What's New in Charleston This Summer
- 13 Cool Spots to Drink Frosé in Charleston
- The Best Mac & Cheese in Charleston
- Charleston Beach Bucket List
- Charleston Beach Dining Guide
- 12 Fun Summer Date Ideas in Charleston
- 5 Historic Photos of Charleston's Beautiful Beach Towns
- A Health Enthusiast's Guide to the Perfect Day in Charleston
- Top 12 Cool Pools of Charleston
- Top 17 Spots for Steak in Charleston
- 5 of the Happiest Seaside Towns in America
- 7 Best Beach Hotels in Charleston - features 3 IOP hotels
- 9 Best Sunset Spots in Charleston
- 14 Spots to Get Your 10,000 Steps in Charleston
- 19 of Charleston's Most Beautiful Parks
- Top 20 Golf Courses in the Lowcountry
- Top 17 Charleston Hotels to Catch a Stunning Sunrise or Sunset
- Top 11 Spa Experiences in Charleston
- Your #1 Favorite Thing To Do in Charleston Is...
- 10 Restaurants With Amazing Sunset Views in Charleston



BLOG POSTS

10 Charleston Spots in Netflix's Outer Banks That You Can Visit



Whether you're a fan of *Outer Banks* or if you're simply looking for a new destination, we've got you covered. Here are 10 spots in the Outer Banks that you can visit in real life. From the historic lighthouse to the beautiful beaches, we've got you covered. Here are 10 spots in the Outer Banks that you can visit in real life. From the historic lighthouse to the beautiful beaches, we've got you covered.

10 Incredible Views You'll Only See in Charleston



Whether you're a fan of *Outer Banks* or if you're simply looking for a new destination, we've got you covered. Here are 10 spots in the Outer Banks that you can visit in real life. From the historic lighthouse to the beautiful beaches, we've got you covered.

CHARLESTON BEACH BUCKET LIST



- SPOT THE MORRIS ISLAND LIGHTHOUSE
- SPEND 4TH OF JULY ON SULLIVAN'S ISLAND
- TAKE SURFING LESSONS ON FOLLY BEACH
- HIKE AROUND FRESHFIELDS VILLAGE ON KIawah ISLAND
- TIMPAK ON AN ISLE OF PALMS KAYAK TOUR
- GET IT UP ON SEABROOK ISLAND
- DINE OCEANSIDE AT KIawah ISLAND GOLF RESORT
- ENJOY AN ICE CREAM CONE ON ISLE OF PALMS
- SIP PROSE ON SULLIVAN'S ISLAND
- TAKE A HORSEBACK RIDE ON SEABROOK ISLAND

SURFING 101

4 TIPS TO RIDE THE WAVES LIKE A PRO

by Caroline Salt Surf Lessons

- 1. KEEP YOUR EYE ON THE WAVE**
Always keep your eyes on the wave and don't look off to the side. This is important because if you look away, the wave will catch you and you'll be in trouble.
- 2. FOCUS ON TECHNIQUE**
Focus on your stance and balance. Another important tip is to focus on the take-off, which is the most important part of the wave.
- 3. BE AWARE OF YOUR SURROUNDINGS**
Pay attention to the small things, such as current, depth of water, currents, and a landmark on the beach to help you find your way back to shore.
- 4. PUT IN THE TIME**
Practice makes perfect. The more you practice, the better you will become. Watching and learning from others is also a great way to improve.
- 5. SURF TO THE RHYTHM**
Creating your own rhythm is key. It's all about feeling the wave and knowing when to take off. It's not just about the wave, it's about the feeling.
- 6. HAVE FUN!**
Surfing is a fun sport. Don't forget to have fun and enjoy the ride. It's all about the feeling and the wave.

F: @DEEPLYCHARLESTON
I: @DEEPLYCHARLESTON



INSTAGRAM + FACEBOOK FEATURES

July 2021: IOP

June 2021: Wild Dunes

January 2021: Wild Dunes

October 2020: IOP

September 2020: IOP

August 2020: Wild Dunes

August 2020: IOP

July 2020: Wild Dunes

June 2020: Wild Dunes

June 2020: IOP

May 2020: IOP in

Comeback Campaign

May 2020: Wild Dunes

#TimelapseTuesday

May 2020: Wild Dunes

April 2020: IOP

October 2019: Wild Dunes

August 2019: IOP

August 2019: Wild Dunes

May 2019: IOP

May 2019: Palms Oceanfront Hotel

April 2019: Wild Dunes

October 2018: Morgan Creek Grill

August 2018: Morgan Creek Grill

June 2018: Wild Dunes

June 2018: Wild Dunes

EXPLORECHARLESTON.COM ITINERARIES | FEATURED ON SOCIAL MEDIA



Day One features IOP + Wild Dunes + Morgan Creek Grill

57.2k sessions



IOP mentioned in Where to Beach recommendations

13.5K sessions



Wild Dunes mention for Check-In + IOP mention for Exciting Excursions

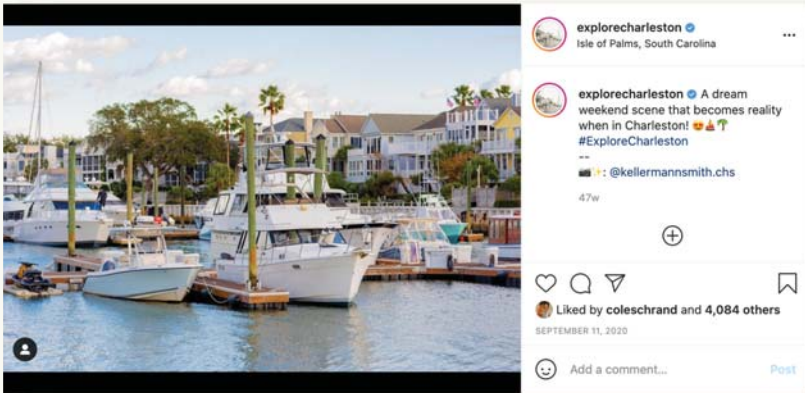
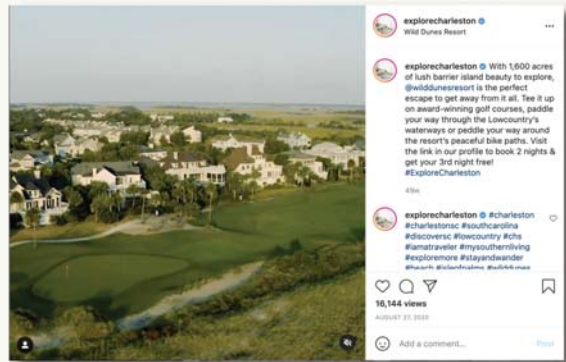
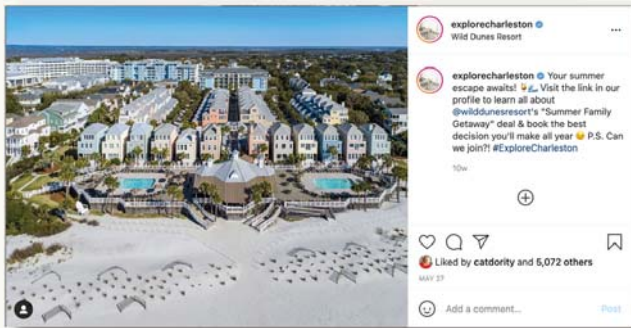
399.6k sessions



Isle of Palms Featured

10.3K sessions

SOCIAL MEDIA POSTS



MEDIA REFERRALS

The Times & The Sunday Times (Wild Dunes Resort, Coastal Expeditions)

The Atlanta Journal-Constitution & AJC.com (Wild Dunes Resort)

DailyMail.CO.UK (Wild Dunes Resort)

PureWow.com (Wild Dunes Resort)

SpaTravelGirl.com (Wild Dunes Resort)

10Best.com (Wild Dunes Resort)

Where to Retire (Isle of Palms)

WashingtonPost.com & The Washington Post (Wild Dunes Resort, Isle of Palms)

Forbes.com (Wild Dunes Resort)

ChicagoTribune.com (Coastal Provisions)

GoWorldTravel.com (Wild Dunes Resort)

Travelocity.com (Wild Dunes Resort)

Shape (Wild Dunes Resort)

FamilyTraveller.com (Wild Dunes Resort)

TickledPeach.com (Wild Dunes Resort)

Richmond Family Magazine (Wild Dunes Resort)

Carolina Parent (Wild Dunes Resort)

Coastal Living (Wild Dunes Resort)

MEDIA REFERRALS

Cercone Brown Media Fam:

(Wild Dunes Resort, Coastal Expeditions)

Travel + Leisure (media visit)

Forbes.com (media visit)

Vogue.com (media visit)

Shape.com (media visit)

Brit+Co.com (media visit)

CNTraveler.com (media visit)

CountryLiving.com (media visit)

Forbes.com (media visit)

WellAndGood.com (media visit)

Forbes.com (Wild Dunes Resort, Coastal Expeditions, Coconut Joe's)

Travelocity.com (Coastal Expeditions)

Women's Health (Barrier Island Eco Tours)

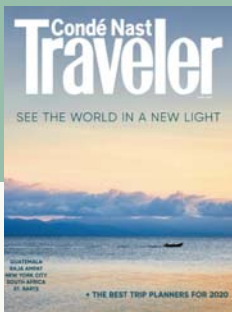
AFAR.com (Wild Dunes, Isle of Palms)

SouthernLiving.com

(Wild Dunes Resort, Isle of Palms)

CNTraveler.com (Wild Dunes Resort, Barrier Island Eco Tours, Coastal Expeditions)

What Our Publishing Partners Say



Condé Nast Traveler

Readers' Choice Awards

Kiawah Island & Isle of Palms,
Best US Islands for Family
Vacations



Southern Living

South's Best Awards

The City of Isle of Palms was
voted No. 10 "South's Best
Beach Towns"



Travel + Leisure

travelandleisure.com

The City of Isle of Palms was
named among "The Best Small
Beach Towns for People Who
Want to Escape the Crowds"

EDITORIAL MENTIONS

January 2020

* Charleston was featured in the article "What to Do on Your Day Trip to Charleston With Kids" on ValueMindedMama.com (unique monthly visitors: 350,239). The article mentioned the City of Folly Beach, Rita's Seaside Grille, Pier 101, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Acme Lowcountry Kitchen, Children's Museum of the Lowcountry, Charleston City Market, Home Team BBQ, Taco Boy and Magnolia Plantation and Gardens.

* Charleston was featured in the article "Charleston, South Carolina" on BJTONline.com (unique monthly visitors: 21,094). The article mentioned St. Michael's Episcopal Church, St. Matthew's Lutheran Church, Fort Sumter National Monument, Bulldog Tours, The Charleston Museum, Edmondston-Alston House, Charleston City Market, Magnolia Plantation and Gardens, Charleston International Airport, City of Folly Beach, Town of Kiawah Island, Wild Dunes Resort, City of Isle of Palms, Belmond Charleston Place Hotel, Hotel Bennett, Cambria Charleston Riverview, Charleston Grill, Husk and Nico "Oyster + Seafood".

February 2020

Charleston was featured in the article "Getting Around Charleston: A Guide to Public Transportation" on TripSavvy.com (unique monthly visitors: 4,493,017). The article mentioned South Carolina Aquarium, The Charleston Museum, Charleston City Market, College of Charleston, City of Isle of Palms, City of North Charleston and Town of Mount Pleasant.

* Wild Dunes Resort and Kiawah Island Golf Resort were named among "9 Best Beach Resorts in South Carolina" on FamilyVacationCritic.com (unique monthly visitors: 288,274).

March 2020

* The City of Isle of Palms was named among "12 Best Last-Minute Spring Break Ideas" on ReadersDigest.com (unique monthly visitors: 2,679,659). The article mentioned Wild Dunes Resort.

Charleston was named among "The Top Mother's Day Getaway Ideas & Luxury Hotels Nearby" on Blog.HotelsCombined.com (unique monthly visitors: 36,861). The article mentioned Miller's All Day, Halsey Institute of Contemporary Art, Gibbes Museum of Art, City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, The Vendue Hotel, The Rooftop and Revival.

The City of Isle of Palms was voted No. 9 "South's Best Beach Town" in the 2020 Southern Living South's Best Awards. The article mentioned Wild Dunes Resort. The news was shared on SouthernLiving.com (unique monthly visitors: 5,540,000).

* Charleston and City of Isle of Palms were named among "7 Best City-To-Sea Getaways" on FamilyVacationCritic.com (unique monthly visitors: 288,274). The article mentioned South Carolina Aquarium, Children's Museum of the Lowcountry and Wild Dunes Resort.

* Denotes that Explore Charleston assisted in the production of this article.

EDITORIAL MENTIONS

April 2020

Charleston was named among "25 Best Honeymoon Destinations in the USA (For All Couple Styles!)" on OurEscapeClause.com (unique monthly visitors: 36,088). The article mentioned City of Folly Beach, Town of Sullivan's Island and City of Isle of Palms.

Charleston City Market, The Restoration Hotel, The Darling Oyster Bar, 5Church and Wild Dunes Resort were mentioned in the article "Why This Train Route From New York to Miami Should Be Your Next Adventure" on TravelandLeisure.com (unique monthly visitors: 6,600,000).

May 2020

Charleston was featured in the article "Visiting Charleston on a Genuine 'Sandlapper' Vacation" on TheEpochTimes.com (unique monthly visitors: 2,091,130). The article mentioned Spoleto Festival USA, Zero Restaurant + Bar, Peninsula Grill, Palmetto Cafe, Belmond Charleston Place Hotel, Tommy Condon's Irish Pub, The Dock Street Theatre, College of Charleston, Nathaniel Russell House, Aiken-Rhett House, Heyward Washington House, Calhoun Mansion, Middleton Place, Drayton Hall, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Wild Dunes Links Course, Town of Kiawah Island, Kiawah Island Golf Resort, City of Folly Beach, Lowlife Bar, BLU Beach Bar & Grill, Pier 101, Town of Seabrook Island, Seabrook Island Club and Magnolia's Uptown Down South.

July 2020

Charleston was featured in the article "The Best Beaches for a Day Trip From Charleston" on Thrillist.com (unique monthly visitors: 10,090,000). The article mentioned Town of Sullivan's Island, City of Folly Beach, City of Isle of Palms, Fort Moultrie, Wild Dunes Resort, The Washout, Lowlife Bar, Bulls Island Ferry, Morris Island Lighthouse, Flipper Finders Boat & Sea Kayak Tour Co. and Beachwalker Park.

Wild Dunes Resort was featured in the article "Travel Trending With Kathy Witt: South Carolina's Wild Dunes Resort a Relaxing Refuge Amidst Pandemic" on ArcaMax.com (unique monthly visitors: 219,681). The article mentioned Beachside Burgers, Hudson's Market, Coastal Provisions, Wild Dunes Links Course and Wild Dunes Harbor Course.

October 2020

Kiawah Island and Isle of Palms were voted among the "Top Islands in the U.S." in Condé Nast Traveler's 2020 Readers' Choice Awards. The news was shared on CNTraveler.com (unique monthly visitors: 2,850,000).

December 2020

Charleston was named among the "The Friendliest Cities in the U.S.: 2020 Readers' Choice Awards" on CNTraveler.com (unique monthly visitors: 2,960,000). The article mentioned Fort Sumter National Monument, Town of Kiawah Island and City of Isle of Palms.

City of Isle of Palms was mentioned in the article "Read 'The Haunting on Palm Court' for Spooky Vibes this Winter" on PR.com (unique monthly visitors: 59,370).

* Denotes that Explore Charleston assisted in the production of this article.

EDITORIAL MENTIONS

February 2021

* City of Isle of Palms, Charleston and Wild Dunes Resort were mentioned in the article "Cincinnati Celebs Reveal Their Favorite Happy Places!" on [JetWithJay.com](#) (unique monthly visitors: 20,000).

* City of Isle of Palms, Charleston and Wild Dunes Resort were mentioned in the article "Cincinnati Celebs Reveal Their Favorite Happy Places!" on [JetWithJay.com](#) (unique monthly visitors: 20,000).

March 2021

Charleston was featured in the article "The Best Beaches in Charleston for a Little R&R" on [CNTraveler.com](#) (unique monthly visitors: 2,920,000). The article mentioned Beachwalker Park, Town of Kiawah Island, City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, City of Charleston and Home Team BBQ. The news was shared on [Yahoo.com](#) (unique monthly visitors: 3,350,000,000).

Charleston was featured in the article "14 Best Free Things To Do in Charleston, S.C." on [LonelyPlanet.com](#) (unique monthly visitors: 4,800,000). The article mentioned Charleston City Market, City of Folly Beach, Town of Sullivan's Island, City of Isle of Palms, Saint John's Lutheran Church, St. Philip's Church, Charleston Tea Garden, Cooper River Bridge Run, College of Charleston, White Point Gardens, Fort Sumter National Monument, Charleston Gallery Association and Waterfront Park.

City of Isle of Palms was named among "Best Places To Live on the Coast 2021" in Journal Star (circulation: 51,479).

April 2021

City of Folly Beach, City of Isle of Palms and Town of Sullivan's Island were named among "Coastal South's Greatest Beaches" in South (circulation: 20,000).

Town of Kiawah Island, City of Isle of Palms and City of Folly Beach were named among "Best Beaches in South Carolina" on HGTV.com (unique monthly visitors: 11,710,000). The article mentioned Wild Dunes Resort and The Crab Shacks.

City of Isle of Palms was named among "Best Places To Live on the Coast 2021" in Coastal Living (circulation: 663,842). The article mentioned City of Charleston and Town of Mount Pleasant.

May 2021

Charleston was featured in the article "The Ultimate Guide To Getting Married in Charleston" on SouthernLiving.com (unique monthly visitors: 8,410,000). The article mentioned The Vendue Hotel, The Rooftop, Poogan's Porch, William Aiken House, American Theater, South Carolina Aquarium, Governor Thomas Bennett House, The Gadsden House, Lowndes Grove, White Point Gardens, Cypress Gardens, The Carolina Girl, The Tides at Folly Beach, City of Isle of Palms, Town of Sullivan's Island, Hill & Co. Creative, Tara Guérard Soirée, Maddison Row South, Tiger Lily Weddings, Loluma, Salthouse Catering, Flowerchild, Chugalug Wagon, The Bluestone Ramblers, High Wire Distilling, Deep Water Vineyard, Christophe Artisan Chocolatier-Pâtissier, Charleston City Market, Gibbes Museum of Art, Middleton Place, Whirlin' Waters Adventure Waterpark, Fort Sumter National Monument and City of Folly Beach. The news was shared on Yahoo.com (unique monthly visitors: 3,550,000,000).

* Denotes that Explore Charleston assisted in the production of this article.

EDITORIAL MENTIONS

June 2021

Charleston was featured in the article "Top 11 Things To Do While Visiting Charleston, South Carolina" on TravelOffPath.com (unique monthly visitors: 877,120). The article mentioned City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, Town of Kiawah Island, FIG, Boone Hall Plantation, Charleston City Market, Waterfront Park, Rodney Scott's BBQ, The Ordinary, The Charleston Museum, Gibbes Museum of Art and College of Charleston.

Beachwalker Park and City of Isle of Palms were named among "The 50 Best Beaches for Summer" on TravelPulse.com (unique monthly visitors: 1,600,000). The news was shared on MSN.com (unique monthly visitors: 1,600,000).

Charleston was featured in the article "Everything You Need To Know About Beach Parking (and Where To Find It) In Charleston" on TheState.com (unique monthly visitors: 1,690,000). The article mentioned City of Folly Beach, Folly Beach County Park, The Washout, Town of Kiawah Island, 2021 PGA Championship, Beachwalker Park, City of Isle of Palms, Isle of Palms County Park, Town of Mount Pleasant, Wild Dunes Resort, Town of Sullivan's Island, Town of Seabrook Island and Fort Moultrie. The news was shared on Yahoo.com (unique monthly visitors: 3,550,000,000).

Town of Sullivan's Island, Town of Mount Pleasant, Town of Kiawah Island, City of Folly Beach, College of Charleston and City of Isle of Palms were mentioned in the article "What's the Best Beach in SC? Here's What the Locals Will Tell You." on HickoryRecord.com (unique monthly visitors: 420,190).

Charleston was featured in the article "Charleston's Southern Charm" in Newsmax (circulation: 125,618). The article mentioned Spoleto Festival USA, Bulldog Tours, Town of Sullivan's Island, City of Isle of Palms, The Angel Oak Tree, Emeline, Frannie and The Fox, Kings Courtyard Inn, Drayton Hall, Husk, Circa 1886, The Park Cafe and Butcher & Bee.

July 2021

Charleston was featured in the article "Best Neighborhoods To Explore in Charleston" on LonelyPlanet.com (unique monthly visitors: 4,330,000). The article mentioned The Dock Street Theatre, Town of Mount Pleasant, Marina Variety Store & Restaurant, The Rooftop, Waterfront Park, Charleston RiverDogs, The Citadel, The Military College of South Carolina, Edmund's Oast, City of Folly Beach, Morris Island Lighthouse, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Wild Dunes Resort, Town of Kiawah Island, The Sanctuary at Kiawah Island Golf Resort, Beachwalker Park and Patriots Point Naval & Maritime Museum.

Charleston was featured in the article "Road Trips at the Ready: Our Guide To Enjoying Charleston's Food, Sights and Hotels" on CharlotteObserver.com (unique monthly visitors: 2,800,000). The article mentioned 20 South Battery, Grand Bohemian Hotel Charleston, The Dewberry, The Vendue Hotel, The Rooftop, Zero George, Butcher & Bee, The Darling Oyster Bar, Fleet Landing Restaurant, Halls Chophouse, Republic Garden & Lounge, Fort Sumter National Monument, City of Folly Beach, City of Isle of Palms, Town of Kiawah Island, Town of Seabrook Island, Waterfront Park, Old South Carriage Company, Palmetto Carriage Works, The Angel Oak Tree, Charleston City Market, Old Slave Mart Museum, Magnolia Plantation and Gardens and Bulldog Tours. The news was shared on Yahoo.com (unique monthly visitors: 3,620,000,000).

* Denotes that Explore Charleston assisted in the production of this article

YOUR BEST FACE FORWARD

MONTHLY FOCUS

Positioning IOP as the closest beach in proximity to Charleston with - a business district, restaurants, health care services, golf, tennis, luxury gated community, marina, and public beach access



MEDIA RELATIONS

One of the services Explore Charleston does best!

\$867M

TOTAL VALUE COMPLEMENTING
PAID ADVERTISING





WHY DOES GROUP SALES MATTER TO IOP?

TALKING THE TALK

CONTINUE TO DEVELOP TARGETED ACTION PLANS THAT FOCUS ON GROWING GROUP BUSINESS FOR IOP DURING MID-WEEK AND OFF-PEAK PERIODS.



Tradeshows



Promotions



Site Visits

ASSOCIATION TRADESHOWS

\$18,750

HelmsBriscoe ABC

\$7,825

IPEC

\$12,650

PCMA Convening
Leaders

\$22,975

ASAE Annual Trade
Show

\$9,025

CONNECT DC

\$8,550

CONNECT Florida/SE
Marketplace

ASSOCIATION TRADESHOWS

\$9,025

CONNECT
Marketplace

\$7,825

Destination
Southeast

\$38,500

IMEX America

\$6,450

Luxury Meetings
Summit

\$6,700

MPI Carolinas Annual
Trade Show

\$8,850

MPI World Education
Congress

ASSOCIATION TRADESHOWS

\$6,275

AENC Annual Trade Show

\$15,875

GSAE Annual Meeting & Trade Show

\$8,230

Holiday Showcase

\$14,000

SCSAE Annual Trade Show

\$4,550

TNSAE Annual Trade Show

\$4,000

VSAE Annual Trade Show

CORPORATE TRADESHOWS

\$18,750

HelmsBriscoe ABC

\$7,825

IPEC

\$12,650

PCMA Convening
Leaders

\$5,800

ADTRAV

\$9,025

CONNECT
Marketplace

\$8,550

CONNECT Florida/SE
Marketplace

CORPORATE TRADESHOWS

\$ 6,450	Luxury Meetings Summit	\$ 7,825	Destination Southeast	\$ 38,500	IMEX America	\$ 6,800	SITE Southeast
\$ 6,700	MPI Carolinas Annual Trade Show	\$ 8,850	MPI World Education Congress	\$ 11,300	AAA Superbowl of Knowledge		

GOVERNMENT TRADESHOWS

\$18,750

HelmsBriscoe ABC

\$7,825

IPEC

\$12,650

PCMA Convening
Leaders

\$4,000

SGMP National
Education
Conference

\$5,800

ADTRAV

\$22,975

ASAE Annual Trade
Show

\$9,025

CONNECT DC

\$5,050

GovTravels

INCENTIVE TRADESHOWS

\$9,025	CONNECT Marketplace	\$8,550	CONNECT Florida/SE Marketplace	\$18,750	HelmsBriscoe ABC	\$8,850	MPI World Education Congress	\$6,800	SITE Southeast
\$7,825	Destination Southeast	\$38,500	IMEX America	\$6,450	Luxury Meetings Summit	\$12,650	PCMA Convening Leaders		

INTERNATIONAL TRADESHOWS

\$38,500

IMEX America

\$9,800

Brand USA

\$11,000

IPW

\$8,300

ITB

\$10,800

Travel South
International



LEISURE TRADESHOWS

\$12,000

Virtuoso Travel Week

\$6,350

Signature Travel Annual Conference

\$11,300

AAA Superbowl of Knowledge

\$10,800

Travel South International



TOUR AND TRAVEL TRADESHOWS

\$10,800

Travel South
International

\$12,950

Accent East

\$9,350

NTA Contact

\$6,840

ABA Marketplace

\$6,380

NTA

\$4,550

Travel South
Domestic

WEDDING AND SPORTS TRADESHOWS

\$ 8,300

Wedding Salon Fall Showcase

\$ 4,500

TEAMS

\$ 2,500

Sports Events Tourism Association

\$ 2,000

Running USA Conference

\$ 6,150

CONNECT Sports



NONSTOP DESTINATIONS

SEA

LAX

DEN

MCI

STL & BLV

DAL & DFW

HOU & IAH

MSY

BNA

HSV

ATL

MKE

MDW & ORB

IND

CVG

SDF

CAK

LCK & CMH

PIT

CLE

DTW

PHL

BWI

DCA & IAD

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CLT

TPA

MCO

FLL

PGD

MIA

BOS

PVD

JFK, LGA & EWR

TTN

CHS



CHS

EXPLORE CHARLESTON HAS 12
FULL TIME SALES TEAM MEMBERS
AND WILL SPEND

\$365k

INVESTMENT TO THE SUCCESS OF IOP
GROUP AND LEISURE TRAVEL





WHY PARTNERSHIPS MATTER...

Explore Charleston's
UNIQUE Capabilities

SUPPORTING LOCAL GOVERNMENT

LEARN HOW TO LEAVE ONLY FOOTPRINTS

COAST IS CLEAN
FOLLY BEACH
ISLE OF PALMS
SULLIVAN'S ISLAND

COASTISCLEANS.COM

Explore Charleston



Explore Charleston

OUR BEACHES | STAY | PACKAGES | PLAN YOUR TRIP | RESERVE A TOUR/BOAT

COAST IS CLEAN
FOLLY BEACH
ISLE OF PALMS
SULLIVAN'S ISLAND

The City of Isle of Palms, Town of Sullivan's Island and City of Folly Beach want to remind visitors about important regulations intended to protect the region's precious assets and promote a healthy environment for all who visit the island communities.

WHEN YOU PLAN YOUR TRIP TO ONE OF THE BEACHES, PLEASE REMEMBER THE FOLLOWING:

[CLICK HERE FOR MORE INFORMATION](#)

COAST IS CLEAN
FOLLY BEACH
ISLE OF PALMS
SULLIVAN'S ISLAND

LEARN MORE AT COASTISCLEANS.COM

COAST IS CLEAN
FOLLY BEACH
ISLE OF PALMS
SULLIVAN'S ISLAND

Explore Charleston

1m

Follow

Do it for the turtles, y'all! 🐢 Along with the City of Isle of Palms, town of Sullivan's Island & city of Folly Beach, we want to remind everyone about important regulations intended to protect our region's precious assets & promote a healthy environment for all who visit our beautiful barrier islands! 🌊 Learn more: CoastisCleanSC.com #CoastisClean #ExploreCharleston

See Less

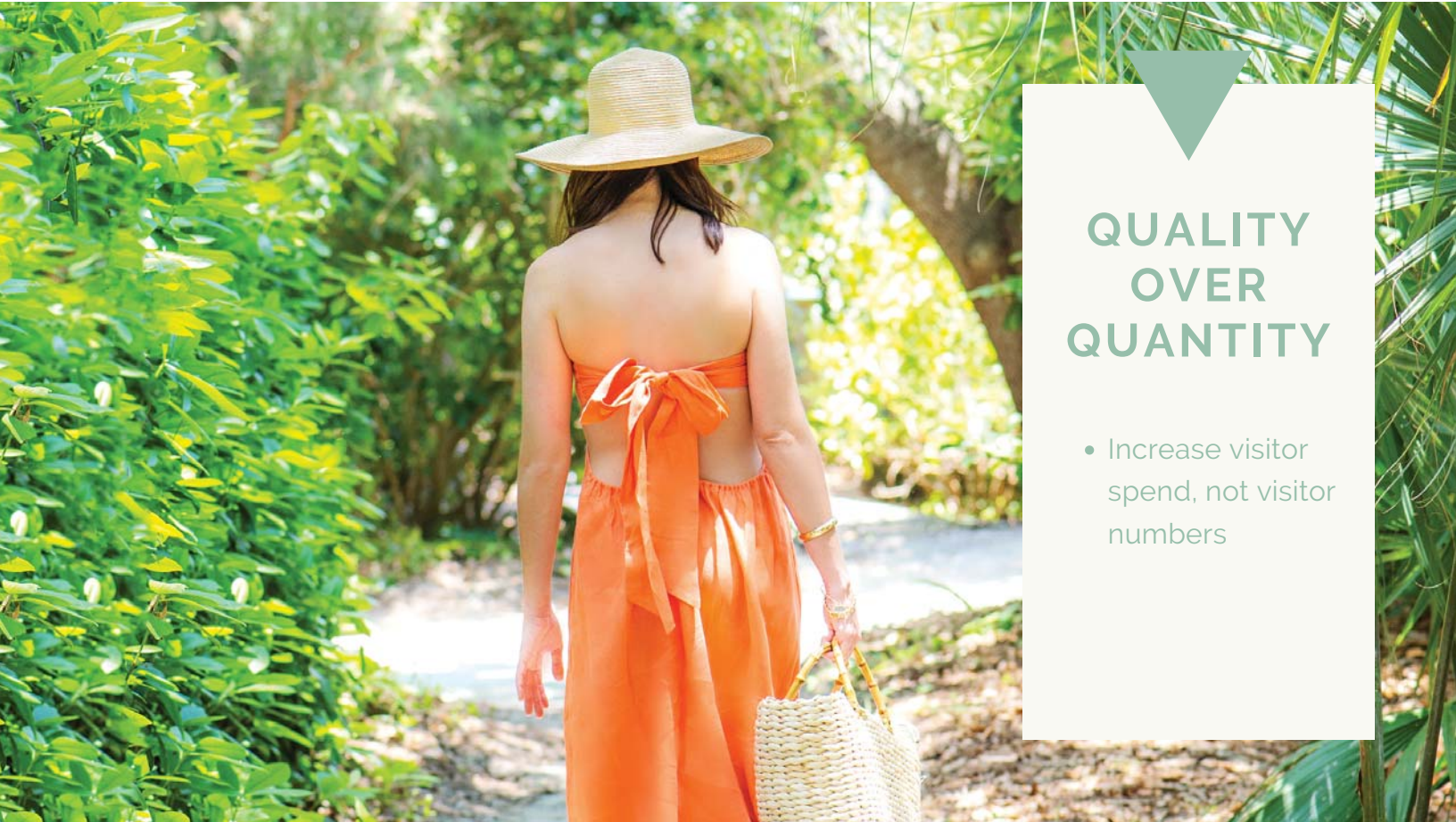
Be the first to leave a comment.

Coast is Clean

CRISIS MANAGEMENT

- evacuation management
- handling visitor needs and answering questions
- emergency reserve fund dollars





QUALITY OVER QUANTITY

- Increase visitor spend, not visitor numbers

TOP BILLING

YEARS IN THE MAKING

- EC positions IOP as Charleston's closest island with upscale overnight accommodations designed for families, groups & conferences
- Targeting out-of-state OVERNIGHT guests with a household income of \$100k+





VALUE ADDED

- Positioned in association with Charleston - top travel accolade recipient
- Leveraging the resources of **\$21million** organization
- CVB is experienced with selling against the comp set of Hilton Head, Myrtle Beach, Amelia Island, and Outer Banks

An aerial photograph of a coastal town, likely Charleston, South Carolina. The foreground shows a dense residential area with multi-story houses and palm trees. In the middle ground, there is a large marina filled with numerous sailboats and yachts. The background features a wide expanse of marshland and water under a blue sky with scattered clouds.

FUFILLMENT

85,009

ExploreCharleston.com
Interactions with IOP
Businesses

(Source: Google Analytics, 8/1/2019 - 7/2020)

FULL-TIME DEDICATED STAFF

- 55 full-time employees DEDICATED to ONE ACCOUNT (the Charleston metro area)
- Experienced leaders in Marketing, Sales, Media Relations, & Crisis Management
- Promotional events
- Existing marketing partnerships (airlines, SCPRT, etc)
- ESTABLISHED relationships with the media, influencers, & corporate organizations

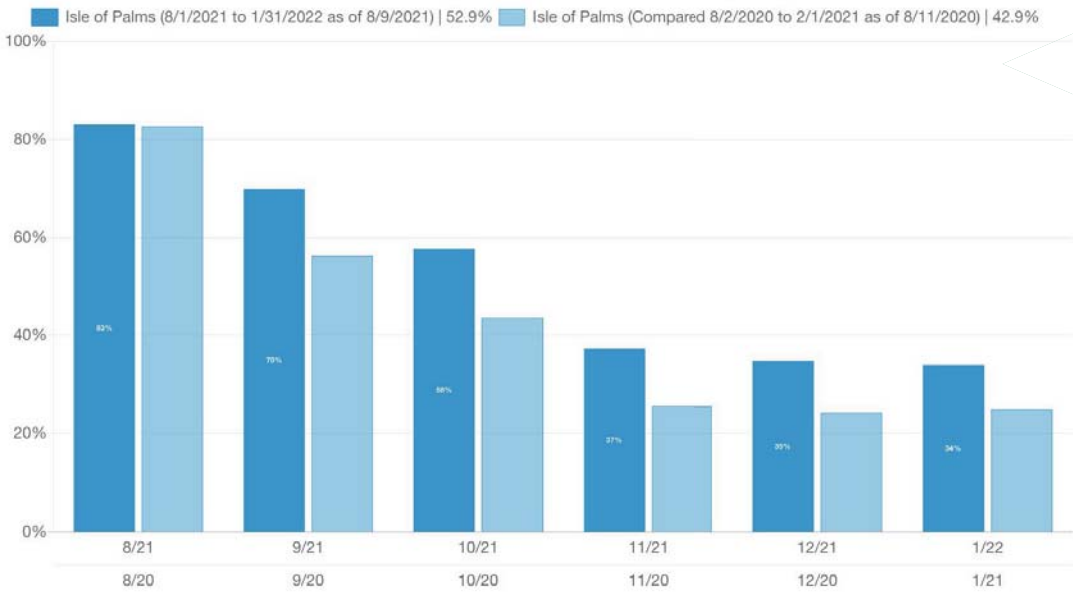




OUR COMMITMENT TO YOU

- Positioning IOP as a top affluent travel destination
- Maintain visitation levels and position the IOP for sustained future growth
- Providing monthly plans and promises that we're making yearly

Isle of Palms Adjusted Paid & Owner Occupancy



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Created: 8/10/21 09:00 AM

ENDING ON A STRONG NOTE

We expect the year to end on a strong note as we have a lot more business on the books now than we did on the same date last year!

EXPLORE CHARLESTON WORKS FOR YOU!



Helen Hill
CEO
Explore Charleston



Perrin Lawson
Deputy Director / VP,
Business Development
Explore Charleston



Frank Fredericks
Past Chairman
Explore Charleston



Dan Battista
Senior VP & Southeast
Regional Leader
LOWE

HOW TO REACH US

CHARLESTON AREA
VISITOR CENTER
375 Meeting Street

PHONE NUMBER
843-853-8000

EMAIL
hhill@explorecharleston.com





THANK YOU FOR
YOUR TIME

Explore *Charleston*



ISLE OF PALMS

Program of Work Expenditure Review FY 21

Program of Work Expenditure FY 22

Presented by
Helen Hill
CEO Explore Charleston

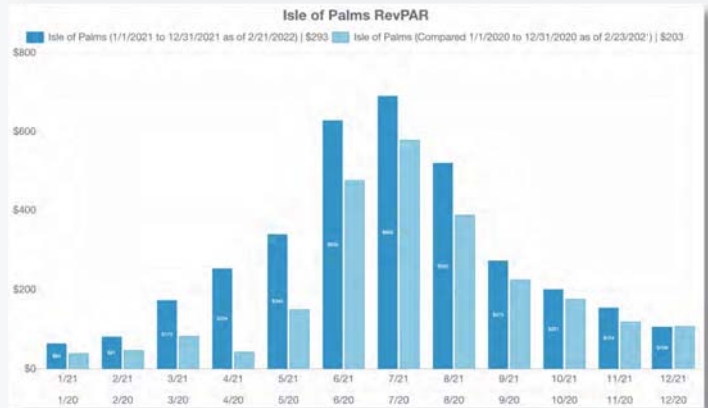
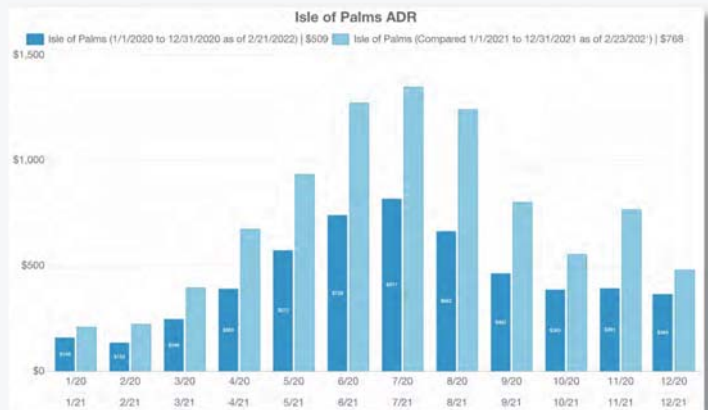


ExploreCharleston entered into a contract with Key Data to provide historical and forward-looking performance reports on rental units for all of our beach communities. This data is reported to you quarterly.



KEY PERFORMANCE INDICATORS	2021	2020	DIFFERENCE
Average Daily Rate	\$651	\$509	30%
RevPAR	\$293	\$203	45%

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 Created: October 27, 2021 7:24 AM



PAID ADVERTISING

TOTAL
EXPENSE
\$428,614

OUR GOAL

Create an overnight visitor with the highest economic impact to the Isle of Palms specifically focused on the resort and short-term rentals.



ESSENCE

bon appétit

FOOD & WINE

AFAR

TRAVEL+
LEISURE

 GRACE
ORMONDE
WEDDING
STYLE

Better
Homes
and Gardens

Southern Living

GARDEN@GUN

Smithsonian
MAGAZINE

MidwestLiving



CONDÉ NAST
Traveler

D Weddings

wnc MAGAZINE

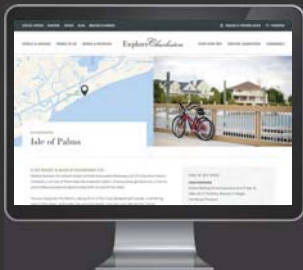


Traditional Home - full page \$bonus page
 Smithsonian - spread \$75,000
 Coastal Living - full page \$bonus page
 Bon Appetit -spread \$75,000
 Your AAA - full page \$7,933
 Garden & Gun - spread \$58,835
 Southern Living - spread \$156,000
 Better Homes & Gardens - spread \$175,000
 Conde Nast Traveler - spread \$65,000
 Afar - spread \$50,000.00
 AAA World - full page \$12,500.00
 Food Network - spread + 6 page booklet \$337,079
 Midwest Living - spread \$64,000.00
 WNC - spread \$1,750
 Food & Wine - full page \$57,600
 Travel + Leisure - gatefold \$230,000
 Garden & Gun - spread \$58,835
 Southern Living -spread \$156,000
 Better Homes & Gardens - spread \$175,000
 Afar - spread \$50,000
 Traditional Home - full page bonus page
 Midwest Living -spread \$64,000
 AAA Go - spread \$20,000
 AAA Living - spread \$9,800
 AAA Living - spread \$7,600
 Travel Click (GDS) - \$25,000
 Sinclair (broadcast and OTT) - \$87,500
 Sinclair (broadcast and OTT) - \$87,500
 Afar - spread - \$50,000
 WNC - full page - \$1,750
 Sinclair (broadcast and OTT) - \$87,500

Afar - spread \$50,000
 Traditional Home - full page \$bonus page
 Midwest Living -spread \$64,000
 AAA Go - spread \$20,000
 AAA Living - spread \$9,800
 AAA Living - spread \$7,600
 Heart of North Carolina Weddings - spread\$6,550
 Food Network - full Page\$50,000
 Town & Country - 3 full-page ads \$part of media's buy
 WNC - full page\$1,750
 Signature: The Travel Magazine - 1-page feature\$10,000
 SC Vacation Guide - 1/2 page\$7,225
 Grace Ormond Wedding - spread \$20,000
 WNC - full Page\$1,750
 Your AAA - full page \$7,933
 Midwest Living - spread \$64,000
 Better Homes & Gardens - spread \$175,000
 Smithsonian - spread \$75,000.
 Garden & Gun - spread \$50,000
 Sinclair (broadcast and OTT) - \$87,500

Signature: The Travel Magazine - 2-page \$20,000
 Midwest Living -full page \$32,000
 AAA World - full Page (eastern) \$12,500
 AAA World - full Page (central regions) \$8,800
 Afar - full page \$25,000
 WNC - full page \$1,750
 Smithsonian - spread \$75,000
 Afar - spread \$bonus page
 Travel Click (GDS) - \$25,000

ISLE OF PALMS WEBSITE





EXPLOREIOP.COM
DISCOVERIOP.COM

SPECIAL OFFERS BEACHES EVENTS BLOG MEETING PLANNERS

REQUEST A VISITORS GUIDE FAVORITES

HOTELS & LODGING THINGS TO DO DINING & NIGHTLIFE *Explore Charleston* PLAN YOUR TRIP EXPLORE CHARLESTON ITINERARIES

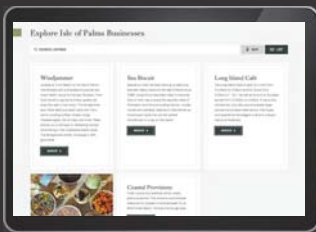


NEIGHBORHOODS
Isle of Palms

A TOP RESORT & MILES OF OCEANFRONT FUN
Nestled between the Atlantic Ocean and the Intracoastal Waterway just 12 miles from historic Charleston, the Isle of Palms features a beautiful beach, championship golf & tennis, a marina, and endless recreational opportunities both on and off the water.

The sun rising over the Atlantic, teeing off on a Tom Fazio designed golf course, a refreshing swim in the ocean, and a bike ride along the beach. This and more defines the "Island lifestyle" found at the Isle of Palms.

HOW TO GET THERE
FROM DOWNTOWN
Follow Meeting St and Columbus St to E Bay St
Take US-17 N/Arthur Ravenel Jr Bridge
into Mount Pleasant



Explore Isle of Palms Businesses

SEARCH LISTINGS

MAP LIST

Windjammer

Located at Front Beach on the Isle of Palms, The Windjammer is Charleston's premier live music beach venue for the last 49 years. From local bands to big name artists, guests can enjoy the best in live music. The Windjammer also offers delicious beach eats with menu items including buffalo chicken wings, cheeseburgers, fish & chips, and more. Relax and sip on a cold beer or refreshing cocktail while taking in the unbeatable beach views. The Windjammer where, it's always a JAM good time!

WEBSITE ▶

Sea Biscuit


Seabiscuit Cafe has been serving up delicious, Southern style cuisine on the Isle of Palms since 1986. Locals & tourists alike make it a favorite stop on their way to enjoy the beautiful sites of Charleston and the surrounding islands. Locally owned and operated, Seabiscuit Cafe serves up homemade meals that are the perfect complement to a day on the beach.

WEBSITE ▶

Long Island Café

The Long Island Cafe is open for Lunch from 11:00am to 2:30pm and for Dinner from 5:00pm to 11:00pm, as well as brunch on Sundays served from 11:00am to 2:00pm. It has a fully stocked bar, and also accommodates large parties and accepts reservations. Visit today and experience the elegant cuisine in a beach casual atmosphere.

WEBSITE ▶



Ben & Jerry's Isle of Palms

Serving Isle of Palms euphoria in a cup and

WEBSITE ▶

Coastal Provisions

Fresh Lowcountry seafood, prime meats, gracious service. This romantic and intimate restaurant is located in the Boardwalk Inn at Wild Dunes Resort. Terrace and lounge area.

WEBSITE ▶



Lodging on Isle of Palms

Q SEARCH LISTINGS

MAP

LIST



Wild Dunes

Two Fazio designed golf courses, tennis, restaurants, water sports, and an array of hotel, private home and villa rentals make Wild Dunes extremely popular with beach lovers who want it all in one place.

WEBSITE

VIEW DETAILS



The Palms Oceanfront

Located oceanfront on the pristine beaches of Isle of Palms, our hotel is surrounded by area restaurants, shops, and attractions. Just minutes to historic downtown Charleston.

WEBSITE

VIEW DETAILS



3003 Cameron Blvd Vacation Rental

Just one block from the ocean, this one-of-a-kind home has everything you could want in a beach retreat! 6 Bedrooms, 5 Bathrooms (3 full/2 half), and a private pool.

WEBSITE

VIEW DETAILS



GROUP SALES

TOTAL
EXPENSE
\$128,054

OUR GOAL

To create a new meeting
and convention visitor for
the Isle of Palms.



GROUP BUSINESS

The Sweetgrass Inn at Wild Dunes gives new opportunities to bring in group business.





Group Business Efforts Related to Wild Dunes

**Explore Charleston Sales Director has met with the senior sales staff at Wild Dunes to confirm their desired market mix and seasonality. Wild Dunes wants group business for the spring, fall, and winter, and leisure business during the summer months.*

Leads

IOP/Wild Dunes received 830 leads that were generated beginning 1/1/2019.

Room Nights | EEI | Attendees

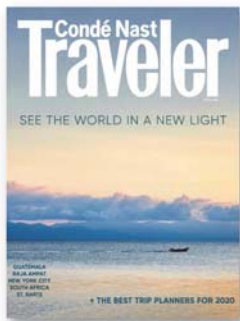
These 830 leads represent 364,299 potential room nights with an EEI of \$238.1M and 125,280 attendees/delegates



WEDDING GROUP BUSINESS



The City of Isle of Palms was voted No. 10 "South's Best Beach Towns"



The City of Isle of Palms was named among "The Best Small Beach Towns for People Who Want to Escape the Crowds"



"Kiawah Island & Isle of Palms, Best US Islands for Family Vacations"



MEDIA RELATIONS / EARNED MEDIA

TOTAL
EXPENSE
\$69,738

OUR GOAL

To promote our area to travel writers, editorial boards, and other journalists through earned media.

MEDIA IMPACT METRICS

At A Glance | 2015 - 2021 YTD Through September

CITY OF ISLE OF PALMS	AD EQUIVALENCY	MEDIA CIRCULATION	MEDIA MENTIONS
2015	\$6.9M	3.7B	1,197
2016	\$9.6M	5.1B	1,434
2017	\$3.4M	1.8B	790
2018	\$2.0M	1B	980
2019	\$4.6M	2.4B	1,380
2020	\$933K	483M	704
2021	\$5.2M	2.8B	656

SOCIAL FEATURES

City of Isle of Palms | 2018 - 2021



ITINERARIES

Island Hopping Adventure - Day One feature of IOP + Wild Dunes + Coastal Provisions
59.1K sessions

First Timer's Guide - Wild Dunes mention for Check-In + IOP mention for Exciting Excursions
692.8K sessions

Pet Friendly Charleston - IOP in Where to Beach recommendations
25.1K sessions

Cinema Inspired Getaway - IOP feature
18.4K sessions



BLOGS

- 9 Perfect Spots to Catch a Charleston Sunset
- What's New in Charleston This Summer
- 13 Cool Spots to Drink Frosé in Charleston
- The Best Mac & Cheese in Charleston
- Charleston Beach Bucket List
- Charleston Beach Dining Guide
- 12 Fun Summer Date Ideas in Charleston
- 5 Historic Photos of Charleston's Beautiful Beach Towns
- A Health Enthusiast's Guide to the Perfect Day in Charleston
- Top 12 Cool Pools of Charleston
- Top 17 Spots for Steak in Charleston
- 5 of the Happiest Seaside Towns in America
- 7 Best Beach Hotels in Charleston - features 3 IOP hotels
- 9 Best Sunset Spots in Charleston
- 14 Spots to Get Your 10,000 Steps in Charleston
- 19 of Charleston's Most Beautiful Parks
- Top 20 Golf Courses in the Lowcountry
- Top 17 Charleston Hotels to Catch a Stunning Sunrise or Sunset
- Top 11 Spa Experiences in Charleston
- Your #1 Favorite Thing To Do in Charleston Is...
- 10 Restaurants With Amazing Sunset Views in Charleston

SOCIAL MEDIA SAMPLES

SURFING 101
6 TIPS TO RIDE THE WAVES LIKE A PRO
The Caroline Surf Surf Lesson

- KEEP YOUR EYE ON THE WAVE**
Always look out into the ocean and watch the face of a wave. A common misconception is to look towards the beach when getting a wave of surf. That's the only surf waiting for you on the left side of the wave to break.
- FOCUS ON TECHNIQUE**
Focus on good stance and technique. Another major misconception is to focus only on the pop when it actually should be combined. If you're not using the pop.
- BE AWARE OF YOUR SURROUNDINGS**
Be aware of the conditions of the beach, depth of water, and other surfers and a landmark on the beach to gauge your location. Being aware of every aspect around you is crucial when progressing and most importantly to staying safe.
- PUT IN THE TIME**
When the going is the going, you can't expect to learn really in one day session. With time and learning over time, you'll eventually catch waves, your understanding of how everything together helps to progress.
- SURF TO THE RHYTHM**
Surfing isn't just about riding waves with rhythm, motion and being in sync with the ocean. Everybody wants to catch every wave and as a result, everything is forced and not enjoyable. It's better to be slow and consistent than fast and sporadic. Take the wave "gracefully" or miss.
- HAVE FUN!**
Surfing is a fun recreational activity to enjoy with friends, families, and coworkers. That's why you get into the sport because it's fun. Before you know it, you'll be out there every day. You'll want to get into it, and you'll be out there every day. You'll want to get into it, and you'll be out there every day. You'll want to get into it, and you'll be out there every day.

Facebook: @SOUTHCHARLESTON
Instagram: @SOUTHCHARLESTON

5 of the Happiest Seaside Towns in America

The town, South Ocean is one of the country's most beautiful. It's a beautiful town with a beautiful view of the ocean. The town is a beautiful town with a beautiful view of the ocean. The town is a beautiful town with a beautiful view of the ocean.

8 Amazing Outdoor Activities in Charleston

Charleston is a beautiful city with many outdoor activities. From fishing to hiking, there's something for everyone. Charleston is a beautiful city with many outdoor activities. From fishing to hiking, there's something for everyone.

5 Historic Photos of Charleston's Beautiful Beach Towns

Located between the Atlantic Ocean and the Intracoastal Waterway just 12 miles from historic Charleston, Isle of Palms features a beautiful beach, championship golf and tennis, a marina and endless recreational opportunities, both on and off the water. Enjoy live music and beach volleyball followed by ice cream along front beach for the perfect afternoon on Isle of Palms. Learn more!

Contributed by The Charleston Museum

Contributed by The Charleston Museum

LOCAL GUIDES + CAMPAIGNS



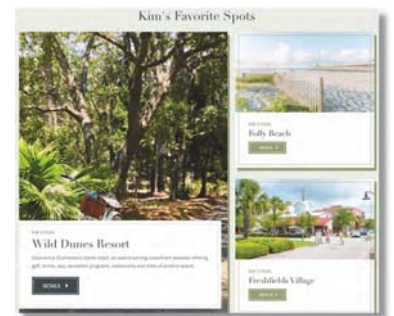
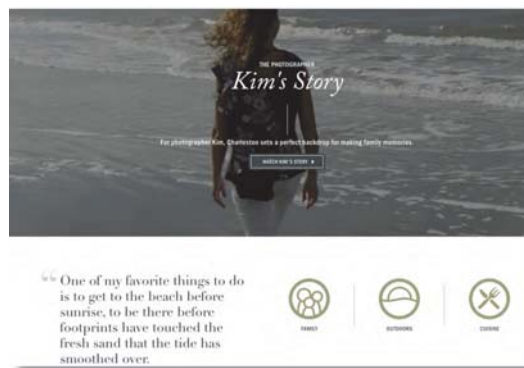
Welcome Back



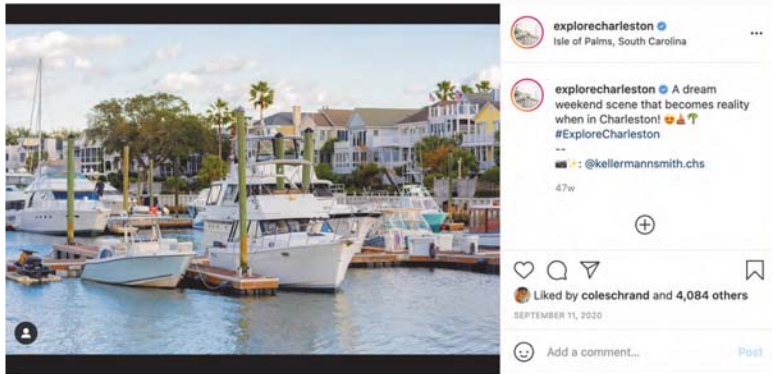
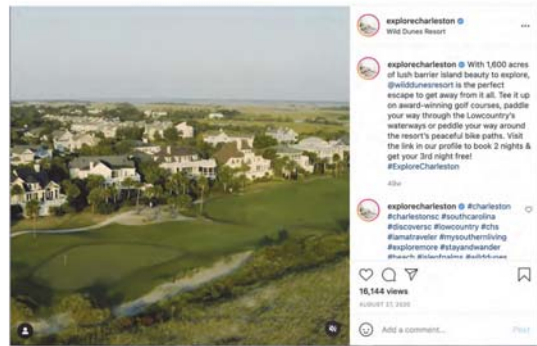
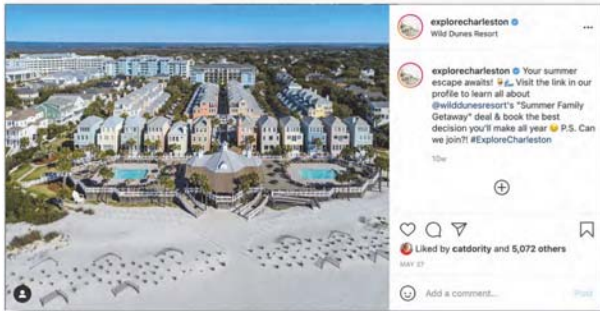
Chris - The Naturalist IOP is one of his top picks



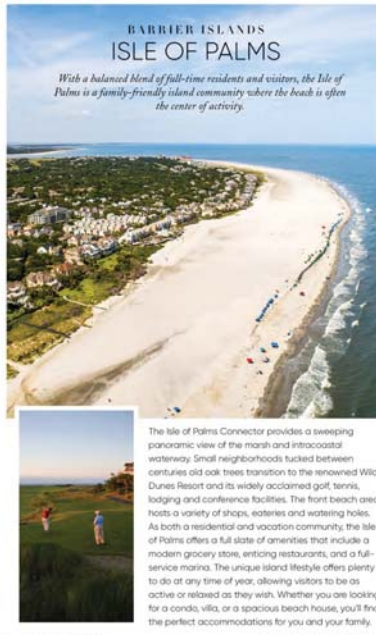
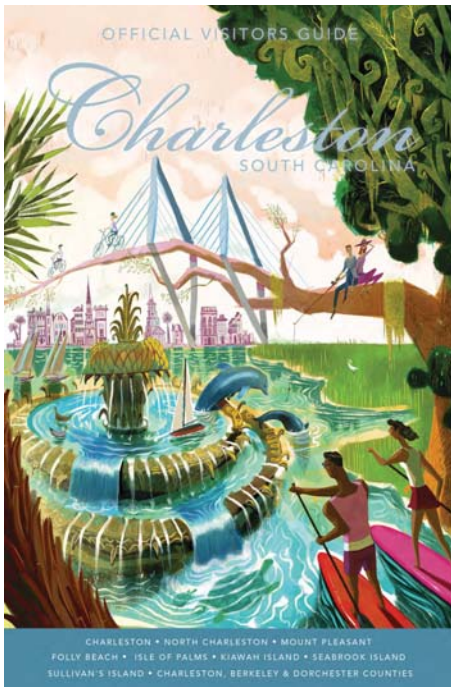
Kim - The Photographer beach focus features Wild Dunes Resort



SOCIAL MEDIA POSTS SAMPLES



PUBLICATIONS



82 BEACH RESORTS EXPLORECHARLESTON.COM



BEACH RESORTS 87 FLORECHARLESTON.COM



FLORECHARLESTON.COM



FLORECHARLESTON.COM



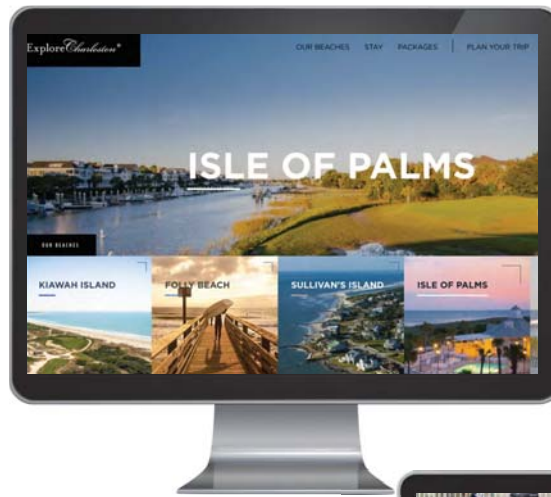
RECHARLESTON.COM

VISITOR INFORMATION SUPPORT

TOTAL
EXPENSE
\$129,005

OUR GOAL

Staff members are imperative to sharing information, directions, providing assistance in visitor planning, access to public facilities, and general promotion of our community. We serve visitors and callers via 1-800 phone lines and online chat before their arrival.





Visitor Services

Pre-Travel
Inquires

In-Person
Assistance



Our team of 52 professionals stand committed to help!

WE'LL ALSO HELP YOU WITH OTHER SPECIAL PROJECTS:

- **New Airline Partners and New Direct Fly Cities**
- **The Coast Is Clean**
- **Beach Renourishment Legislative Support**
- **Tourism management**



**THANK YOU FOR
YOUR TIME**

Explore *Charleston*