

**AGENDA  
COLLETON COUNTY  
ACCOMMODATION TAX ADVISORY BOARD  
VIRTUAL REGULAR MEETING  
WEDNESDAY, SEPTEMBER 27, 2023  
3:30 P.M.**

1. Call to Order
2. Roll Call
3. New Business
  - A. ATAX Applications
    - a. Lowcountry African American Cultural Arts Festival— \$6,000
4. Adjournment

ACCOMMODATION TAX ADVISORY BOARD MEETING ON SEPTEMBER 27, 2023

Colleton County will hold an Accommodation Tax Advisory Committee meeting on Wednesday, September 27, 2023, at 3:30 pm. Due to the COVID-19 pandemic, the Accommodation Tax Advisory Board will be holding the meeting virtually and the public will be able to stream the meeting from a link on the County's home page or by going to [www.colletoncounty.org/live](http://www.colletoncounty.org/live). Individuals who would like to participate in public comment can do so at [www.colletoncounty.org/comment](http://www.colletoncounty.org/comment).

**ACCOMMODATIONS TAX FUNDING APPLICATION**

Please check the appropriate category:

- Festival/event
- Marketing/Promotions/Advertising
- Public Facilities
- Visitor Information Center
- Tourist Shuttle
- Waste Collection
- Law Enforcement
- Waterfront Erosion Control/Repair
- Fire Protection
- Construction/maintenance/operation of civic or cultural facility

1. Name of Applicant Organization: Lowcountry African American Cultural Arts Festival  
2. Mailing Address: 373 Partridge Trail - Walterboro, SC 29488  
3. Name of Project: Lowcountry African American Cultural Arts Festival  
4. Date of Festival/Event: Month of February 2024  
5. Dates you will begin and complete work on your project: Present date - March 2024  
Project Director: Lillie Singleton Title: Coordinator  
Telephone #: 843-538-3582 Fax #: \_\_\_\_\_  
Email address: Lolasdaughter@gmail.com

6. Applicant Category: (Check the description that best describes your organization).  
 Government Agency     Non-profit     Private Business     Other

7. Please check which tax status applies to your organization:  
 Not-For-Profit as registered with the Secretary of State of South Carolina  
Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_  
 Federal Exempt under IRS Code 501(c)  
Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (attach copy of letter)

Please provide W-9 by attaching to this application.

8. Amount of Request: \$6,000.00

9. Have you received funds from the Accommodations Tax Fund previously?     Yes     No  
If yes, how much? 13,500. What Years? 2022-2023

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize Colleton County as a sponsor on all promotional materials.

10. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1 Destination Advertising/Promotion	✓ 50	%
2 Tourism-Related Events	✓ 50	%
3 Tourism-Related Facilities	_____	%
4 Tourism-Related Public Services	_____	%
5 Tourist Public Transportation	_____	%
6 Waterfront Erosion Control/Repair	_____	%
7 Operation of Visitor Information Centers	_____	%
Total	_____	%

Note: See TERC authorized category descriptions below:

1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.

2-Promotion of arts and cultural events.

3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.

4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.

5-Tourist shuttle transportation.

6-Control and repair of waterfront erosion.

7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.

*Mission Statement*

*To celebrate the gifted and talented artists in the Lowcountry who embrace the African American Culture.*

12. Describe how your project will enhance the visitor and tourist trade within Colleton County. (State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)

*We believe with the quality of programming and the thirst to learn more about our African American history and culture in the Colleton County/Lowcountry area, we will attract a larger crowd. We plan to advertise in the areas of Charleston, Beaufort, Hilton Head and Savannah. We hope to have a larger crowd in 2024. Because of the 2023 Murchison Trail parking was a big issue for those wanting to attend.*

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists\* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (\*Tourists are defined as those who travel at least 50 miles to attend.)

The target audience will be both adults and children from South Carolina and neighboring states. The estimated total attendance will be approximately 2,500-3,000. Approx 1,000 from non Colleton County residents. An expected 250 to spend the night (performers, artists, visitors, etc.)

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

The target audience are both local and visitors from neighboring areas. Publicity outlets should reach between 5,000-10,000 people.

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and revenues. List other sources\* of funding if applicable. (\*Including amounts funded from other A-tax sources.)

Last year we had \$20,000 funding. After all expenses were paid we had a balance of \$6,000. It's estimated to the cost of this year's event will be approx \$12,000. Therefore we are requesting \$6,000 for this year's event.

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

A decrease in the requested amount would impact the number of events. Our committee plan to implement new programs during the festival. A decrease would mean we could not expand activities.

17. Is County support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services.

County support is desperately needed. 45% of Calliston County are African American. The festival will showcase African American traditions, culture and history which (we feel) should be supported by our County.

18. Other comments for consideration.

We attempted to get the school system involved with our program. However we were not successful. The office we contacted was non-responsive. We hope to use different strategies to get them involved this year.

#### Financial Guarantees:

19. Provide a copy of the official minutes wherein the organization approves the application.

This information can be found in the 2023 report submitted by LAACAF.

#### Prior Recipient's Report (if you received prior ATAX Funds)

20. Include the total annual ATAX funding received each year that you applied.

amount received for 2023 was \$13,500. (submitted in 2023 LAACAF report.)

21. How did you use the ATAX funds? Where the objectives achieved?

All funding was used for the LAACAF. A detail report was submitted in the 2023 LAACAF report.

22. What impact did this have on the community and/or how did it benefit tourism?

*It is hard to determine the true impact on our community. During our festival several activities had to be adjusted because of the Murdaugh trial. Venues had to be changed at the last minute and parking was a horrible issue. But we feel that we had a good attendance despite of it.*

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

*We will provide questionnaires to festival visitors for assessments of various programs and informal conversations with participants.*

24. Economic Impact Estimation

Name of Event	Estimated Attendance	Room Nights Estimated	Out of Town Visitors	Days in Town	Estimated Visitor Days (# of Visitors x Days in Town)
LAACA#	2500-5000	2	1,000	2	1,000 x 2 days ✓

Room Night is defined as the total number of rooms multiplied by nights occupied.

Visitor is defined as someone who travels at least 50 miles to attend/stays overnight from home in paid accommodations or someone traveling to a high tourist area from outside their home community.

Economic Impact

Average Daily Expenditures	\$170.00
Dollars Requested	\$ 6,000
Estimated Economic Impact = Visitor Days x Expenditures	\$ ?

*Lillie Singleton*  
Project Director (signature)

*Sept. 11, 2023*  
Date