



**County Council of  
Beaufort County  
Finance Committee  
Meeting**

**Chairman**  
JOSEPH PASSIMENT

**Vice Chairman**  
CHRIS HERVOCHON

**Committee Members**  
GERALD DAWSON  
MARK LAWSON  
PAUL SOMMERVILLE

**County Administrator**  
ASHLEY M. JACOBS

**Clerk to Council**  
SARAH W. BROCK

**Staff Support**  
ALICIA HOLLAND

**Administration Building**  
Beaufort County Government  
Robert Smalls Complex  
100 Ribaut Road

**Contact**  
Post Office Drawer 1228  
Beaufort, South Carolina 29901-1228  
(843) 255-2180  
[www.beaufortcountysc.gov](http://www.beaufortcountysc.gov)

**Finance Committee Agenda**

**Monday, March 16, 2020 at 1:00 PM**

Council Chambers, Administration Building  
100 Ribaut Road, Beaufort

REMINDER: ALL OF OUR MEETINGS ARE AVAILABLE ONLINE AT [WWW.BEAUFORTCOUNTYSC.GOV](http://WWW.BEAUFORTCOUNTYSC.GOV). AND CAN ALSO BE VIEWED ON HARGRAY CHANNELS 9 AND 113, COMCAST CHANNEL 2, AND SPECTRUM CHANNEL 1304

1. CALL TO ORDER
2. *[Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act]*
3. APPROVAL OF AGENDA

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**DISCUSSION ITEMS**

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4. Review of ATAX and HTAX Applications and Award Recommendations

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**CITIZEN COMMENTS**

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5. CITIZEN COMMENTS
6. ADJOURNMENT



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## BEAUFORT COUNTY COUNCIL

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### Agenda Item Summary

#### Item Title:

Local ATAX and HTAX Grant Awards

#### Council Committee:

Finance

#### Meeting Date:

March 9, 2020

#### Committee Presenter (Name and Title):

Hayes Williams, Finance Director

#### Issues for Consideration:

Each year, Beaufort County awards grant funds from available Accommodations Tax and Hospitality Tax collections. For the 2019-2020 award cycle, the County instituted an online application process; from October 1 through December 31, 2019, applications were accepted from local entities. During that timeframe, twenty (20) applications were received, including three (3) from Beaufort County Departments. The total award requests totaled \$2,850,883.00.

#### Points to Consider:

County staff reviewed and scored the applications; the results are included on the attached spreadsheet along with award recommendations.

#### Funding & Liability Factors:

Available funds as of June 30, 2019 for making awards are as follows:  
20010011 - Local Accommodations Tax: \$1,800,000  
20020011 - Local Hospitality Tax: \$2,200,000  
Total Funds: \$4,000,000

#### Council Options:

Approve staff recommendations as provided  
Suggest edits to award amounts

#### Recommendation:

Approve the award of local accommodations tax and local hospitality tax as proposed.

**ORDINANCE NO. 2020/ \_\_\_\_**

**AN ORDINANCE TO APPROPRIATE GRANT AWARDS TO LOCAL ENTITIES FROM THE COUNTY’S LOCAL (3%) ACCOMMODATIONS TAX AND LOCAL HOSPITALITY TAX COLLECTIONS FOR THE YEAR ENDING JUNE 30, 2019.**

**WHEREAS**, Beaufort County Council (“County Council”) is authorized to utilize Local Accommodations Tax (“Local A-Tax”) and Local Hospitality Tax Funds (“Local H-Tax”) for limited tourism-based purposes described in Beaufort County Code Ordinance Sec. 66-44 and Sec. 66-534; and

**WHEREAS**, Beaufort County Code Ordinance Sec. 66-44(b) states “authorization to utilize any funds from the ‘County of Beaufort, South Carolina, Local Accommodations Tax Account’ shall be by ordinance duly adopted by the County Council; and

**WHEREAS**, Beaufort County Code Ordinance Sec. 66-534(b) states “authorization to utilize any funds from the ‘County of Beaufort County, South Carolina, Hospitality Tax Account,’ shall be by ordinance duly adopted by the County Council”; and

**WHEREAS**, Beaufort County (“County”) initiated a formal grant application process, and accepted applications from local entities from October 1, 2019 through December 31, 2019 to receive grant funds from those locally collected Local A-Tax and Local H-Tax; and

**WHEREAS**, County staff received twenty (20) applications and has reviewed and scored each application for the purpose of making award recommendations to County Council for approval and appropriation of funds; and

**WHEREAS**, County Council finds that it is in the best interest of its citizens, residents, visitors and tourists to provide the recommended funds to local entities and projects as set forth in the attached “Exhibit A” which is incorporated herein by reference.

**NOW, THEREFORE, BE IT ORDAINED BY BEAUFORT COUNTY COUNCIL**, that appropriations shall be made in the form of grant awards to local entities from Beaufort County’s Local (3%) Accommodations Tax and Local Hospitality Tax Funds as set forth in the attached Exhibit A.

COUNTY COUNCIL OF BEAUFORT COUNTY

BY: \_\_\_\_\_  
Stewart H. Rodman, Chairman

ATTEST:

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Sarah Brock, Clerk to Council

Chronology:

Third and Final Reading

Public Hearing

Second Reading

First Reading

County Council of Beaufort  
Local Atax Htax Awards  
2019-2020  
Revised 02/25/2020

Applying Organization	Amount Requested	Htax or Atax	If Atax Proper Category	Project Description	Was Application Complete?	Score	Project Awarded?	Award Amount	Staff Recommendation
Beaufort Area Hospitality Association	\$ 10,000	Atax	Reserve	Print advertising across SC, GA and NC as well as social media marketing	Yes	85	Yes	\$ 10,000	Award full amount
Beaufort Area Hospitality Association	\$ 10,000	Atax	Reserve	Advertising and promotion - Radio and TV Marketing of event	Yes	85	Yes	\$ 10,000	Award full amount
Beaufort County Black Chamber of Commerce	\$ 55,000	Atax	Reserve	African Fashion Week 2020	Yes	50	Partial	\$ 13,500	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 65,000	Atax	Reserve	Gullah Christmas 2020	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 55,000	Atax	Reserve	Kentucky Derby 2020	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 35,000	Atax	Reserve	Southeast Regional Business Summit	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Heritage Tourism Corporation	\$ 270,000	Htax	N/A	Operations costs to get organization up and running	No	0	No	\$ -	Project does not meet criteria of atax or htax expenditures; Marketing Plan not included, Tourism Impact vague. They requested \$90,000 per year for three years.
Beaufort County Open Land Trust	\$ 25,000	Htax	N/A	Capers Creek Access Purchase for Reconstruction Era National Park	Yes	85	Yes	\$ 25,000	Award full amount
Beaufort County Open Land Trust	\$ 272,268	Htax	N/A	Port Royal Island Battlefield Property Purchase	Yes	0	No	\$ -	It appears that the Battlefield will become Beaufort County property. There is a building located on the property that would require maintenance or demolition as well as the general maintenance of the 12.16 acres.
Beaufort County - Engineering Department	\$ 43,785	Htax	N/A	Demolition of existing structures at County-owned Camp St. Mary's	No	0	No	\$ -	Demolition does not fit the criteria of atax or htax expenditures. Engineering needs to come back with a planned passive park that can be used by local residents and tourists.
Beaufort County - Public Works	\$ 196,000	Htax	N/A	CC Haigh Landing Improvements	Yes	100	Yes	\$ 196,000	Award full amount
Beaufort County - Engineering Department	\$ 160,000	Htax	N/A	Spanish Moss Trail Planning	Yes	100	Yes	\$ 160,000	Award full amount.
Bluffton Historical Preservation Society	\$ 10,000	Htax	N/A	Heyward House Museum and Welcome Center Improvements	Yes	95	Yes	\$ 10,000	Award full amount
Campbell Chapel Community Development	\$ 165,000	Htax	N/A	Planning for restoration of Campbell's Historic Chapel	Yes	85	Yes	\$ 140,000	Award partial amount; reduction due to cost of a professional fundraiser, which does not fit atax or htax criteria
Coastal Discovery Museum	\$ 792,880	Htax	N/A	Planning and Design of New Museum	Yes	85	Maybe	\$ 792,880	Award full amount; question about the Town of Hitlon Head Referendum
Daufuskie Marsh Tacky Society	\$ 65,000	Htax	N/A	Construction of Facilities for Marsh Tacky Society	Yes	40	Maybe	\$ -	The property in question is owned by Beaufort County. Our understanding is the property is in a conservation easement. We need clarification for what can be placed on the property. We were unclear of the tourism draw to stables.
Friends of Hunting Island	\$ 65,000	Htax	N/A	Virtual Lighthouse in Museum	Yes	100	Yes	\$ 65,000	Award full amount
Greater Beaufort - Port Royal CVB	\$ 51,950	Htax	N/A	Feasibility Study	No	0	No	\$ -	This project does not fit within the criteria of items to be awarded by atax or htax revenues.
Historic Port Royal Foundation & Museum	\$ 4,000	Atax	Reserve	Partial salary for marketing duties and purchase of promotional materials	Yes	80	Partial	\$ 1,000	This amount represents the marketing related materials; the cost of a marketing director does not fit with atax or htax criteria.
Port Royal Sound Foundation	\$ 500,000	Htax	N/A	Construction of a multi-purpose pavilion next to the Maritime Center in Okatie	Yes	80	Yes	\$ 500,000	Award full amount
<b>Total Requested</b>	<b>\$ 2,850,883</b>							<b>\$ 1,958,480</b>	<b>Total Awarded</b>

# ADD-ONS

The document(s) herein were provided to Council for information and/or discussion after release of the official agenda and backup items.

**Beaufort County Heritage Tourism**

**"Where American History Began" (Professor Rowland)**

**Center of 25 Million Visitor Corridor**

**2nd Largest Visitor Interest**

**125 Attractions identified & Rated**

**\$120 Million Economic Impact / 1,200 Jobs**

**Heritage Tourism Corp (HTC)**

**Maturing Nicely**

**Opportunities**

**Attractions**

**Reconstruction  
Mitchelville  
Spanish Period**

**Penn Center  
Gullah Geechee  
Revolutionary War  
Civil War  
Beaufort County as Nat'l Park**

**Funding**

**DMO Funded  
Hilton Head Museums (SOB)  
No Central Fund Raising  
National Stories  
State Support Increasing**

**Courthouse (NOB)  
HTC Director  
Boeing**

# '20 State Heritage Tourism Funding Opportunities

1. Courthouse Re-purposed to History & Education Center:

\$200K - Upgrade to Museum Quality

300 - Exhibits

(200) - County Match

\$300K

2. Port Royal Island Revolutionary War Site:

\$100K - Building Upgrade

100 - Exhibits

(100) - County Match

\$100K

3. Master Plan for African-American Tourism & Gullah Gechee:

\$100K

4. Reconstruction:

\$100K

5. Replica Fort at Port Royal (Santa Elena):

\$150K

(50) - Private Match

\$100K

6. Penn Center Restoration:

\$100K

7. Mitchelville:

\$50K

**\$850K - GRAND TOTAL**



**Heritage Tourism**  
**(Charleston - Beaufort - Hilton Head island - Savannah Corridor)**

<u>What If (Visitor Days)</u>	<u>Result</u>
1. 200,000 - Reconstruction, Penn Center, Santa Elena, Mitchelville, Gullah Geechee, Civil War, Revolutionary War, etc. (2 Days)	<b>Corridor:</b> <ul style="list-style-type: none"><li>• 200,000 New Visitors (1% Increase)</li><li>• 1,000,000 Visitor Day Increase (2%)</li><li>• \$120 Million - Economic Impact</li><li>• 1,500 Jobs</li><li>• \$10 Million - Taxes</li></ul>
2. 400,000 - 1% of Corridor Visitors Extend (2 Days)	<b>Beaufort County (80%):</b> <ul style="list-style-type: none"><li>• \$100 Million - Economic Impact</li><li>• 1,200 Jobs</li><li>• Introduces Future Retirees</li></ul>
3. 400,000 - 1/2% New Visitors - International Visitors (4 Days)	