

MAYOR:
Bradley D. Belt

TOWN ADMINISTRATOR:
Stephanie Tillerson

TOWN ATTORNEY:
Stafford J. McQuillin III



MAYOR PRO TEMPORE:
Russell A. Berner

COUNCIL MEMBERS:
E. Luke Farrell
Madeleine Kaye
Lance Spencer

TOWN OF KIAWAH ISLAND
State Accommodation Tax Committee Meeting
Kiawah Island Municipal Center
Council Chambers
May 14, 2025, 10:00 AM

AGENDA

- I. **Call to Order:**
- II. **Approval of Minutes:**
 - A. SATAX Meeting Minutes of March 10, 2025
- III. **Presentation:**
 - A. Charleston Visitors Bureau Budget
- IV. **Old Business:**

None
- V. **New Business:**
 - A. Review and Recommendation to the Town Council for the Approval of the Charleston Visitors Bureau Budget
 - B. Review of Application for Fiscal Year 2025-2026
- VI. **Citizens' Comments:**
- VII. **Adjournment:**

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: Kiawah Island

Contact Person: Dorota Szubert

Phone: 843-768-9166

Email: dszubert@kiawahisland.org

Name of Organization Designated to Receive Special Fund:* Charleston Area Convention & Visitors Bureau / Explore Charleston

Atax Amount: \$925,000

*Only one organization per form. Please duplicate this form as necessary.

<u>Project Category and Brief Explanation *</u>	<u>Amount Budgeted for 24-25</u>	<u>Amount Budgeted for 25-26</u>
1 (Advertising), 2 (Promotional Materials), 3 (Marketing Support) and 7 (Other - Tourism Research)	\$439,059	\$481,332
5. Media Efforts	\$82,684	\$90,460
4. Group Sales Efforts and Tradeshow	\$142,812	\$160,664
6. Visitor Services (enters, Call / Chat Centers)	\$178,511	\$192,554
Total:	\$843,066	\$925,010

Project Categories - All must attract or provide for tourists.

1 - Advertising (Print, digital, broadcast, social, etc.)

2 - Promotional Materials/Publications

3 - Marketing support (creative, photography, videography)

4 - Group Sales Efforts and Tradeshow

5. Media Efforts

6. Visitor Services (Centers, Call/Chat Centers)

7. Other

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation)

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

Save as an Excel or PDF Document and Return to Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov



Town of Kiawah Island
SATAX Funding Requests
 FY 2025-2026

SATAX Funds - Source		Amount
Projected Revenue		\$ 3,189,161
Projected Interest		\$ 90,000
Carry over from FY 2024-2025		\$ 710,916
TOTAL AVAILABLE FUNDS		\$ 3,990,077
Statutory (\$25,000 + 5%) – General Fund		(\$179,594)
Statutory (30%) – CVB		(\$902,870)
Town of Kiawah Island Proposed Budget Allocations		
CCSO Deputy Contract	\$537,579	
Beach Patrol Contract	\$408,800	
Trident Beach Trash Pick-up Contract	\$78,400	
Arts & Cultural Events	\$324,000	
TOTAL BUDGETED TOWN ALLOCATION		(\$1,348,779)
REMAINING FUNDS		\$1,558,834
Project	Applicant Sponsor	2025/2026 Requested Amount
Rentals Advertising and Marketing	Akers Ellis	\$ 156,000.00
Destination Marketing & Advertising	Andell Inn	\$ 295,000.00
Maybank Fields Renovation/Upgrade Project	Barrier Island Little League	\$ 100,000.00
Vacation Rentals and Marketing	ESPM Vacation Rentals	\$ 35,000.00
Events Promotion	Freshfields Village / Freshfileds (EDENS) LLC	\$ 35,000.00
Garden & Gun + Freshfields Village / Kiawah Partnership	Freshfields Village / Freshfileds (EDENS) LLC	\$ 211,396.00
Tourism Marketing & Advertising	Freshfields Village / Freshfileds (EDENS) LLC	\$ 65,000.00
Low Counrty Festivus: Arts& Culture Series	Heal with Hearts	\$ 8,000.00
Keeper of the Wild Wildlife Rescue and Sanctuary	Keeper of the Wild Wildlife Rescue and Sanctuary I	\$ 5,239.05
Beneath the Oaks with Rebecca McMackin	Kiawah Conservancy	\$ 10,000.00
Kiawah River Bridge Living Shorelines Project	Kiawah Conservancy	\$ 340,000.00
Marketing of KI Events and Holiday Programing	Kiawah island Golf Resort	\$ 475,000.00
The Angel Oak Preserve	Lowcountry Land Trust	\$ 1,000,000.00
Enhancing the Dolphin Experience of Kiawah Island	Lowcountry Marine Mammal Network	\$ 25,850.00
Advanced Medical Support	St. Johns Fire District	\$ 110,060.00
	TOTAL	\$ 2,871,545
Total Available for Funding		\$1,558,834
Total in excess of Funding		\$ (1,312,711)