



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

Chairman

JOSEPH PASSIMENT

Vice Chairman

CHRIS HERVOCHON

Committee Members

GERALD DAWSON

MARK LAWSON

PAUL SOMMERVILLE

County Administrator

ASHLEY M. JACOBS

Clerk to Council

SARAH W. BROCK

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Finance Committee Agenda

Monday, March 16, 2020 at 1:00 PM

Council Chambers, Administration Building

100 Ribaut Road, Beaufort

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

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

DISCUSSION ITEMS

4. Review of ATAX and HTAX Applications and Award Recommendations
5. Discussion regarding amendment the Community Development Code (CDC) to remove "Eco Tourism" as a Special Use in T-1 Natural Preserves Districts.

CITIZEN COMMENTS

6. CITIZEN COMMENTS
7. ADJOURNMENT



BEAUFORT COUNTY COUNCIL

Agenda Item Summary

Item Title:

Local ATAX and HTAX Grant Awards

Council Committee:

Finance

Meeting Date:

March 9, 2020

Committee Presenter (Name and Title):

Hayes Williams, Finance Director

Issues for Consideration:

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

Points to Consider:

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

Funding & Liability Factors:

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

Council Options:

Approve staff recommendations as provided
Suggest edits to award amounts

Recommendation:

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

ORDINANCE NO. 2020/ ____

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

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

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

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

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

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

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

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

COUNTY COUNCIL OF BEAUFORT COUNTY

BY: _____
Stewart H. Rodman, Chairman

ATTEST:

Sarah Brock, Clerk to Council

Chronology:

Third and Final Reading

Public Hearing

Second Reading

First Reading

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

Applying Organization	Amount Requested	HTAX or ATAX	Appropriate ATAX Category	Project Description	Was Application Complete?	Score	Project Awarded?	Award Amount	Staff Recommendation
Beaufort Area Hospitality Association	\$ 10,000	Atax	Reserve	Print advertising across SC, GA and NC as well as social media marketing	Yes	85	Yes	\$ 10,000	Award full amount
Beaufort Area Hospitality Association	\$ 10,000	Atax	Reserve	Advertising and promotion - Radio and TV Marketing of event	Yes	85	Yes	\$ 10,000	Award full amount
Beaufort County Black Chamber of Commerce	\$ 55,000	Atax	Reserve	African Fashion Week 2020	Yes	50	Partial	\$ 13,500	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 65,000	Atax	Reserve	Gullah Christmas 2020	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 55,000	Atax	Reserve	Kentucky Derby 2020	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Black Chamber of Commerce	\$ 35,000	Atax	Reserve	Southeast Regional Business Summit	Yes	50	Partial	\$ 11,700	Advertising in budget was only item to fit criteria
Beaufort County Heritage Tourism Corporation	\$ 270,000	Htax	N/A	Operations costs to get organization up and running	No	0	No	\$ -	Project does not meet criteria of atax or htax expenditures; Marketing Plan not included, Tourism Impact vague. They requested \$90,000 per year for three years.
Beaufort County Open Land Trust	\$ 25,000	Htax	N/A	Capers Creek Access Purchase for Reconstruction Era National Park	Yes	85	Yes	\$ 25,000	Award full amount
Beaufort County Open Land Trust	\$ 272,268	Htax	N/A	Port Royal Island Battlefield Property Purchase	Yes	0	No	\$ -	It appears that the Battlefield will become Beaufort County property. There is a building located on the property that would require maintenance or demolition as well as the general maintenance of the 12.16 acres.
Beaufort County - Engineering Department	\$ 43,785	Htax	N/A	Demolition of existing structures at County-owned Camp St. Mary's	No	0	No	\$ -	Demolition does not fit the criteria of atax or htax expenditures. Engineering needs to come back with a planned passive park that can be used by local residents and tourists.
Beaufort County - Public Works	\$ 196,000	Htax	N/A	CC Haigh Landing Improvements	Yes	100	Yes	\$ 196,000	Award full amount
Beaufort County - Engineering Department	\$ 160,000	Htax	N/A	Spanish Moss Trail Planning	Yes	100	Yes	\$ 160,000	Award full amount.
Bluffton Historical Preservation Society	\$ 10,000	Htax	N/A	Heyward House Museum and Welcome Center Improvements	Yes	95	Yes	\$ 10,000	Award full amount
Campbell Chapel Community Development	\$ 165,000	Htax	N/A	Planning for restoration of Campbell's Historic Chapel	Yes	85	Yes	\$ 140,000	Award partial amount; reduction due to cost of a professional fundraiser, which does not fit atax or htax criteria
Coastal Discovery Museum	\$ 792,880	Htax	N/A	Planning and Design of New Museum	Yes	85	Yes	\$ 792,880	Award full amount; question about the Town of Hilton Head Referendum
Daufuskie Marsh Tacky Society	\$ 65,000	Htax	N/A	Construction of Facilities for Marsh Tacky Society	Yes	40	Maybe	\$ -	The property in question is owned by Beaufort County. Our understanding is the property is in a conservation easement. We need clarification for what can be placed on the property. We were unclear of the tourism draw to stables.
Friends of Hunting Island	\$ 65,000	Htax	N/A	Virtual Lighthouse in Museum	Yes	100	Yes	\$ 65,000	Award full amount
Greater Beaufort - Port Royal CVB	\$ 51,950	Htax	N/A	Feasibility Study	No	0	No	\$ -	This project does not fit within the criteria of items to be awarded by atax or htax revenues.
Historic Port Royal Foundation & Museum	\$ 4,000	Atax	Reserve	Partial salary for marketing duties and purchase of promotional materials	Yes	80	Partial	\$ 1,000	This amount represents the marketing related materials; the cost of a marketing director does not fit with atax or htax criteria.
Port Royal Sound Foundation	\$ 500,000	Htax	N/A	Construction of a multi-purpose pavilion next to the Maritime Center in Okatie	Yes	80	No	\$ 500,000	Award full amount
Total Requested	\$ 2,850,883							Total Awarded	\$ 1,958,480
								Total ATAX (Reserve)	\$69,600
								Total HTAX	\$1,888,880