

3 TOWN OF SURFSIDE BEACH ACCOMMODATIONS TAX COMMITTEE 115 US HIGHWAY 17NORTH, SURFSIDE BEACH, SC 29575 會843 913-6111 愚843 238-5432

THURSDAY, JANUARY 21, 2021 * 4:00 P.M.

AGENDA

- 1. CALL TO ORDER. Vice-Chairman EJ Servant III
- MINUTES APPROVAL. January 17, 2020 Meeting
- 3. PUBLIC COMMENTS Agenda Items 3 Minutes/Speaker
- 4. **COMMUNICATIONS** Myrtie Beach Chamber of Commerce Annual Report Year Ended December 31, 2020, and Plans for 2021
- 5. **BUSINESS**
 - A. Finance Report Director King
 - i. 6-30-2020 Audit Statement
 - i. 11-30-2020 Unaudited Statement
 - iii. Prior budget changes due to COVID
 - B. Budget Amendments FY2020-2021
 - i. Police Kubota \$10,500 John Adair
 - ii. Public Works Restroom \$69,000 John Adair
 - C. Town of Surfside Beach funding requests for FY2021-2022
 - i. Projections 2021-2022 Director King
 - ii. Police Department- Chief Hofmann
 - a. Operations/Staff \$191,500
 - b. Beach Camera \$ 15,000
 - c. Beach Services Vehicle \$ 11,000 Director Adair
 - iii. Public Works-Director Adair Beach Maintenance/ Cleaning \$ 47,150
 - iv. Special Events Special Events Coordinator Ellis \$23,000
 - v. Other / Marketing Pier Reconstruction Director King \$97,000
 - D. Grant Request for FY2021-2022.
 - i. Historical Markers, \$5,000 Carry Forward, Approved \$10K FY16, and Spent \$5K FY19
 - ii. Champion Autism Network, \$10,000, Executive Director Becky Large
 - iii. Keep Surfside Beach Beautiful, \$30,464
 - iv. My Ölive Shack, \$20,000 Sonja Hutton, Owner
 - v. Historical Society, Elizabeth Dvorsak/ Mary Beth Mabry, \$2,500, Advertising.
 - vi. Sonshine Recovery Ministries, \$15,000, Concert of Hope
- 6. **PUBLIC COMMENTS** (5 minutes per speaker)
- 7. COMMITTEE COMMENTS
- 8. ADJOURN

6/30/2020	Town of Surfside Beach Audited A-Tax Statement as of 6/30/2020 Statement of Revenues and Expenditures		Audited FYE 6/30/2020	
Revenues	• • • • • • • • • • • • • • • • • • • •			
Accommodations Tax \$ 675,625		\$		
Miscellaneous Income (Grants, Events) 6,609 Sale of Asset 10,950	•			
Interest 812			•	
Total Revenue \$ 693,996	******	\$		
		,	•	
Expenditures				
Police Beach Patrol \$ 28,630		\$	28,630	
Fire - 7.880			7 000	
Public Works 7,880				
Special Events 40,325 Advertising & Promotion -	•		40,323	
Grants/ Materials& Supplies 12,500			12 500	
Professional Services 7,350	, ,			
Capital Items 66,468				
Total Expenditures \$ 163,153	Total Expenditures	\$	163,153	
Required Expenditure Printing& Advertising (30% MBACC) \$ 195,188		•	105 198	
Printing& Advertising (30% MBACC) \$ 195,188	Printing& Advertising (30% MBACC)	φ	195, 166	
Total Expenditures \$ 358,341	Total Expenditures	\$	358,341	
	10:01 2/1001010100		•	
Excess Revenue Over Expenditures \$ 335,655	Excess Revenue Over Expenditures	\$	335,655	
Other Financing Uses	•			
Transfer Out to		•	E7 E24	
General Fund per State Code \$ 57,531 General Fund for Contractual Services \$ 167,650		Ф		
100 000			•	
Pier Fund 125,000 Sources \$ 350,181	· · · · · · · · · · · · · · · · · · ·	\$		
Total Other I manufing Courses	Total Other I manding Courses	Ψ	000, 101	
Net Change in Fund Balance \$ (14,526)	Net Change in Fund Balance	\$	(14,526)	
Beginning Balance 84,101		7		
Ending Balance \$ 69,575 Available Fund	Ending Balance	\$	69,575	Available Funds

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Town of Surfside Beach A-Tax Statement as of 11/30/2020 Balance Sheet (Unaudited)	As of 11/30/2020
Assets Cash in Bank	\$ 247,773
Total Assets	\$ 247,773
Liabilities and Fund Balance Accounts Payable	\$ 480
Total Liabilities	\$ 480
Fund Balance Prior Year Fund Balance Current Year Fund Balance Total Fund Balance	\$ 69,575 177,718 247,293
Total Liabilities and Fund Balance	\$ 247,773
Town of Surfside Beach A-Tax Statement as of 11/30/2020	 /30/2020 Months
******	 /30/2020
A-Tax Statement as of 11/30/2020 Revenue Receipts from State of SC Interest Earned Other Revenue and Sale of Asset	\$ /30/2020 Months 389,466 174 8,283

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Town of Surfside Beach
A-Tax Revenue Exp penditure Statement as of 11/30/2020
Committee Approved 2021 Budget and Changes due to Covid

	11/30/2020 5 Months	Final Budget 2020-2021	Projected 2020-2021	A	tax Meeting 1/16/20 Budget	Covid Change
Revenue						
Receipts from State of SC	\$ 389,466	\$ 600,000	\$ 600,000	\$	705,000	\$ (105,000)
Interest Earned	174	500	350		500	- (///-
Other Revenue Sale of Asset	8,283	11,000	8,300		-	11,000
Total Revenue	\$ 397,923	\$ 611,500	\$ 608,650	\$	705,500	\$ (94,000)
Expenditures						
Police	\$ 2,030	\$ 50,000	\$ 50,000	\$	E0 000	•
Public Works		Ψ 50,000	Ψ 50,000	Ф	50,000	\$ -
Special Events	193	24,500	20,000		44.500	(00.000)
Advertising		12,000	12.000		,	(20,000)
Advertising MBCC	109,340	157,500	157,000		12,000	(04.500)
Grants	7,500	12,500	12,500		189,000	(31,500)
Non Departmental	2,520	12,000	12,500		12,500	
Transfer to General	_,	53,750	53,750		50.000	(F. 050)
Transfer to General for Services	98,623	196,150	196,150		59,000	(5,250)
Transfer to Pier	,	75,000	75,000		206,150	(10,000)
Total Expenditures	\$ 220,206	\$ 581,400	\$ 576,400	\$	125,000 698,150	(50,000) \$ (116,750)
Net Change in Fund Balance	\$ 177,717	\$ 30,100	\$ 32,250	\$	7,350	\$ 22,750
Budget Amendments			_			
Kubota and Restroom			\$ 79,500			
Prior year funds			\$ 69,575_			
Estimated Available for next year		the state of the s	\$ 22,325			

The above illustrates the changes made to requests due to COVID in the final budget. Estimated revenue was changed due to COVID>

Town requests for funds were reduced as expected revenues dropped.

Grants remained unchanged for outside groups.

Integral changes were made as July 4 event and May Bike events were cancelled.

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Funding Request Fiscal year 20-21

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Decision Paper: 2020-2021 Accommodations Police Beach Vehicle

Written By: John Adair, Director of Public Works

- 1. **SUBJECT:** Use prior year funds to replace Police Beach Services Utility Vehicle \$10,500.00, for 2020-2021 Fiscal Year
- 2. FOR: To fund replacement of beach services vehicle.
- 3. **ASSUMPTIONS:** The Committee and Town wish to provide security and service to beachgoers at current levels.
- 4. **FACTS:** The previous vehicle being replaced was a Bobcat version, sold after the 2020 beach season for \$8,284.00, due to inferior performance and maintenance issues.

The proposed vehicle is a Kubota model, which has performed well as the second beach patrol vehicle. Moving forward, the goal will be keeping these vehicles two years, replacing alternatively, to maximize trade-in value, and minimize catastrophic repairs.

5. **RECOMMENDATION:** Recommend approval of \$10,500.00 to be included as part of the amended FY20-21 Budget.

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Accommodations Tax Request Fund Beach Restroom FY 2020-2021

Decision Paper

Written By: John Adair, Director of Public Works

- 1. **SUBJECT:** Use prior year funds to replace beach restroom-\$69,000.00- for 2020-2021 Fiscal Year
- 2. **FOR**: To fund replacement of beach restroom at 5th Avenue South.
- 3. **ASSUMPTIONS**: The Committee and Town wish to upgrade service, and provide clean and attractive amenities to the residents and tourists alike.
- 4. **FACTS**: The current beach restrooms have outlived their useful lives. Sparsely appointed, they do not offer lighting, warm water, electric hand dryers, modern fixtures, or complete accessibility for the disabled. They are also not made with corrosion resistant materials.

Utilizing \$69,000 of remaining A-Tax funds from the 2019-2020 FY, we can replace the one remaining beach restroom prior to the season. This will be the same configuration as the newly-installed restrooms in Passive Park, Pier, 3 North, and 13 South.

5. **RECOMMENDATION:** Recommend approval of \$69,000.00 to be included as part of the FY20-21 Budget.

Funding Request Fiscal year 21-22 Surfside Beach

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Town Of Surfside Beach Funding Summary - Accommodations Tax Budget Proposal 2021-2022

Revenue State Payments Interest Misc. Required per State Law MBCC General Fund		000 000 000 000	\$628,800 \$600,000 \$550,000 \$600,000 \$550,000 \$600,000 30% 5.0% \$165,000 \$30,000 25,000 \$55,000
Available Funds			\$408,800
Expenditures Police	Propose	ed	_ Total
1.5 Officers & Benefits Overtime Beach Patrol Supplies Proviso Camera at Beach Access Kubota Total Police	\$ 91,4 25,1 25,0 50,0 15,0 11,0 \$ 217,5	00 00 00 00	\$217,500
Public Works Beach Raking Beach Trash Pick Up Restroom Maintenance	\$ 10,9 23,4 12,8 \$ 47,1	00 00	\$ 47,150
Special Events July 4 BBQ Festival Easter Promotion of Events Staff and Web	\$ 8,5 3,0 7,0 5,0 \$ 23,5	00 00 00 00	Defer until 2022 \$ 23,500
Other Marketing Social Media, Print Beach Renourishment Pier Design/Debt Etc.	\$ 12,0 75,0 10,0 \$ 97,0	00 00	by ordinance deferral ends \$ 97,000
Total Town of Surfside Beach	Request		\$385,150
Funds Available for Outside Age	encies		\$ 23,650
Grants Outside Parties Markers (carry forward)	\$ 5,0	00	\$ 5,000 Historical signs awaiting approval from State Historic
New Funds Available for 2021-2	022		\$ 18,650
Requests from Organizations Champion Autism Network Keep Surfside Beach Beautiful My Olive Shack Historical Society History Event Sonshine Recovery Ministries	\$ 10,0 30,4 20,0 2,5 15,0 \$ 77,9	64 00 00 00	\$ 77,964

Decision Paper: 2021-2022 Police Accommodations Tax Fund Budget

Written By: Kenneth Hofmann, Chief of Police

SUBJECT: Fiscal Year 2021-2022 Accommodation Tax Funding Request

1. **SUBJECT:** Authorization to fund \$191,500 for:

One and one-half (1.5) Police Officer salaries and benefits (\$ 91,400)

Beach related overtime (\$25,100),

Bike week's security proviso expenses (\$50,000),

Beach patrol operating expenses, fuel, uniforms and supplies (\$25,000).

2. PURPOSE: To fund the expenses related to law enforcement beach related services during fiscal year 2021-2022, and provide funding pursuant to the law enforcement proviso for safety and security related issues during May 2022 motorcycle events. These are recurring costs for the Police Department.

3. FACTS:

- a. Surfside Beach has a high influx of visitors during the peak seasons to include the May motorcycle events.
- b. For many years the Police Department has assigned officers to work upon and close by the beach and beachfront.
- c. Officers assigned to beach patrol primarily focus on the beach district, which covers an area from 17th Avenue North to Melody Lane, between Dogwood Drive and the beachfront.
- d. For the past several years the Police Department has assigned officers to overtime details on the beachfront at night from 9:00 p.m. to 1:00 a.m. This assignment is designed to proactively prevent violations of and enforce the Town's ordinance against fireworks.
- e. Officers assigned to beach patrol and the night beach detail require special equipment and clothing for these purposes.
- f. Officers use specialized vehicles while performing beach patrol and night beach patrol duties and the nature of this environment requires funding to maintain and repair these vehicles.
- g. In 2015 the Governor of South Carolina authorized, by means of an emergency proviso, the use of Accommodations Tax funding to provide for law enforcement support of safety and security measures during the May bike events across the Grand Strand area.
- **4. RECOMMENDATION:** Approval to fund \$191,5000 for: one and one-half (1.5) Police Officer salaries and benefit expenses, beach related overtime, bike weeks security proviso expenses, and beach patrol operating expenses for uniforms, vehicle fuel, vehicle operation and maintenance.

Accommodations Tax Fund FY 2021-2022 Police Funding May Events 2022

Funds Requested for the May Bike Events

Message Board Rental-

\$3,525.00

Cost of renting 2 message boards for the three bike weekends. These boards are electronic signs that are portable and can be deployed to any area in town that we deem necessary to display safety, traffic, or enforcement messages.

Radar and Message Board Trailer

\$15,655.00

Radar trailer with speed alerts and messaging capabilities to deploy in the residential areas, particularly those roads with no stopping points between Highway 17 and Ocean Boulevard. (17N, 16N, Surfside Drive, 10S, Melody Lane)

Shift Meals / Per-Diem	(26 SBPD, 11 State Officers)	\$4,320
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Hosted Meals (Includes Police/Outside Agencies/Support)- \$1,500

1 Meal for pre-event all-hands briefing \$ 1,000 1 light meal on departure day \$ 500

Staffing Costs-May Events

\$25,000

TOTAL	\$50,000
May Events PD Staffing Costs	\$25,000
Meal	\$1,500
Pre-Event Meal / Departure	
Shift Meals	\$4,320
Radar / Message Board Trailer	\$15,655
Message Board Rental	\$3,525
TOTAL EXPENDITURES	

Decision Paper

Written By: Kenneth Hofmann, Chief of Police

SUBJECT: Wireless surveillance camera system (\$15,000.00)

- 1. FOR: Authorization to fund the on-going growth of the wireless camera system in the 2021/22 FY Accommodations Tax Budget
- 2. **PURPOSE:** To expand the existing system that provides surveillance and recording abilities in public areas where large numbers of tourists and visitors assemble.

3. ASSUMPTIONS:

a. It is assumed that the safety of residents and visitors of Surfside Beach are an upmost priority and concern.

4. FACTS:

- a. Surfside Beach experiences a high influx of visitors during the peak seasons. The majority of these visitors frequent the beach, often using the Town's public parking areas.
- b. The Police Department has identified several additional areas of interest attendant to these activities such as the safety of persons on the beachfront, safety of persons in beach accesses, security of vehicles and belongings in the parking areas, etc.
- c. The current camera infrastructure is comprised of 18 cameras transmitting from 11 locations.
- d. The proposed expansion would deploy 13 additional cameras transmitting from the following locations:
 - Ocean Boulevard at Surfside Drive. As this area continues to develop, pedestrian traffic has increased significantly. This location would provide views north, south and to the west. (3 camera angles)
 - Yaupon Drive between Surfside Drive and 1st Avenue South. This area is comprised of the town's Yaupon parking lot and see significant pedestrian traffic and incidents that may occur along the back of numerous tourist-based businesses. (3 camera angles)
 - Ocean Boulevard at 10th Avenue South. This intersection has high traffic volume at traffic flows east on 10th Ave South and has a busy beach access. This location would provide views in all four directions. (4 camera angles)
 - Ocean Boulevard at 10th Ave North. This location has a golf-cart accessible beach access and is the mid-point between our cameras at 16th Avenue North (Holiday Inn) and the 6th Avenue North Beach Access cameras. (3 camera angles)
- e. The proposed wireless cameras utilize wireless technology to transmit video across long distances to a central relay point. This data is then transmitted back to the Police Department where it is recorded.
- f. The system and its cameras can be monitored by staff members at the Police Department.
- g. Our current system, since its deployment, has been an invaluable resource that is used by our agency often. Numerous cases have been made that include charges and arrests, video evidence has been retrieved to assist in investigations, and they have also have been used to assist in locating lost individuals.
- **5. RECOMMENDATION:** Approval to fund the \$15,000 for the wireless camera system upgrade in the 2021/22 FY Accommodations Tax Budget adding an additional 13 cameras and infrastructure to transmit from 4 additional locations.
- 6. RATIONALE FOR RECOMMENDATION: The system provides surveillance ability in our high traffic areas where visitors gather. The system is beneficial for not only safety, but for investigative purposes in the case of property and or victim crimes in these areas.

Decision Paper 2021-2022 Accommodations Police Beach Vehicle

Written By: John Adair, Director of Public Works

- 1. **SUBJECT:** To replace Police Beach Services Utility Vehicle \$11,000.00 for 2021-2022 Fiscal Year
- 2. FOR: To fund replacement of beach services vehicle.
- 3. **ASSUMPTIONS**: The Committee and Town wish to provide security and service to beachgoers at current levels.
- 4. **FACTS**: The vehicle being replaced (Kubota unit) will have 2 seasons in-service. This is consistent with the goal of keeping these vehicles 2 years, replacing alternatively, to maximize trade-in value, and minimize catastrophic repairs. The vehicle being replaced will be sold outright, the revenue of which will come back to A-Tax.
- 5. **RECOMMENDATION:** Recommend approval of the \$11,000.00 expenditure to be included as part of the FY21-22 Budget.

Decision Paper 2021-2022 Accommodations Public Works Budget

Written by: John Adair, Director of Public Works

- 1. SUBJECT: Accommodations Tax Funding Request for 2021-2022 Fiscal Year
- 2. PURPOSE: To fund normal beach cleaning, raking, refuse disposal, bathroom cleaning, etc.
- 3. FACTS:

Projected operating expenses are:

Beach Trash Pickup

\$ 23,400

Beach Raking

\$ 10,950

Beach Restroom Maintenance \$12,800

Total

\$47,150

4. RECOMMENDATION: Recommend approval to be included as part of the FY 2021-2022 Budget.

Decision Paper

Written by: Debbie Ellis

1. SUBJECT: 2021-2022 Accommodations Tax Special Events Budget

2. **PURPOSE:** The Town of Surfside Beach is requesting the following funds to conduct the listed special events for the 2021-2022 budget year.

3. FACTS:

A. Cost for the individual events are:

(i) Tourism Related Events

BBQ Festival \$8,000
Easter/Children's Festival 3,000
Total Event Costs

Total Event Costs \$11,000

(ii) Other Costs

(a) Promotion and Advertising \$7,000.00 (b) Staff for tourism related events 5,000.00

Total Other Costs \$12,000

Total of Events & Other Costs

\$23,000

Due to the pier construction July 4 events have been eliminated in this 2021-2022 budget. Staffing and advertising have also been reduced accordingly.

- B. The proposed expenditures comply with South Carolina Code 6-4-10(4)(b) that states in part: "Tourism-related expenditures" include:
- 1. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity, and
- 2. promotion of the arts and cultural events.
- 4. **RECOMMENDATION:** Approve as presented.

Decision Paper

Written by Diana King

1. **Subject:** Other Funding request – Marketing, Beach Re-nourishment and Per Reconstruction.

2. Facts:

- a) The fishing pier was destroyed by Hurricane Matthew in October 2016.
- b) The Federal Emergency Management Agency awarded an almost \$10 million dollar grant to the Town for pier reconstruction.
- c) The grant excludes reconstruction of the buildings located on the pier.
- d) The Town has approved a \$4.0 million-dollar bond issue.
- e) Town Council approved \$75,000 dollars to be transferred to beach re-nourishment. The two-year deferral ended in 2021.
- f) Propose a transfer of \$10,000 to Pier fund for design/debt payment.
- g) Funds are requested for Social Media and other advertising.
- 3. Recommendation: \$97,000

Approve \$75,000 for Beach Re-nourishment

Approve \$10,000 for Pier Design/Debt Payment

Approve \$12,000 for Advertising, Website, and Social media

(a) Professional Services

\$8,000.00

(b) Other Marketing

\$4,000.00

Funding Request Fiscal year 21-22 Outside Agencies



- **1. CALL TO ORDER.** Chairman Servant called the meeting to order at 4:00 p.m. Chairman Servant and Members Harbin, Livesay, Servant and Vassar were in attendance. A quorum was present. Others present: Administrator Pieper; Town Clerk Medina; Finance Director King; Police Chief Hofmann; Public Works Director Adair, and Events Supervisor Ellis.
- **2. MINUTES APPROVAL.** Mr. Livesay moved to approve the minutes of the January 17, 2019 meeting as presented. Mrs. Harbin second. All voted in favor. MOTION CARRIED.
 - PUBLIC COMMENTS. There were no public comments.
- **4. COMMUNICATIONS** Myrtle Beach Chamber of Commerce Annual Report Year Ended December 31, 2019 and Plans for 2020. President and Chief Executive Officer Karen Riordan, and Director of Government Affairs Jimmy Gray attended to answer questions after the PowerPoint presentation, a copy of which is on file.
 - 5. BUSINESS.
 - A. Finance Report. Ms. King presented the financial statements, copies of which are on file.
 - B. Budget Amendments FY2019-2020.
 - i. Public Works.
- (a)One Bathrooms. Mr. Livesay moved to approve recommending to town council \$74,000 from FY20-21 funds for one bathrooms. Mr. Vassar second. After discussion all voted in favor. MOTION CARRIED.
 - ii. Police
- (b) Kubota. Mr. Livesay moved to approve recommending to town council \$10,000 from FY20-21 funds for a Kubota. Mr. Vassar second. After discussion, all voted in favor. **MOTION CARRIED.**
 - C. Town of Surfside Beach Funding Requests for FY2020-2021
- **i. Police Department.** Chief Hofmann presented the department's requests, a copy of which are on file. Mr. Vassar moved to recommend to Town Council to fund the request for \$201,500. Mr. Livesay second. After discussion, all voted in favor. **MOTION CARRIED.**
- **ii. Public Works.** Mr. Adair presented the department's requests, a copy of which are on file. Mr. Vassar moved to recommend to Town Council to fund the request for \$46,650. Mr. Livesay second. After discussion, all voted in favor. **MOTION CARRIED.**
- **iv. Events.** Ms. Ellis presented the department's requests, a copy of which are on file. Mr. Vassar moved to recommend to Town Council to fund the request for \$53,500, subject to Staff securing \$10,000 from the 5% money held at the Chamber of Commerce to purchase tourism brochures/maps, if possible. Mr. Livesay second. After other discussion, all voted in favor. **MOTION CARRIED.**
- **vi. Beach Renourishment and v. Pier Funding.** Ms. King explained that Town Council adopted Ordinance #17-0844 in June 2017 that requires that \$75,000 from accommodations tax and from hospitality tax be reserved for beach renourishment each year so that the town would accrue money for renourishment.

Accommodations Tax Advisory Committee January 17, 2019

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104 105 Currently there is about \$600,000 reserved; the next renourishment may be in 2028 or 2029. Depending on the pier reconstruction cost, a recommendation may be brought next year to defer reserving renourishment funds as pier reconstruction qualifies as an allowable use. The financial consultant suggested that accommodations tax revenue and hospitality tax revenue could be used to help pay for the bond to rebuild the pier. Mr. Vassar moved to approve recommending both \$125,000 for beach reconstruction and \$12,000 for Website and Social Media. Mr. Livesay second. All voted in favor. MOTION CARRIED. D. Grant Requests for FY2020-2021. i. Champion Autism Network (CAN), \$7,500, Executive Director Becky Large. Ms. Large presented the application, a copy of which is on file, and explained how CAN has educated the area businesses and governments so they recognize and can assist autistic clientele. The participation growth rate, as shows in the application, has been exponential since CAN's inception just a few years ago. After discussion, Mr. Vassar moved to recommend approval to Town Council for the \$7,5000 grant, Mr. Livesay second. All voted in favor. **MOTION CARRIED.** vi. Historical Markers, \$5,000 Carry Forward, Approved \$10K RY16, and Spent \$5K FY19. Chairman Truett said the markers were approved, and this information presented as a carry forward. F. Officer Election. i. Chairman. Mr. Vassar moved to elect Mr. Seravant to serve as chairman for 2020 and 2021. Mr.Livesay second. All voted in favor. MOTION CARRIED. ii. Vice Chairman. Mr. Livesay moved to elect Mr. Vassar to serve as vice chairman for 2020 and 2021. Ms. Harbin second. All voted in favor. MOTION CARRIED. 6. PUBLIC COMMENTS. None 7. COMMITTEE COMMENTS. There were no comments. 8. ADJOURNMENT. Mrs. Harbin made a motion to adjourn the meeting at 4:58 p.m, Mr. Vassar Second. Prepared and submitted by Approved: Sheri L Medina, Town Clerk E. J. Servant, III, Chairman – Committee Member Phil Vassar, Lodging Member Carolyn Harbin, Lodging Member

Gary Livesay, Committee Member

Accommodations Tax Advisory Committee January 17, 2019

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Clerk's Note: This document constitutes action minutes of the meeting that was digitally recorded. Contact the town clerk for appointments to hear audio; bring a flash drive to obtain a recording copy. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties via the town's email subscription list. The agenda was posted on the entry door at Town Council Chambers. Meeting notice was also posted on the Town marquee.





Town of Surfside Beach 115 US Highway 17 North Surfside Beach, SC 29575 2 (843) 913-6111 & (843) 238-5432

ACCOMMODATIONS TAX FUNDING APPLICATION General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

Town of Surfside Beach - Attn: A-Tax Advisory Committee 115 US Highway 17 North, Surfside Beach, SC 29575

If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURSFIDE BEACH how the funds were expended and the number of tourists benefited. Failure to submit expenditure reports for any previous grant shall result in withholding consideration of any further request.

A representative must be at the meeting to address questions from the committee. Applications are accepted at all times. Requests for the next fiscal year, which begins July 1st, must be submitted between October 1st and December 31st.

Contact information for prese	IRGI.
Name:	Becky Large
Number/s:	843-321-8891
Email address for meeting	becky@championautismnetwork.com
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ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Autism Friendly Travel Initiative Program/Project Title ____ Increase niche tourism Purpose Sponsoring Organization: Champion Autism Network Total Amount Requested: \$0,000 Contacts Primary: Becky Large Alternate: Position Executive Director Alternate's Position Primary's Business/Day #:____ __Alternate's # _____ 839 Surfside Dr, Ste 105, Surfside Beach SC. 29575 Mail Address: Submitted by SIGNATURE: Becky Large Print Name: **COMPLIANCE INFORMATION** The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants. 1. How long has this organization been in existence?

4 years 8 months Is organization currently chartered as a private, non-profit corporation under South Carolina Law? **April 2016** If "yes," date of charter: If "no," has charter been applied for and date: Does this organization have an IRS Determination Letter and/or a Federal Identification Number? "YES" provide copy of letter and/or Identification number "NO" 2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project Expenditures Budget" and attach it to this application. 3. Following are the list of project types for which Accommodations Tax funds may be used. Indicate the category or categories for which this program applies. Please describe your

project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s)

identified and attach to this application.

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date: APR 07 2016

CHAMPION AUTISM NETWORK 1413 HWY 17 S PMB 148 SURFSIDE BEACH, SC 29575-0000 Employer Identification Number: 81-1376843 DLN: 26053497001306 Contact Person: ID# 31954 CUSTOMER SERVICE Contact Telephone Number: (877) 829-5500 Accounting Period Ending: December 31 Public Charity Status: 509(a)(2) Form 990/990-EZ/990-N Required: Effective Date of Exemption: February 12, 2016 Contribution Deductibility: Yes Addendum Applies: No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 5436

(XX	Advertising and promotion of tourism
	Tourist shuttle transportation
(XX	Promotion of the arts and cultural events
	Control & repair of waterfront erosion
	Construction, maintenance, operation of facilities for civic and cultural activities
	Tourist services, public facilities, restrooms, parks, parking lots
	Visitor information centers

SPECIAL NOTE: The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

- 4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.
- 5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."
- 6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. The following information must be provided for the Tourism Expenditure Review Committee Report

	Previous Year	Current Year
Total budget of event/project	\$ 17.700	\$ 53,700
Amount funded by accommodations taxes	\$ 5000	\$ 7500
Amount funded by A-tax from all sources*	\$ 12,500	\$ 13,125
Total attendance	1600	500
Total tourists**	1000	300

^{*}Includes all a-tax funded from all sources

^{**}Tourists are defined as those who travel at least 50 miles to attend

EXHIBIT A—BUDGET + SCHEDULE OF CASH REQUIREMENTS

	Fiscal Year 20 21	20	
Applicant:	Champion Autism Network		
Project Tit	Autism Friendly Travel Initiative	Requested Amount: \$	

MONTH	PLANNED ACTIVITY	BUDGET AMOUNT
July	PROMOTION	1200
August	PROMOTION	1200
September	PROMOTION	1200
October	PROMOTION—BEST OF THE BEACH BALLS	1900
November	PROMOTION	1200
December	PROMOTION	1200
January	PROMOTION	1200
February	PROMOTION-VACATION SEEKERS	1700
March	PROMOTION—AUTISM AWARENESS MONTH	1900
April	PROMOTION—AUTISM AWARENESS MONTH. CONVERGE CONFERENCE	2600
May	PROMOTION	1200
June	PROMOTION	1200

TOTAL PROJECT EXPENDITURES: \$

EXHIBIT A—BUDGET + PROJECT EXPENDITURES

Administrative Costs:

Sub-total \$ 17,700

Advertising/Promotional Costs:

Sub-total \$ 10,000

TOTAL PROJECT REQUEST \$_

EXHIBIT B—PROJECT DESCRIPTION

Project Title:	Autism	Friendly	Travel]	Jeotination
	instinut ()	1 month	Autism	Newak
Sponsoring Organi (Cite goals, activitie	s, benefits, etc.)	Please attach an	additional she	et if necessary.

Please see ottached

EXHIBIT C + PROJECT NARRATIVE

In this section please described the project in detail, specifically the costs set forth in Exhibit "A" on page 4. The description should include an outline and timetable for completion of project objectives. Specifically detail the ways in which the project serves to promote tourism and cultural activities. NOTE: Objectives set out hereon and on "Project Expenditures" will become part of the grant contract with the Town of Surfside Beach for any grants awarded. Please attach an additional sheet if necessary.

Please De attached

Expenditure Reports for any previous grant award: Yes

03/30/2017

Page 5 of 5



CHAMPION AUTISM NETWORK

839 Surfside Drive, Suite 105 Surfside Beach SC 29575

December 29, 2020

Town of Surfside Beach 115 US Hwy 17 North Surfside Beach SC. 29575

Dear esteemed public servants,

I pray this letter finds you and yours healthy and well! Strange times we find ourselves in

The success of our tourism initiative is based on how well we serve our families—all of our families, the planning and preparation we go through in negotiating and executing our annual and monthly sensory friendly events, the trust the families have in us and how well we promote the organization, events, build autism awareness and brand equity.

We started the year off strong with our ongoing sensory friendly events, fundraising and annual strategic planning meeting in February. And then COVID hit. And, like every business, it forced us to stop. Everything.

As we planned our pivot, we knew we had to get back to basics. What is it that Champion Autism Network provides? What do we offer our families, businesses and community? The obvious answer is education and awareness, but there is more to it than that. Engaging with a brand consultant, I was asked, "what do you provide?" The answer came and came quickly. We provide JOY.

How do we provide joy? Champion Autism Network provides joy through opportunity. Opportunity comes in the form of outings for our families, recurring revenue for our participating businesses from a very vocal, loyal and growing population and the economic impact to our Town and region. All of it positive and joyful. There is no downside.

As the name indicates, Champion Autism Network, is a network; a community. A community that shares intent, belief, resources, preferences and needs. A community that is geographic and virtual. A world-wide network comprised of individuals, families, government agencies, the private sector and the public-at-large.

So, what do we need to do to deliver joy and opportunity to our Network?

Continue to build a community that is autism aware and supportive.

Widely and aggressively share our mission, efforts, programs, events and participating businesses, inviting the world to #ComePlayWithUs®.

How you ask?

- Invest the necessary temporal and financial resources to develop, plan and execute sensory friendly and socially distant events. History has taught us If we build it, they will come.
- Heavily promote the Autism Friendly Travel Initiative by increasing membership to the CAN Card program, maintaining and adding participating businesses and relevant resources on the website,
- Continue and enhance our robust marketing and social media campaigns.

What does this mean to the Town?

- Positive PR as the First Autism Friendly Travel Destination
- Employment opportunities
- Revenue
- Good public image
- Reinforces The Family Beach tag line and branding
- Highlighting the small, safe, welcoming businesses, services and beaches the Town of Surfside Beach has to offer.

It is important to note that the success would not be as great without the CAN training program delivered by the Lead With Love Training Company. Every person that attends learns about the challenges people with autism and their families face and tools on how to support them. Every participant is provided with valuable insight they can employ inside and outside of work, creating a network and community that is aware and less judgmental.

As Carol Greenburg, autism mom, editor for The Thinking Person's Guide to Autism (http://www.thinkingautismguide.com), high-functioning autistic herself and member of the Autistic Self Advocacy Network (https://autisticadvocacy.org) stated during her Yes You CAN Talk radio interview, "We didn't have to walk around feeling like we had to start all over again in educating the staff of every restaurant saying, our son is autistic--this can happen, that can happen. We generally feel like we're a traveling university of autism. Whereas in Surfside Beach and Myrtle Beach any place that CAN has touched we don't have to do all of that legwork. And that is an ENORMOUS relief. We don't have to do any of that when we check into a hotel or go to a restaurant. Champion Autism Network has done all of that legwork for us. So we can walk in like ANY family would." (You can hear the entire interview and others at www.championautismnetwork.com/shows/, dated 8/17/19).

Organization, administration and promotion of the Autism Friendly Travel Initiative is resource intensive. Recruiting businesses to participate in the CAN card and training programs, online, social media content conception and sensory friendly program and event planning requires much time, effort, human and, therefore, financial resources.

Our 2020 Organizational goals are to:

- Promote and grow the initiative to get more and more heads in beds
- Solidify the region as an enlightened destination that supports those with autism and other special needs.
- Increase year-over-year tourism of families dealing with autism
- Continue to locally, regionally, nationally and internationally promote the Town of Surfside Beach as a supportive vacation destination
- Promote Autism Awareness and education
- Increase tourism, primarily in the shoulder months, on a consistent, year-over-year basis.
- Continue to provide national press and exposure for the Town.

- Provide families dealing with autism programs where they can relate to the subject matter, have their family members with autism participate in a meaningful way and have an enjoyable, relaxed and supported trip.
- Hold more sensory/autism friendly events to attract the population
- Train more businesses, resorts, hotels, restaurants and venues to support the initiative
- Establish CAN in new markets using Surfside Beach and the region as a model and proving ground for new programs

Primary beneficiaries of the initiative:

- The Town of Surfside Beach--positive national and international press and exposure, driving loyal tourists for supported vacations.
- Businesses, hotels and restaurants—driving traffic and economic benefit in the shoulder months.
- Employees of participating businesses. The knowledge they gain during training provides them another tool to take to their next job and out into the community.
- Those with autism and their families, continuing to foster a supportive autism aware and accepting community.
- The local population—increased tourism in the shoulder months, increasing the length of the season, provides jobs, economic opportunity and a more stable, less transient population, leading to overall stability and growth.

CAN has created an autism-friendly community in and around the Town of Surfside Beach and is a model for other communities. We continue to gain local, regional and national share and international recognition. We need to continue to leverage the growing population of families affected by autism by continuing to create a niche of events, supports, services, trained businesses and "autism aware" public. To do so, we are requesting \$10,000.

We're very grateful for the support Champion Autism Network (CAN) has received in the form of resources and recognition from the Town of Surfside Beach. Our continued growth and success rely on the financial support of the region's key stake holders and beneficiaries of our efforts. This support speaks to the value of the work we're doing and the importance of becoming internationally known as an autism-friendly destination.

Together we CAN.

Gratefully and respectfully,

Executive Director

Champion Autism Network

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ACCOUNT QUICKREPORT Since September 30, 2020

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31 December 2020

Accommodations Tax Advisory Committee Attn: Mil Servant, Vice Chairman 115 US Highway 17 North Surfside Beach, SC 29575

Dear Mr. Servant and A-Tax Advisory Committee,

Please find enclosed an application and proposal summary for the Surfside Beach Accommodations Tax Funding Grant submitted by the *Keep Surfside Beach Beautiful Committee* (KSBB). KSBB serves as an advisory committee to the Town Council of Surfside Beach, SC for the purpose of enhancing and promoting the appearance of Surfside Beach through initiatives in cooperation with Town Business Interests.

Appointed by the Surfside Beach Town Council, KSBB is a group of eight volunteers:

- professionals; some with full time jobs and some retirees
- 100% dedicated to our town
- decades of marketing and advertising experience
- 40+ years combined legal experience, experience in running multi-million dollar companies and experience with non-profit organizations
- passionate about Surfside Beach with a strong desire to promote positivity to everyone in the community and everyone who visits the town

We are requesting a grant of \$30,464 for cultural, recreational and environmental initiatives that will foster the growth of tourism and enhance quality of life in Surfside Beach. All proposed projects in the attached application meet the following criteria:

- Promote tourism
- Wide reach (will benefit a large number of people)
- Family-friendly
- Free
- Social Distancing-friendly (with only one exception is the Christmas trolley planned for December 2021)
- On-brand with the mission and values of Surfside Beach

Thank you for taking time to consider this grant request and thank you for the opportunity to seek funding for our causes. I will be happy to respond to any questions you may have.

Sincerely,

Ellen Delaplane

Co-Chairwoman and Secretary, Keep Surfside Beach Beautiful Committee esbrooks@mac.com 410.402.3401



Town of Surfside Beach 115 US Highway 17 North Surfside Beach, SC 29575 © (843) 913-6111 & (843) 238-5432

ACCOMMODATIONS TAX FUNDING APPLICATION

General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

Town of Surfside Beach - Attn: A-Tax Advisory Committee 115 US Highway 17 North, Surfside Beach, SC 29575

If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURSFIDE BEACH how the funds were expended and the number of tourists benefited. Failure to submit expenditure reports for any previous grant shall result in withholding consideration of any further request.

A representative must be at the meeting to address questions from the committee.

Applications are accepted at all times. Requests for the next fiscal year, which begins July 1st, must be submitted between October 1st and December 31st.

Email address for meeting notice:	esbrooks@mac.com	
Number/s: 410.402.3401		
Name: Ellen Delaplane		
Contact information for presenter:		

	é



ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Program/Project Title Keep Surrside Beach Beautiful (KSBB)
Promoting growth of tourism in Surfside Beach; fostering cultural and recreational activities in Surfside Purpose Beach; enhancing quality of life in Surfside Beach
Total Amount Requested: \$_30,464Sponsoring Organization:
Contacts Primary: Ellen Delaplane Alternate: Tabitha Mull
Position Vice Chairwoman, KSBB Alternate's Position Chairwoman, KSBB
Primary's Business/Day #: 410.402.3401
Mail Address: 112 N Myrtle Drive / Surfside Beach SC / 29575
Submitted by SIGNATURE:
Print Name: Ellen Delaplane
COMPLIANCE INFORMATION
The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants.
1. How long has this organization been in existence? 6 years
Is organization currently chartered as a private, non-profit corporation under South Carolina Law? KSBB is an ad hoc committee under Surfside Beach SC
If "yes," date of charter:
If "no," has charter been applied for and date:
Does this organization have an IRS Determination Letter and/or a Federal Identification Number?
"YES" provide copy of letter and/or Identification number X "NO"
2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project

3. Following are the list of project types for which Accommodations Tax funds may be used. Indicate the category or categories for which this program applies. Please describe your project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s) identified and attach to this application.

Expenditures Budget" and attach it to this application.

 Advertising and promotion of tourism
 Tourist shuttle transportation
 Promotion of the arts and cultural events
 Control & repair of waterfront erosion
 Construction, maintenance, operation of facilities for civic and cultural activities
 Tourist services, public facilities, restrooms, parks, parking lots
Visitor information centers

SPECIAL NOTE: The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

- 4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.
- 5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."
- 6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. The following information must be provided for the Tourism Expenditure Review Committee Report

	Previous Year	Current Year
Total budget of event/project	\$ 0	\$ 0
Amount funded by accommodations taxes	\$ 0	\$ 0
Amount funded by A-tax from all sources*	\$ 0	\$ 0
Total attendance		
Total tourists**		

^{*}Includes all a-tax funded from all sources

^{**}Tourists are defined as those who travel at least 50 miles to attend

		2

EXHIBIT A—BUDGET + SCHEDULE OF CASH REQUIREMENTS

	Fiscal Year 20 21	20	22	_	
Applicant:	Keep Surfside Beach Beautiful (KSBB)				
Project Titl	e:KSBB	Requ	ested An	nount: \$_30,464	
MONTH	PLANNED ACTIVI	TY		BUDGET AMOUNT	
July	New Beach Signage (A), Beach/Street New Resident Welcome Packages (D)		I (C),		
August	Beach/Street Sweep (B), YOM (C), New Resident Welcome Packages (D)	N.			
September	Beach/Street Sweep (B), YOM (C), New Resident Welcome Packages (D))			
October	Beach/Street Sweep (B), YOM (C), New Resident Welcome Packages (D))		PLEASE SEE	
November	New Resident Welcome Packages (D)	1		EXHIBIT C	40)
December	New Resident Welcome Packages (D), It's A Wonderful Life in Surfside Beach (E))		(PAGES 14 -	19)
January	New Resident Welcome Packages (D)			COST	
February	New Resident Welcome Packages (D)			BREAKDOWN	
March	New Resident Welcome Packages (D)				
April	New Resident Welcome Packages (D)				
May	Beach/Street Sweep (B), YOM (C), New Resident Welcome Packages (D)				
June	Beach/Street Sweep (B), YOM (C), New Resident Welcome Packages (D)				
	TOTAL PROJE	CT EXPENDI	TURES:	<u>s</u>	
	EXHIBIT A—BUDGET •	PROJECT EX	PENDU	TURES	
Administrat	ive Costs:	Sub-total \$			
Advertising	Promotional Costs:	Sub-total \$	\$27,239)	
Capital Pur	chases:	Sub-total \$_	\$3,225		
Construction	n Costs:	Sub-total \$_			
	TOTAL PROJECT F	REOUEST S	\$30,464	!	

03/30/2017

		-

EXHIBIT B—PROJECT DESCRIPTION

Project Title:	VARIOUS - SEE ATTACHED
Sponsoring Orga	nnization: SEE ATTACHED - PAGES 6-13
	ties, benefits, etc.) Please attach an additional sheet if necessary.
	EXHIBIT C ◆ PROJECT NARRATIVE
Exhibit "A" on page of project objective and cultural activit become part of the	tion please described the project in detail, specifically the costs set forth in ge 4. The description should include an outline and timetable for completion es. Specifically detail the ways in which the project serves to promote tourism ties. NOTE: Objectives set out hereon and on "Project Expenditures" will grant contract with the Town of Surfside Beach for any grants awarded. ddditional sheet if necessary.
SEE ATTACHED, PAG	GES 14-19
Expenditure Repor	rts for any previous grant award: Yes N/A
03/30/2017	Page 5 of 5





ACCOMODATIONS TAX FUNDING APPLICATION Keep Surfside Beach Beautiful EXHIBIT B – PROJECT DESCRIPTION

Categories for which this application applies:

<u>X</u>	Advertising and promotion of tourism
	Tourist shuttle transportation
<u>X</u>	Promotion of the arts and cultural events
	Control & repair of waterfront erosion
	Construction, maintenance, operation of facilities for civic and cultural activities
	Tourist services, public facilities, restrooms, parks, parking lots
	Visitor information centers

A. New Beach Signage

There are 36 beach accesses in Surfside Beach. Currently there is one sign at each beach access point with beach regulations and a list of prohibited items and behaviors (see photo below).

We would like to compliment and balance this with positive messaging that encourages family fun while keeping the beach clean for everyone to enjoy including future visitors and future generations.

We recommend signs with messaging that includes "take only pictures, leave only footprints" along with "Keep Surfside Beach Beautiful", reminding people the importance of disposing of trash and keeping our beach clean.

Cigarette receptables are already installed at all beach access points.

Surfside Beach Public Works team can install the signs but we need the funding to have them produced.

CURRENT BEACH SIGNAGE



SUGGESTED MESSAGING / EXAMPLES





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ACCOMODATIONS TAX FUNDING APPLICATION
Keep Surfside Beach Beautiful
EXHIBIT B – PROJECT DESCRIPTION

B. Beach & Street Sweeps

Over the past few years, KSBB has established a seasonal monthly Beach Sweep program. We would like to continue to grow its scope and participation. Additionally, we would like to extend our "Sweep" program to include Street Sweeps.

There are 35 numbered streets in Surfside Beach. We would like to host after-hours evening "street sweep" community events during the Months of May-October. The idea will be to unite neighborhood streets to bring the individuals together and empower them with a sense of pride for their individual streets, their micro-neighborhoods.

It's about neighbors, pride, personal & collective accountability; it's about <u>our</u> family beach town; it's about getting to know each other and holding each other accountable for the livelihood, beauty and cleanliness of our town - for us, for our family, friends, visitors and future residents and future generations.

In 2020 KSBB held five beach sweeps with over 350 participants.











ACCOMODATIONS TAX FUNDING APPLICATION Keep Surfside Beach Beautiful EXHIBIT B - PROJECT DESCRIPTION

C. Yard of the Month Program

KSBB has established the Surfside Beach Yard-of-the-Month program over the last five years. Residents are encouraged to submit nominations and vote each month, April – October.

In 2020, we awarded Yard-of-the-Month April-October and had over 1000 people participating in the voting. In 2020 we also began creating a video montage to recognize the winner each month. These are posted on our Facebook page.

To encourage participation, we would like to offer an incentive for the winner. We would also like to create additional signage to recognize the nominees and bring more attention to the program at large. We plan to make the nomination process even easier by providing an online nominee submission portal where nominators can be anonymous if desired.















ACCOMODATIONS TAX FUNDING APPLICATION
Keep Surfside Beach Beautiful
EXHIBIT B – PROJECT DESCRIPTION

D. New Resident Welcome Packages

KSBB would like to work towards building better relationships with our residents from the outset. Giving new residents a welcome package when they move in is a great way to introduce them to the area and warmly initiate their connection to the Town. By gifting a welcome package, we'll show our newcomers that Surfside Beach is a close-knit community with strong family-friendly values.

Welcome packages might include a welcome letter, town map, public works schedule, town calendar with key events for the year, Surfside Beach merchandise (hats, SSB bumper sticker, KSBB bumper sticker) and coupons and/or donated branded items from local businesses.

KSBB will work with the Town to create a process for identifying new residents. KSBB committee members would hand deliver packages along with any interested representative(s) of the Town.









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E. It's A Wonderful Life in Surfside Beach

2021 will be KSBB's fourth annual "It's a Wonderful Life in Surfside Beach" (IWL). Our goal for IWL is for businesses and residents to "light up the town" with our ultimate mission of making it our shoulder season, helping to further our objective of making Surfside Beach a destination holiday town and experience. Over the past three years, businesses saw increased store traffic and sales. There is so much potential to grow this initiative, increasing non-resident presence in Surfside Beach.

KSBB likes to package all Surfside holiday events under the IWL umbrella, positioning Surfside as an holiday destination town. While we (KSBB) are not the organizers of the Tree Lighting, the Resident Golf Cart Parade, The Surfside Christmas Parade or Breakfast with Santa, we hope to serve up all of the Town's holiday festivities, collectively, in our marketing efforts. In addition to the town-sponsored events listed above, the KSBB committee does a Christmas stocking distribution (You've Been Socked) and a Caroling Night.

If approved for funding, as listed below and in Exhibit C, we would position IWL/Surfside as the essential holiday road trip, be it a weeknight visit or a weeklong winter getaway. There are incredible opportunities for this to benefit our local businesses and general town reputation and morale.

Message:

Come visit Surfside Beach this holiday season. Stay in one of our beachfront hotels, check out one of the parades, have dinner, do some shopping at the Holiday Market, ride the trolley, catch the movie in the park, see Santa and take a walk through Surfside's Winter Wonderland in magical Memorial Park.

We would lean on local businesses to join forces with us to maximize the potential success of this initiative for everyone.





Past marketing efforts for IWL have included:

- o Paid and organic Facebook advertising
- o Farmers Market & Holiday Market appearances
- o 2000 door hangers delivered to residents
- Signs delivered to businesses
- o Fall Festival / photos with Santa
- Word of mouth

In 2019, the committee invested over 750 hours of time to make IWL a success.

Funding wise, we are seeking money for the following:

a. Surfside Beach Trolley of Lights

The Christmas Trolley has been a huge hit in past years. We started the trolley in 2018 with one trolley for one night. In 2019, we expanded to three nights. Each night, the trolley was at capacity for each ride with lines around the parking lot. In 2019 we have over 1200 riders, the majority of which were non-residents.

Since the pier will be under construction in 2021, we are recommending the pick-up and drop-off be in on the west end of Surfside Drive to help increase traffic to the restaurants and stores on that end. Another possibility would be to have the pick-up and drop-off be at Memorial Park. See "c" below.

The vendor we use for the Trolley is a local small business: Carolina Limousine. The owner of the company is a Surfside Beach resident. They recently purchased a second trolley which would allow us to offer the trolley rides to even more people in 2021.











ACCOMODATIONS TAX FUNDING APPLICATION

Keep Surfside Beach Beautiful

EXHIBIT B - PROJECT DESCRIPTION

Our "light up the town" messaging and efforts help to make the trolley a success. The committee maps out a route for the trolley which includes as many of the decorated homes and businesses as possible for a 5 minute ride.

Trolley rides are free and first come first serve.

b. It's A Wonderful Life Movie in the Ballpark (Martin Park)

In 2018 we offered a free Christmas movie showing in Martin Park. It was a very successful event and well attended. We would like to offer this again in 2021. With abundant marketing, we can expect to see a huge turnout. We can show "It's A Wonderful Life" or another holiday movie.

c. Winter Wonderland in Memorial Park

The gazebo is always decorated with lights, but perhaps we could light up all the trees and add some festive décor throughout the park to encourage residents and visitors to walk through the park. To elevate the idea further, on one weekend in December (or more than one weekend), there could be vendors set up along the walkways, there could be live music and visits with Santa under the gazebo (similar to the Tuesday Holiday Market but at night and with added activities for the entire family to enjoy in a magical environment).

In order to do this, we would hire a professional lighting company to create a Winter Wonderland in Memorial Park.

Working with a professional installer guarantees:

- use of commercial grade materials to ensure a SAFE and reliable display
- experienced, licensed and insured professional installers
- · maintenance throughout the season if/when needed
- installation AND removal of all lights and décor





Options include:

- Standard Christmas Lighting options (minis, C-9, C-7, etc.)
- LED Lighting
- Greenery such as wreaths, garland, and trees
- Pole Mounted banners and décor
- Animated displays
- Low voltage lighting options
- Low voltage laser options

INSPIRATION EXAMPLES















A. New Beach Signage

Timeline

Develop design

FEB-MARCH

Production of signs
Installation of signs

APRIL-MAY JUNE-JULY

Costs

\$50 per sign x 36 beach accesses

TOTAL

\$1800

How does this promote tourism?

Sending a positive message to tourists, that also indicates our dedication to keeping our natural resources healthy, will ensure they come back again and spread the word about our friendly and beautiful beach town.

<u>Can this organization continue this program for a 5-year period without the requested level of funding?</u>

Signage expected to last 7-10 years before replacements are needed.





B. Beach & Street Sweeps

Timeline

Purchase Materials	FEB-MAR
Marketing (save-the-date and invitations)	MAR-APR
Ongoing Marketing	MAY - OCT
Monthly Sweeps	MAY - OCT

Costs

Costs based on 10 Beach/Street Sweeps

Sturdy Biodegradable Bags with Handles	\$200
Disposable Gloves	\$200
Water and Snacks	\$250
Incentives	\$500

• gift card giveaways to local eco-friendly local businesses at each sweep to encourage attendance OR eco-friendly product giveaway

Marketing / Branded Materials

\$1525

- Branded Tent (\$300)
- Branded Tablecloth (\$125)
- Event Signage (\$100)
- Town/Community Signage (Main Drag 17 Business) to promote the sweeps (64signs, \$400)
- Window signage for Businesses (\$100)
- Facebook Advertising (\$300)
- Invitation Flyers/Postcards for Residents (\$200)

TOTAL \$2,675

How does this promote tourism?

Cleaner beaches yield more economic value to tourists and enhance the probability of return visits.

<u>Can this organization continue this program for a 5-year period without the requested level of funding?</u>

No, but with greater visibility and success of the program, local business sponsorships are a possibility in the future.





C. Yard of the Month Program

<u>Timeline</u>

Marketing FEB - OCT
Order signage MARCH

Program APRIL 2021 – OCTOBER 2021 (APR 2022 – OCT 2022)

Compilation Video NOVEMBER 2021

<u>Costs</u>

Prizes \$600 Nominee Signage \$100 **TOTAL** \$700

How does this promote tourism?

Beautiful places do not just occur naturally. But towns, like ours, can and do make themselves more beautiful by investing in the appearance and upkeep of their properties. The aesthetics of a town, its overall appearance, its cleanliness, and preservation and enhancement of both public and private property drive more visitors and ultimately, increase attractiveness and desirability of spending time here.

<u>Can this organization continue this program for a 5-year period without the requested level of funding?</u>

No, but with greater visibility and success of the program, local business sponsorships are a possibility in the future.





D. New Resident Welcome Packages

Timeline

Order items

MARCH - APRIL 2021

Begin distribution

JULY 2021

Costs

Estimate for 250 packages (each package will include two of each item except printed items)

Branded Surfside Beach Bag	\$1/each	\$250
Hat/Visor \$12/each x 2		\$3,000*
*possibility for town to discount thi	s item @ 50%?	
SSB Bumper Sticker \$2/each x 2		\$1,000
Keep Surfside Beach Beautiful Bun	nper Sticker \$2/each x 2	\$1,000
Town Map & Welcome Letter \$1/e	ach	\$250
Coupons, Local Items - Donated fr	om local businesses	\$0
TOTAL		\$5,550

How does this promote tourism?

By doing small things like this for our residents we will be setting up our community for best in class. Can you imagine all the phone calls, texts and emails from new residents to friends and family worldwide about how they were welcomed to Surfside Beach? Word will get around that Surfside knows how to treat our residents!

Can this organization continue this program for a 5-year period without the requested level of funding?

No.





E. It's A Wonderful Life in Surfside Beach

Timeline

Contact Vendors for initial planning

MARCH 2021

Sign contracts with vendors

Develop marketing materials

Distribute marketing materials

SEPTEMBER 2021

Lawred Was a Warderful Life in Surfaids Basel

Launch It's a Wonderful Life in Surfside Beach Thursday December 2nd @ Tree Lighting

*Monthly planning meetings will be held

<u>Costs</u>

TOTAL	\$19,739
Breakdown below by initiative:	
Movie Night	
Screen rental, installation, take down (Vendor: Funflicks)	\$2,889
Licensing (Vendor: Swank)	\$600
Outdoor Heater Rental (Vendor: Comeback Equipment Rental)	\$950
TOTAL	\$4,439

• Winter Wonderland in Memorial Park

The cost for an initiative could range from \$5,000 - \$20,000 depending on the scope of the lighting and décor.

EST TOTAL \$7,500

• Trolley of Lights

3 nights, 2 trolleys each night @ \$750 per trolley per night (Vendor: Carolina Limousine) Tentative dates, first three Thursdays in December

TOTAL \$4,500

Marketing (inclusive of all IWL activities)

Flyers / Postcards (Vendor: Jerribobs)	\$300
Signage for 17 Business (Vendor: Jerribobs)	\$1,500
Event Signage (Vendor: Jerribobs)	\$500
Facebook Paid Advertising	\$1,000
TOTAL	\$3,300





*Marketing will include ALL events including Resident Golf Cart Parade, Surfside Christmas Parade, Tree Lighting, Breakfast with Santa

How does this promote tourism?

Our goal is for IWL to become our shoulder season, helping to further our objective of making Surfside Beach a destination holiday town and experience. Over the past three years, businesses saw increased store traffic and sales. There is so much potential to grow this initiative, increasing non-resident presence in Surfside Beach.

<u>Can this organization continue this program for a 5-year period without the requested level of fundina?</u>

No, but with greater visibility and success there is potential for local business sponsorships in the future.





ACCOMODATIONS TAX FUNDING APPLICATION
Keep Surfside Beach Beautiful
EXHIBIT D – APPENDIX: ESTIMATES & BACK-UP MATERIALS

WE WILL MAKE EVERY EFFORT TO USE LOCAL BUSINESSES/VENDOR WHEREVER POSSIBLE. All proposed local business vendors are highlighted in yellow.

A. New Beach Signage

Sign

ASL Signs (local business)

Backup Vendor: Smartsign.com

B. Beach & Street Sweeps

<u>Biodegradable Bags</u> WebRestaurantStore.com

Biodegradable Gloves Greenpaperproducts.com

Branded Tent
Tent: Amazon.com

Branding: Surfwater Promotions (local business)

Backup Vendor: Best of Signs

Table Cover

Tent: Amazon.com

Branding: Surfwater Promotions (local business)

Backup Vendor: Best of Signs

C. Yard of the Month

Incentives

Local Businesses

<u>Signage</u>

Jerribobs (local business)





ACCOMODATIONS TAX FUNDING APPLICATION Keep Surfside Beach Beautiful EXHIBIT D – APPENDIX: ESTIMATES & BACK-UP MATERIALS

D. New Resident Welcome Packages

Printed materials (letter, map, bag)
Jerribobs (local business)

Hats & SSB Sticker https://www.surfsidebeach.org/town-store

KSBB Sticker Jerribobs (local business)

E. It's A Wonderful Life in Surfside Beach

Printed Materials (post cards, flyers, signage)

Jerribobs (local business)

<u>Screen Rental and Project Management</u> FunFlicks

Movie Licensing

https://www.swank.com/movie-events/drive-in-events/

Heater Rental

Comeback Rentals (local business)



Town of Surfside Beach 115 US Highway 17 North Surfside Beach, SC 29575 (843) 913-6111 (843) 238-5432

ACCOMMODATIONS TAX FUNDING APPLICATION General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

Town of Surfside Beach - Attn: A-Tax Advisory Committee 115 US Highway 17 North, Surfside Beach, SC 29575

If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURSFIDE BEACH how the funds were expended and the number of tourists benefited. Failure to submit expenditure reports for any previous grant shall result in withholding consideration of any further request.

A representative must be at the meeting to address questions from the committee. Applications are accepted at all times. Requests for the next fiscal year, which begins July 1st, must be submitted between October 1st and December 31st.

Contact information for presenter:

Name:	DONIA H	nottu	,
Number/s:_	843-712.	1647	571-247-3841
Email addre	ess for meeting notice:	myoliv	reshack@gmail.com

DEC 2 9 2020

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ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Program/Project Title My Olive Shack Art & Artisan Guild Purpose Provide venue for local Artist & Artisans to Showe
Purpose Provide venue for local Artist & Artisans to show
Total Amount Requested: \$20000 Sponsoring Organization: My Olive Share Sell 4h.
Total Amount Requested: \$20000 Sponsoring Organization: My Olive Shack work Contacts Primary: Sonja Huddon Alternate: John Huddon
Position Owner Alternate's Position Owner
Primary's Business/Day #: 843-712-1647 Mail Address: 411 Way 175 - Suffside Beach SC Submitted by 29575
Mail Address: 411 Huy 175 - Suffside Beach SC
Submitted by 29575
SIGNATURE:
Print Name: Sonja Hutton
COMPLIANCE INFORMATION
The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants.
1. How long has this organization been in existence?
Is organization currently chartered as a private, non-profit corporation under South Carolina Law?
If "yes," date of charter:
If "no," has charter been applied for and date:
Does this organization have an IRS Determination Letter and/or a Federal Identification Number?
"YES" provide copy of letter and/or Identification number"NO"
2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project

3. Following are the list of project types for which Accommodations Tax funds may be used. Indicate the category or categories for which this program applies. Please describe your project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s) identified and attach to this application.

Expenditures Budget" and attach it to this application.

	Advertising and promotion of tourism
	Tourist shuttle transportation
<u>~</u>	Promotion of the arts and cultural events
	Control & repair of waterfront erosion
	Construction, maintenance, operation of facilities for civic and cultural activities
	Tourist services, public facilities, restrooms, parks, parking lots
	Visitor information centers

SPECIAL NOTE: The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

- 4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.
- 5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."
- 6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. The following information must be provided for the Tourism Expenditure Review Committee Report

	Previous Year	Current Year
Total budget of event/project	\$	\$
Amount funded by accommodations taxes	\$	\$
Amount funded by A-tax from all sources*	\$	\$
Total attendance		
Total tourists**		

^{*}Includes all a-tax funded from all sources

^{**}Tourists are defined as those who travel at least 50 miles to attend

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EXHIBIT A—BUDGET ♦ **SCHEDULE OF CASH REQUIREMENTS**

E---17/---- 20 2-\

		Fiscal Y	ear 2020	
	Applicant:	Sonja 1	notteh	
111	Project Title	ick Art + f		Amount: \$ 2000 0000
	MONTH		ED ACTIVITY	BUDGET AMOUNT
	July	Whaew	Arts & Crefts Eva	4 1800
	August	\`\	١ ،	1800
	September	111	. \	1800
	October	\\	\ \	1800
	November	1,,	11	1800
	December	1.5	11	1800
	January			1000
	February			_1000
	March	weekly	Arte & Crifti Eurt	1800
	April	١,		1800
	May	\\	\(\	1800
	June	\``	\ \	1800
		<u>TO'</u>	TAL PROJECT EXPENDITUR	ES: 5 20,000
		EXHIBIT A—	BUDGET + PROJECT EXPEN	<u>DITURES</u>
	Administrati	ive Costs:	Sub-total \$	8,000
	Advertising/	Promotional Costs:	Sub-total \$	12,000
	Capital Purc	hases:	Sub-total \$	8
	Construction	Costs:	Sub-total \$	\D

TOTAL PROJECT REOUEST \$ 20,000

			Ä

EXHIBIT B—PROJECT DESCRIPTION

Project Title:	my	Olive	Shack	's Art	& A	itison	60:19
Sponsoring O							
(Cite goals, act						if necessary.	
S	ae l	244	shed.				

EXHIBIT C • PROJECT NARRATIVE

In this section please described the project in detail, specifically the costs set forth in Exhibit "A" on page 4. The description should include an outline and timetable for completion of project objectives. Specifically detail the ways in which the project serves to promote tourism and cultural activities. NOTE: Objectives set out hereon and on "Project Expenditures" will become part of the grant contract with the Town of Surfside Beach for any grants awarded. Please attach an additional sheet if necessary.

See Attackd

Expenditure Reports for any previous grant of	award:		
	1	Yes	N/A
02/20/2012			

Exhibit B - Project Description

Project Title: My Olive Shack's Art & Artisan Guild

Sponsoring Organization: My Olive Shack

(Goals, Activities, Benefits, etc)

The primary goal of the My Olive Shack Art & Artisan Guild is to support, uplift and increase awareness of the local artistic and artisan talents of the Surfside Beach and surrounding areas.

By providing a venue for local talent to showcase and sell their work not only supports the artist/artisan to continue their discipline, but also provides an entertaining event for locals and tourists alike to enjoy and take home a piece of South Carolina art and/or food item.

Exhibit C – Project Narrative

The My Olive Shack Art & Artisan Guild project encompasses weekly outdoor vendor events to be held at the Memorial Park in Surfside Beach during the months of March, April, May, June, July, August, September, October, November, and December.

Each event will feature local artists & artisans displaying and selling their crafts. These events will attract tourists and provide them with an entertaining venue to browse, shop and meet local artists and artisans. We will periodically have a 'do-it-yourself' activity section where we will offer visitors to create their own piece of art – such as a unique pour painted item, Art of Suminagashi Japanese Marbling, etc. The DIY section will be appealing to children and adults alike.

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Grant money will be allocated as follows:

Administrative Costs include providing office supplies such as paper and ink as well as staffing to support, organize and manage the weekly markets as well as staffing and supplies to support the DIY section at specific events.

Office Supplies estimated cost:

\$1,000

Staffing estimated cost:

Approximately 40 events (10 months x 4 weeks) * \$175 = \$7,000

Total:

\$8,000

March through December - Weekly Arts & Artisan Crafting Events

Advertising/Promotional Costs will support signage, social media and print advertising as well as radio advertising.

January through December (\$1,000 per month)Total:

\$12,000

Promotion/Advertising of Upcoming Events

Timetable of Project Objectives & Costs:

Objective	Completion Date	Estima	ate Costs
		Admin	Promotional
July Weekly Events	07/31/21	\$800	\$1,000
August Weekly Events	08/31/21	\$800	\$1,000
September Weekly Events	08/30/21	\$800	\$1,000
October Weekly Events	10/31/21	\$800	\$1,000
November Weekly Events	11/30/21	\$800	\$1,000
December Weekly Events	12/31/2021	\$800	\$1,000
January Advertising	1/31/2022		\$1,000
February Advertising	2/28/2022		\$1,000
D printMarch Weekly Events	03/31/22	\$800	\$1,000
April Weekly Events	04/30/22	\$800	\$1,000
May Weekly Events	05/31/22	\$800	\$1,000
June Weekly Events	06/30/22	\$800	\$1,000
	TOTALS	\$8,000	\$12,000

Date of this notice: 08-15-2018

Employer Identification Number:

83-1576043

Form: SS-4

Number of this notice: CP 575 A

MY OLIVE SHACK LLC SONJA D HUTTON MBR 9575 INDIGO CREEK BLVD MURRELLS INLT, SC 29576

For assistance you may call us at: 1-800-829-4933

IF YOU WRITE, ATTACH THE STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 83-1576043. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form	941	04/30/2019
Form	940	01/31/2020
Form	1065	03/15/2019

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, Accounting Periods and Methods.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, Entity Classification Election. See Form 8832 and its instructions for additional information.

A limited liability company (LLC) may file Form 8832, Entity Classification Election, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, Election by a Small Business Corporation. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

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Town of Surfside Beach 1 15 US Highway 17 North Surfside Beach, SC 29575 (843) 913-6111 (843) 238-5432

ACCOMMODATIONS TAX FUNDING APPLICATION General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

Town of Surfside Beach - Attn: A-Tax Advisory Committee 115 US Highway 17 North, Surfside Beach, SC 29575

If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURSFIDE BEACH how the funds were expended and the number of tourists benefited. Failure to submit expenditure reports for any previous grant shall result in withholding consideration of any further request.

A representative must be at the meeting to address questions from the committee.

Applications are accepted at all times. Requests for the next fiscal year, which begins July 1st, must be submitted between October 1st and December 31st.

Contact information for presenter:

Name: Flizabeth & DVORSAK | Mary Bith Marby

Number/s: 843-3993433, 843-224-7558 | 843-367-4956

Email address for meeting notice: 13BHistoniest Society Legmail.com

Libby DVORSAK CAIM .e.om

Mary buth makey & gmail.com

Page 1 of 5



ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Program/Project Title
Purpose To inspire and Educate the public, strengthen Auseeness
Total Amount Requested: \$ 2500 Sponsoring Organization: Sunfside Bench Ale
Contacts Primary: LIBBY DYORSAL Alternate: MARY Bell MARNY Position Charemen Alternate's Position Committee P. R.
Position Chareman Alternate's Position Committee P. R.
1012 224-7558
Primary's Business/Day #: 843-299-2132-[843- Alternate's #
Primary's Business/Day #: 843-299-21430/843-244-7558 Mail Address: P.O. Box 14099, Sunf side Beach, SC. 39587
Submitted by
SIGNATURE: Elizabeth a. (Sitty) Massack
Print Name: ELIZADETH A. (LIBBY) DYONSAK
COMPLIANCE INFORMATION
The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants.
1. How long has this organization been in existence?
Is organization currently chartered as a private, non-profit corporation under South Carolina Law?
If "yes," date of charter: See Attachnet
If "no," has charter been applied for and date: See Attachnent
Does this organization have an IRS Determination Letter and/or a Federal Identification Number?
✓ "YES" provide copy of letter and/or Identification number"NO"
2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project Expenditures Budget" and attach it to this application.
3. Following are the list of project types for which Accommodations Tax funds may be used. Indicate the category or categories for which this program applies. Please describe your project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s) identified and attach to this application.

✓ Advertising and promotion of tourism
Tourist shuttle transportation
Promotion of the arts and cultural events
Control & repair of waterfront erosion
Construction, maintenance, operation of facilities for civic and cultural activities
Tourist services, public facilities, restrooms, parks, parking lots
Visitor information centers

SPECIAL NOTE: The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

- 4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.
- 5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."
- 6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. The following information must be provided for the Tourism Expenditure Review Committee Report

	Previous Year	Current Year
Total budget of event/project	\$3929.26	\$ 500 50
Amount funded by accommodations taxes	\$ 2500	\$
Amount funded by A-tax from all sources*	\$	\$
Total attendance	200	
Total tourists**	80	

^{*}Includes all a-tax funded from all sources

03/30/2017 Page 3 of 5

^{**}Tourists are defined as those who travel at least 50 miles to attend

EXHIBIT A—BUDGET • SCHEDULE OF CASH REQUIREMENTS

	Fiscal Year 20	-20 21	
Applicant:	Fiscal Year 20 20 Surfside Beach e: Living History	HISTORICAL	L50Biety
Project Title	e: LIVING HISTORY	Reques	sted Amount: \$ 3,500
MONTH	PLANNED ACTIV		BUDGET AMOUNT
July			
August			
September			
October			
November	LIVING HISTORY		\$5000
December	0 /		
January			
February			
March			
April			
May			
June			
	TOTAL PROJ	ECT EXPENDIT	URES: \$ 5,000
	EXHIBIT A—BUDGET •	PROJECT EXP	ENDITURES
Administrat	ive Costs:	Sub-total \$	200
Advertising/	Promotional Costs:	Sub-total \$	2,500
Capital Puro	chases:	Sub-total \$	1500
Construction	n Costs:	Sub-total \$	800
	TOTAL PROJECT	REOUEST \$	\$2500 for Advertisi

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EXHIBIT B—PROJECT DESCRIPTION

Project Title:	LIVING HISTORY
Sponsoring Orga	nization: Surfside Beach Historical Society
(Cite goals, activit	ies, benefits, etc.) Please attach an additional sheet if necessary.
Toeducat	e the public for the puppose of
a who	NO AWARENESS AND APPRECIATION
of outto	real heritage.

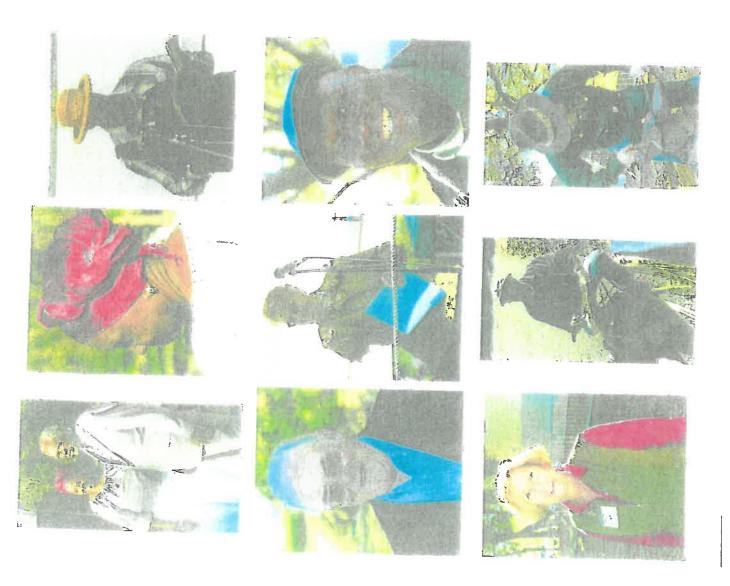
EXHIBIT C • PROJECT NARRATIVE

In this section please described the project in detail, specifically the costs set forth in Exhibit "A" on page 4. The description should include an outline and timetable for completion of project objectives. Specifically detail the ways in which the project serves to promote tourism and cultural activities. NOTE: Objectives set out hereon and on "Project Expenditures" will become part of the grant contract with the Town of Surfside Beach for any grants awarded. Please attach an additional sheet if necessary.

2016Photos

Expenditure Reports for any previous grant award: Yes N/A

03/30/2017

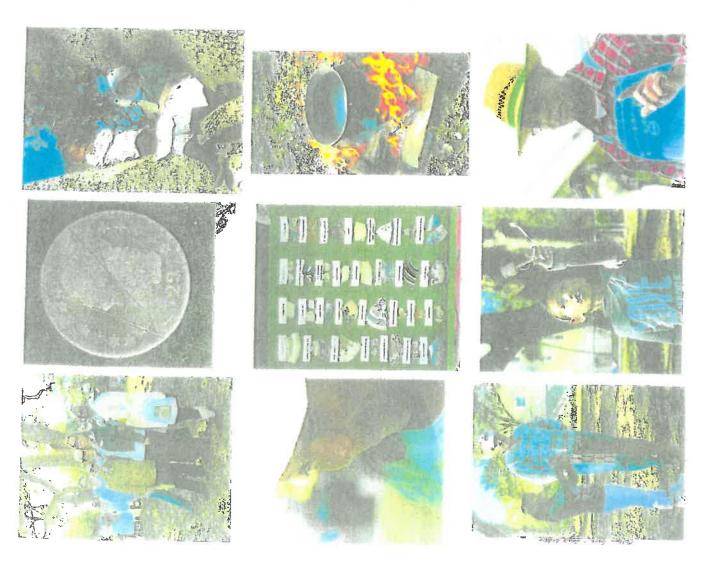








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Date of this notice: 09-30-2020

Employer Identification Number:

85-3253173

Form: SS-4

Number of this notice: CP 575 E

TOWN OF SUTFSIDE BEACH HISTORICAL SOCIETY 517 15TH AVE N SURFSIDE BCH, SC 29575

For assistance you may call us at: 1-800-829-4933

IF YOU WRITE, ATTACH THE STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 85-3253173. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status under Internal Revenue Code Section 501(c)(3), organizations must complete a Form 1023-series application for recognition. All other entities should file Form 1024 if they want to request recognition under Section 501(a).

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

Unless a filing exception applies to you (search www.irs.gov for Annual Exempt Organization Return: Who Must File), you will lose your tax-exempt status if you fail to file a required return or notice for three consecutive years. We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter.

For the most current information on your filing requirements and other important information, visit www.irs.gov/charities.

IMPORTANT REMINDERS:

- Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you. You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- Refer to this EIN on your tax-related correspondence and documents.
- * Provide future officers of your organization with a copy of this notice.

Your name control associated with this EIN is TOWN. You will need to provide this information, along with your EIN, if you file your returns electronically.

If you have questions about your EIN, you can contact us at the phone number or address listed at the top of this notice. If you write, please tear off the stub at the bottom of this notice and include it with your letter. Thank you for your cooperation.

Keep this part for your records. CP 575 E (Rev. 7-200	or your records. CP 575 E (Rev. 7-	-2007
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Return this part with any correspondence so we may identify your account. Please correct any errors in your name or address.

CP 575 E

999999999

Your Telephone Number Best Time to Call DATE OF THIS NOTICE: 09-30-2020 EMPLOYER IDENTIFICATION NUMBER: 85-3253173 () – FORM: SS-4 NOBOD

INTERNAL REVENUE SERVICE CINCINNATI OH 45999-0023

TOWN OF SUTFSIDE BEACH HISTORICAL SOCIETY 517 15TH AVE N SURFSIDE BCH, SC 29575



Town of Surfside Beach 1 15 US Highway 17 North Surfside Beach, SC 29575 ☎(843) 913-6111 ♣ (843) 238-5432

ACCOMMODATIONS TAX FUNDING APPLICATION General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

Town of Surfside Beach - Attn: A-Tax Advisory Committee 115 US Highway 17 North, Surfside Beach, SC 29575

If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURSFIDE BEACH how the funds were expended and the number of tourists benefited. Failure to submit expenditure reports for any previous grant shall result in withholding consideration of any further request.

A representative must be at the meeting to address questions from the committee. Applications are accepted at all times. Requests for the next fiscal year, which begins July 1st, must be submitted between October 1st and December 31st.

Contact information for presenter.
Name: Timothy Carter
Number/s: 843-429-1778
Email address for meeting notice: + imothycarter 1404 o gmail, com

Contact information for precenter

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S. Card

ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Program/Project Title Concert of Hope
Purpose To raise funds to place addicts into recovere
Total Amount Requested: \$ 15000 Sponsoring Organization: Sonshire Recovery
Contacts Primary: Tim Carter Alternate: Lisson Davis Min
Position CEO Pastor Alternate's Position Exec. Director
Primary's Business/Day #:843-439-1778 Alternate's #843-446-8451
Mail Address: 865 Loboter Ct, Murrells Inlet, 50 29576
Submitted by
SIGNATURE: LASSON DOWN
Print Name: Lissa Davis
COMPLIANCE INFORMATION
The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants.
1. How long has this organization been in existence? 2 years
Is organization currently chartered as a private, non-profit corporation under South Carolina Law?
If "yes," date of charter: Feb 17 2019
If "no," has charter been applied for and date:
Does this organization have an IRS Determination Letter and/or a Federal Identification Number?
✓ "YES" provide copy of letter and/or Identification number"NO"
2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project Expenditures Budget" and attach it to this application.
3. Following are the list of project types for which Accommodations Tax funds may be

03/30/2017

identified and attach to this application.

used. Indicate the category or categories for which this program applies. Please describe your project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s)

	Advertising and promotion of tourism
	Tourist shuttle transportation
$\sqrt{}$	Promotion of the arts and cultural events
	Control & repair of waterfront erosion
	Construction, maintenance, operation of facilities for civic and cultural activities
	Tourist services, public facilities, restrooms, parks, parking lots
	Visitor information centers

<u>SPECIAL NOTE:</u> The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

- 4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.
- 5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."
- 6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. The following information must be provided for the Tourism Expenditure Review Committee Report

	Previous Year	Current Year
Total budget of event/project	\$ 18000	\$ 20000
Amount funded by accommodations taxes	\$ 2500	\$ 15000
Amount funded by A-tax from all sources*	\$	\$
Total attendance	380	500
Total tourists**	10	25

^{*}Includes all a-tax funded from all sources

^{**}Tourists are defined as those who travel at least 50 miles to attend

		*

EXHIBIT A—BUDGET SCHEDULE OF CASH REQUIREMENTS

	Fiscal Year 20 <u>20</u>	20 <u>a</u>	
Applicant:	Sonshine, Reco	very 4	ninistries
Project Title	e: Concert of Hope	≥Reque	sted Amount: \$_15000
MONTH	PLANNED ACTIVIT	Y	BUDGET AMOUNT
July			
August			
September	Concert of He	ope	20,000
October			,
November			
December			
January			
February			
March			
April			9 17 19
May			
June			
	TOTAL PROJEC	TEXPONDU	URES: \$
	EXHIBIT A—BUDGET • PI	ROJECT EXP	ENDITURES
Administrat	ive Costs:	Sub-total \$	10000
Advertising/			10000
Capital Purc	chases:	Sub-total \$	
Construction			
	TOTAL PROJECT RI		

03/30/2017

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EXHIBIT B—PROJECT DESCRIPTION

	4th Annual Concert of Hope	
	vities, benefits, etc.) Please attach an additional sheet if necessary.	
L Gospel Exp	Lovery Ministries and the Grand Strand to be end of each Summer to bring the composition of each Summer to bring the composition of the local of national artists to the sick of suffering that are homeless. We cultivate the host of the soul.	com munity and addid arts

EXHIBIT C • PROJECT NARRATIVE

In this section please described the project in detail, specifically the costs set forth in Exhibit "A" on page 4. The description should include an outline and timetable for completion of project objectives. Specifically detail the ways in which the project serves to promote tourism and cultural activities. NOTE: Objectives set out hereon and on "Project Expenditures" will become part of the grant contract with the Town of Surfside Beach for any grants awarded. Please attach an additional sheet if necessary.

See attachment

Expenditure Reports for any previous grant award:

Yes

N/A

03/30/2017

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

Dear Applicant :

DEPARTMENT OF THE TREASURY

Date: APR 1 22019

SONSHINE. RECOVERY MINISTRIES 865 LOBSTER COURT MURRELLS INLET, SC 29576-5773 Employer Identification Number: 83-3767188

26053480003599 Contact Person:
CUSTOMER SERVICE 31954 Contact
Telephone Number:
(877) 829-5500
Accounting period Ending:
December 31
Public Charity Status:
509 (a) (2)
Form 990/990-EZ/99C-N Required:
Yes
Effective Date of Exemption:
February 17, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

We're pleased to tell you we determined you I re exempt from federal income tax under Internal Revenue Code (IRC) Section 501 (c) (3). Donors can deduct contributions they make to you under IRC Section 170. You re also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106 r or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501 (c) (3) are further classified as either public charities private foundations. We determined you $^{\rm I}$ re a public charity under the IRC -'Section listed at the top of this letter *

If we indicated at the top of this letter that you re required to file Form 990/990-EZ/990-N, our records show you re required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990 -N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter .

For important information about your responsibilities as a tax-exempt organization, go to www. irs . gov/ charities. Enter "4221-PC $^{\rm II}$ in the search bar to view Publication 4221-PC, Compliance Guide for 501 (c) (3) public Charities, which describes your recordkeeping, reporting, and disclosure requirements .

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Exhibit C - Project Narrative - Surfside Beach, SC

Goal: To introduce those lost into the disease of addiction/alcoholism to the Lord Jesus Christ through music. We will begin our weekend of September 11th and 12th, 2021 with Prayer and Testimony from our guest speaker. Following the prayer and testimony, we will schedule well-known gospel artists and praise and worship teams throughout the following two days. The message is HOPE and the promise is freedom from active addiction.

The main cost for the Concert of Hope is accommodations for the artists. We spent over \$4000 this past year on rooms for the visiting artists. The second most expensive item is payment to place addicts into recovery at around \$2600 last year. Food, advertising and paid labor; each of these items cost around \$500 each last year.

We believe that the annual Concert of Hope brings culture to the Grand Strand in that gospel music feeds the soul. Individuals from Horry and Georgetown County show up to hear the artists and see the miracle of saving and enriching lives.

		.*

3rd Annual Concert of Hope 2020 Profit

Carolina Cool	1000
Jason Potter	200
Horry County Delegates	7000
City of Myrtle Beach	2500
Concert Proceeds/Tickets/Food/Donations	4139
Cash Prize Money	500
Chamber of Commerce	500
MD Roofing	1000
Hyatt	1000

Total Income 17839

Loss

Dinner M/Chair Inner / Davis or Caland I	
Dinner W/Chris Jones/Review Schedule	25.67
Dinner W/Chris Jones/Review Schedule	22.07
Costco	9.81
Costco	328.38
Lowes Food	66.25
BoJangles to feed workers Friday	23.15
Lowes	151.51
Conway Fresh Meats	153.6
Simply Southern	110
Sam's Club	55.1
Target	43.59
Costco	114.12
Country Inn/Suites - Supplies	41.54
Staybridge Suites	4123.07
Rotelli Pizza/Discuss Concert IV	40
Henry Choponoin/843.230.5140 Winner	500
Minuteman Press/Advertising	968
FREE Minisrty	2650
Sound Man/Sweet Sounds Leasure	650
New Journery Radio	500
Tents/Walmart	172.57
Total Expenses	10748.43
Balance	407-1043

7090.57

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