



Accommodations Tax Advisory Committee

10:00 a.m., Wednesday, June 10, 2026

City Hall

Council Chambers

1207 Palm Boulevard, Isle of Palms, SC

Public Comment:

All citizens who wish to speak during the meeting must email their first and last name, address, and topic to Nicole DeNeane at nicoled@iop.net no later than **3:00 p.m. the business day before the meeting**. Citizens may also provide public comment here:

<https://www.iop.net/public-comment-form>

Agenda

1. **Call to Order** and acknowledgement that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of previous meeting's minutes – May 13, 2026**
3. **Presentations – Rebranding Candidates**
 - a. 10:00-10:15am – [Black Dog Designs](#)
 - b. 10:15-10:30am – [Blue Ridge Creative Marketing](#)
 - c. 10:30-10:45am – [MandelaMade](#)
 - d. 10:45-11:00am – [Destination by Design](#)
 - e. 11:00-11:15am – [Blue Ion](#)
 - f. 11:15-11:30am – [Marketing Alliance](#)
4. **Financial Statements**
5. **Old Business**
 - a. Consideration of FY27 Budget for Charleston Visitors Bureau
6. **New Business -- none**
7. **Miscellaneous**

Next meeting: Wednesday, July 8, 2026 at 10am

7. **Adjournment**



ACCOMMODATIONS TAX ADVISORY COMMITTEE

10:00am, Wednesday, May 13 2026

1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. **Call to order**

Present: Rebecca Kovalich, Park Williams, Barb Bergwerf, Margaret Miller, Mike Boykin (via Zoom), Rod Turnage, Chrissy Lorenz

Staff Present: Administrator Kerr, Deputy Administrator Kuester, Director Hamilton, Council Member Cohen

2. **Approval of previous meeting's minutes – April 15, 2026**

Ms. Bergwerf made a motion to approve the minutes of the April 15, 2026 meeting, and Ms. Lorenz seconded the motion. The motion passed unanimously.

3. **Presentation – FY27 Budget for CVB**

Laurie Smith, Chris Campbell, Cat Dority, and other CVB staff attended the meeting to present the FY27 CVB budget related to the Isle of Palms 30% tourism and promotion funds. The budget will be on the CVB's board for consideration later this month.

The budget anticipates revenues of \$1,134,000 in ATAX funds from the Isle of Palms. Ms. Smith detailed the TERC-approved areas of the budget. Specific initiatives related to the Isle of Palms include the rebranding effort, the walkability study, IOPThrives, and the shared staff position with PIO Joshua Uys.

Ms. Dority reviewed the success of the VRBO campaign for FY26 which resulted in \$7.7 million in revenues. That success led VRBO to create an IOP-specific landing page on their website. She reviewed the statistics for other marketing campaigns and spoke about a new IOP-specific ad placement on Expedia.

Staff shared statistics related to social media and Google campaigns, the importance and success of group sales as it related to IOP.

Chris Campbell shared earned media placements for the Isle of Palms and spoke about visitor services.

Mr. Williams asked about the difference between budgeted expenses and projected income. Mr. Campbell said those costs are associated with regional marketing efforts.

4. Financial Statements

Director Hamilton noted the fund balance has grown 5.87% over prior year. \$2.2 million in revenues have been collected year to date, and interest is growing 13% higher than budgeted. Expenses are tracking according to the budget. She will share a forecast at next month's meeting.

She reviewed the changes made to the proposed FY27 ATAX Budget following input from City Council. The fund balance for State ATAX funds is anticipated to be \$5.8 million at the end of FY27.

Administrator Kerr stated that the Ways & Means Committee reduced the amount of the ATAX grant to the Greater Charleston YWCA from \$10,000 to \$3,000 to cover their marketing and communications expenses outlined in their budget. The Ways & Means Committee approved the amounts for the Lutheran Retreat Center and the Island School Literacy Events as recommended by the ATAX Committee.

Ms. Kovalich asked about the requests of the Recreation Department as indicated in the budget. Director Hamilton said any request made by a department head in the budget is considered essential. While usage cannot be tracked, tourists do use the facilities at the Recreation Department including the playground equipment and tennis courts in the budget.

Mr. Williams said the ATAX Committee would like to be involved in the budgeting process earlier in the year so they can better understand the requests being made.

5. Old Business

Discussion and consideration of FY27 Budget for State Accommodations Tax Funds

Further discussion ensued about ways in which the Committee can be involved in the budgeting process. Ms. Bergwerf and Ms. Lorenz said the Committee's scope is the grant funds. Mr. Williams believes the Committee to have a broader sphere of input on the ATAX budget.

MOTION: Ms. Bergwerf made a motion to approve the FY27 Budget for State Accommodations Tax Funds. Ms. Lorenz seconded the motion. The motion passed unanimously.

6. New Business

Discussion and consideration of rebranding RFPs candidates

Administrator Kerr said the City received an overwhelming response to the rebranding RFP. To that end, staff created a grading sheet that scored the submittals. Staff proposes bringing the top 6 candidates to the June meeting to give a brief presentation to the Committee. From there, the Committee can make a recommendation to City Council.

Administrator Kerr asked the Committee to review all the RFPs and to contact him if there is another candidate they would like to present.

6. Miscellaneous Business

The next meeting of the ATAX Committee will be Wednesday, June 10, 2026 at 10am. The agenda will include a consideration for the CVB's proposed FY27 budget.

7. Adjournment

Ms. Bergwerf made a motion to adjourn, and Ms. Miller seconded the motion. The meeting was adjourned at 10:56am.

Respectfully submitted,

Nicole DeNeane
City Clerk

**City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of May 31, 2026**

	5/31/2025	5/31/2026
CASH @ TRUIST	\$ 95,876	\$ 316,771
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	4,933,555	5,480,131
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	<u>300,000</u>	<u>-</u>
TOTAL ASSETS	<u>5,329,431</u>	<u>5,796,902</u>
ACCOUNTS PAYABLE	2,669	20,886
AMOUNTS DUE TO OTHER FUNDS	<u>84,172</u>	<u>-</u>
TOTAL LIABILITIES	<u>86,841</u>	<u>20,886</u>
FUND BALANCE Beginning	4,893,009	5,754,886
Excess Revenues Over/(Under) Expenditures	349,559	21,130
FUND BALANCE	<u>5,242,569</u>	<u>5,776,016</u>
TOTAL LIABILITIES & FUND BALANCE	<u>\$ 5,329,410</u>	<u>\$ 5,796,902</u>

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 11 Months Ending May 31, 2026
Fiscal Year Ending June 30, 2026

Type	Description	FY2026 YTD Balance	FY2026 Annual Budget	Variance (Actual to Budget)
Revenues				
	September Quarterly Payment from State	1,469,280	1,327,726	141,554
	December Quarterly Payment from State	579,630	544,708	34,922
	March Quarterly Payment from State	325,346	374,487	(49,140)
	June Quarterly Payment from State		1,157,505	(1,157,505)
	YTD Interest Income	208,519	166,348	42,171
Grand Total		2,582,775	3,570,774	(987,999)

State Accommodations Tax
Detailed Expense Statement for the 11 Months Ending May 31, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Public Restroom Operations					
Dominion	YTD electricity for restrooms	580	750		170
IOP WSC	YTD water & irrigation	9,437	12,500		3,063
Blitch, Steady Hands Painting, AAA Fence Co. etc.	YTD maintenance	10,366	45,000		34,634
Port City Paper	YTD paper & cleaning supplies	7,993	11,000		3,007
SCMIRF/Wright Flood	YTD property & flood insurance	9,238	10,940		1,702
Irrigation By Design	YTD Backflow Testing	100	80		(20)
Quality Touch Cleaning	YTD cleaning	25,595	40,000		14,405
IOP Payroll	YTD attendant	21,007	30,465		9,458
		84,316	150,735		66,419
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC/Trident Waste & Recycling	YTD beach trash pickup per contract				
		76,977	85,000		8,023
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		490	400		(90)
Non- Capital					
Maintain Benches at Parks			5,000		
Beach Wheelchairs and Maintenance			1,000		
		-	6,000		6,000
Beach Trash Barrels					
Beach Trash Cans					
		4,737	7,500		2,763
		4,737	7,500		2,763

IOP Promotions & Events

State Accommodations Tax
Detailed Expense Statement for the 11 Months Ending May 31, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Connector Run		7,500	7,500		
Easter Egg Hunt		4,602	4,500		
Music Events			4,500		
		12,102	16,500		4,398
Programs & Sponsorship					
Provisional Events Approved By Committee			75,000		
Island School Literacy		35,000			
SC Lutheran Retreat Center		10,000			
YWCA		5,000			
July 4th Fireworks		44,707	51,000		
		94,707	126,000		31,293
Charleston CVB - 30% Tourism Promotion Funds					
Charleston Area CVB	30% distribution for Sept Qtr	463,983			
Charleston Area CVB	30% distribution for Dec Qtr	183,041			
Charleston Area CVB	30% distribution for Mar Qtr	102,741			
Charleston Area CVB	30% distribution for Jun Qtr				
State Mandated 30% Transfer			1,007,081		
CVB Quarterly Shared Payroll			34,000		
		749,765	1,041,081		291,316
Tourism Promotion Funds					
City Hall's Visitor T-Shirt/Promotions	CVB Shared Payroll Paid By CVB & Credit for Walk	(43,077.95)	15,000		
Walkability Study		19,764			
		(23,314)	15,000		38,314
Transfer to IOP Marina for 75% of Bond Debt Service					
Isle of Palms Marina Enterprise Fund		249,864	249,864	-	-

State Accommodations Tax
Detailed Expense Statement for the 11 Months Ending May 31, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Police					
Body Armor		5,889	7,500		
		<u>5,889</u>	<u>7,500</u>		<u>1,611</u>
Capital Outlay					
Police					
ATV		25,242	22,000		(3,242)
Speed Radar & Trailer		19,009	20,000		991
PSB Gate		5,043	6,000		957
Computer Server		-	18,000		18,000
		<u>49,293</u>	<u>66,000</u>	<u>-</u>	<u>16,707</u>
Fire					
Thermal Imaging Camera		8,566	20,000		
Rescue Boat			100,000		
PSB Gate		5,040	6,000		
		<u>13,605</u>	<u>126,000</u>		<u>112,395</u>
Public Works					
Waterway Blvd Multi-Use Path			520,000		
1/3 Rear Loader Garbage Truck		102,569	106,667		
		<u>102,569</u>	<u>626,667</u>		<u>524,098</u>
Recreation					
Reconstruct 2 Tennis Courts			65,000		
Playground Equipment		4,623	20,000		
		<u>4,623</u>	<u>85,000</u>		<u>80,377</u>
Front Beach & Restrooms					
To Repair 4500 Linear Ft of Sidewalk			70,000		

State Accommodations Tax
Detailed Expense Statement for the 11 Months Ending May 31, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Resurface City Owned Parts of Ocean Blvd			25,000		
		-	95,000		95,000
Fire Dept Debt Service on 75' Ladder Truck					
Truist Govt Finance	75' Ladder Truck - Principal		85,483		85,483
	75' Ladder Truck - Interest		6,431		6,431
		-	91,914	-	91,914
Unexpended Projects/Miscellaneous					
	GF-Public Relations & Tourism Coordinator	26,170	42,101		
	GF-Firefighters (3)	294,126	294,127		
	GF-Paramedics (3)	339,470	339,470		
	GF-Police Officer (2)	212,427	212,427		
	GF-ALL Beach Service Officers & Marina Parking Attendant	60,027	60,027		
	GF-Police Overtime	20,000	20,000		
	GF-SRT Coordinator	79,224	79,224		
	GF-Code Enforcement Officer	80,077	80,077		
	MF-Beach Run Sponsorship	3,000	3,000		
	MF- Marina Green Space		50,000		
	Miscellaneous		1,000		
		1,114,521	1,181,453		66,931
Grand Total		2,540,145	3,977,614	-	1,191,760

City of Isle of Palms
SC State Accommodations Tax

Total State Atax Received from SC Treasurer

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	532,879	189,711	55,395	394,752	1,172,737	
FY12	653,545	289,771	62,947	456,073	1,462,336	25%
FY13	675,341	283,750	82,388	443,861	1,485,340	2%
FY14	774,983	262,670	87,506	558,702	1,683,861	13%
FY15	783,479	283,054	92,269	575,444	1,734,246	3%
FY16	804,398	282,321	108,240	567,694	1,762,653	2%
FY17	807,457	281,373	100,997	633,111	1,822,939	3%
FY18	803,215	318,255	116,670	641,995	1,880,136	3%
FY19	846,664	318,661	164,861	692,063	2,022,250	8%
FY20	899,029	285,557	142,616	379,931	1,707,133	-16%
FY21	858,508	393,960	209,721	1,007,541	2,469,730	45%
FY22	1,331,176	540,555	265,979	1,369,717	3,507,427	42%
FY23	1,471,275	560,834	286,190	1,420,714	3,739,013	7%
FY24	1,410,977	550,458	291,998	1,276,103	3,529,536	-6%
FY25	1,497,161	616,480	399,770	1,276,190	3,789,601	7%
FY26	1,552,861	616,386	348,720		2,517,967	0%

Total State Atax Transferred to Charleston CVB (30%)

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	157,989	55,038	14,743	116,551	344,321	
FY12	194,188	85,056	17,009	134,947	431,201	25%
FY13	200,727	83,250	22,841	131,283	438,102	2%
FY14	230,620	76,926	24,377	165,736	497,658	14%
FY15	233,169	83,041	25,806	170,758	512,774	3%
FY16	239,444	82,821	30,597	168,433	521,296	2%
FY17	240,362	82,537	28,424	188,058	539,382	3%
FY18	239,090	93,602	33,126	190,723	556,541	3%
FY19	252,124	93,723	47,583	205,744	599,175	8%
FY20	267,834	83,792	40,910	112,104	504,640	-16%
FY21	255,677	116,313	61,041	300,387	733,419	45%
FY22	397,475	160,292	77,919	409,040	1,044,726	42%
FY23	439,505	166,375	83,982	415,472	1,105,334	6%
FY24	421,418	163,262	85,724	380,956	1,051,360	-5%
FY25	447,273	183,069	118,056	380,982	1,129,380	7%
FY26	463,983	183,041	102,741		749,765	0%



MEMORANDUM

May 11, 2026

TO: Chairman Park Williams
Isle of Palms Accommodations Tax Committee Chairman

Douglas Kerr
Administrator, City of Isle of Palms

Debra Hamilton
Finance Director, City of Isle of Palms

FROM: Laurie Alderson Smith *L.A. Smith*
Chief of Staff, Explore Charleston

RE: FY 2026/27 Budget

Attached to this memorandum is the proposed FY 26/27 budget developed by our team over the last few months. As you know, we are early in Explore Charleston’s budget cycle, and our media partners have only begun their strategic pitches. We appreciate having the opportunity to collaborate with each of you in the preparation of these materials, and we look forward to continued work together in the coming fiscal year for the benefit of the City of Isle of Palms and the greater Charleston region.

Our budget is based on a revenue estimate for the Isle of Palms in FY 26/27 that totals \$1,134,000. Expenses are separated into the categories prescribed by the South Carolina Tourism Expenditure Review Committee (TERC) guidelines:

<u>Project Category</u>	<u>Anticipated Spend</u>
1 - Advertising & Marketing	\$ 886,345
3 - Marketing Support	\$ 216,424
4 - Group Sales Efforts & Tradeshow	\$ 106,931
5 - Media Efforts	\$ 108,203
6 - Visitor Services	\$ 227,874
<i>Category Totals</i>	\$ 1,545,777

As the region’s promotional organization, it is our charge at Explore Charleston to look through several lenses. We’ve worked together for several years to strike a meaningful balance that a) adds value through local, Isle of Palms-specific initiatives, b) lifts Isle of Palms through our islands / beaches campaigns, and c) engages Isle of Palms as an essential part of our region’s promotion.

CHARLESTON AREA CONVENTION & VISITORS BUREAU

375 Meeting Street | Charleston, South Carolina 29403 | 843.853.8000 | ExploreCharleston.com

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In the FY 26/27 budget, \$639,450 in expenses is planned for Isle of Palms-specific initiatives, which are included in TERC Project Categories 1, 3, and 5.

When allocating funds for projects that focus beyond Isle of Palms alone, we continue to use the formula mutually agreed upon several years ago - percentage of room inventory. Isle of Palms currently has 45.2% of the islands / beaches lodging inventory in the community, so we apply that amount of our expense to the city for our initiatives in this space. \$215,701 allocated from Isle of Palms will assist Explore Charleston's targeted island / beaches campaign, reflected in TERC Project Categories 1 and 3.

Isle of Palms' share of luxury lodging inventory in the community is 14.7%, and the city's share of full-service (group) room inventory is 7.4%. Efforts to attract the lucrative group market are essential to the tourism economy. Applying the lodging formula to Explore Charleston's group sales initiatives designates \$106,930 towards this important effort. TERC reflects this expense category as 4.

And Isle of Palms, an integral part of the Charleston area, has 10.2% of all hotel rooms and vacation rental units in the Charleston area. Applying the formula to initiatives across Explore Charleston equates to \$583,694 for projects, campaigns, and services that benefit the region as a whole. These expenses correspond to TERC Project Categories 1, 3, 5, and 6.

It is our pleasure to be your partner, and we look forward to continuing to represent the City of Isle of Palms. Please call me directly at 843-805-3063 or any member of our team at 843-853-8000.

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

IOP's estimated atax contributions of \$1,134,000 to Explore Charleston / anticipated atax revenue from all governments of \$12,380,911 (9.1% of atax)

Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 45.2%*	IOP Share Based on Luxury (Group) Room Inventory at 14.7%**	IOP Share Based on Full Service (Group) Inventory at 7.4%***	IOP Share Based on Community Inventory at 10.2%****
IOP Dedicated Coverage 100%							
1 Website - maintenance	IOP featured municipal page	IOP-specific coverage via https://www.charlestoncvb.com/areas-to-explore/isle-of-palms/	\$2,700				
1 Advertising - digital campaign	VRBO	IOP specific ads pointing to vacation rentals	\$175,000				
1 Advertising - digital campaign	Expedia	Optimized campaign with IOP parameters	\$25,000				
1 Advertising - social media campaigns	Pinterest, TikTok, YouTube	paid promotion for the region - 12 months	\$210,000				
1 Sponsorship	Isle of Palms Chamber of Commerce	Local business sponsorship	\$50,000				
3 Sponsorship	IOP Lens support	Support of IOP Police Department	\$10,000				
3 Sponsorship	Exchange Club of Isle of Palms	Support of Exchange Club for Memorial Day, Independence Day, Veterans Day flag displays	\$2,250				
3 Research for IOP	IOP Thrives Task Force Semi Annual Reporting conducted through The McNair Group	Four areas of focus: Safety, Quality of Life, Environment, Seasonal Impacts	\$25,000				
3 Research for IOP	Walkability Study through BCD COG	Evaluate bike & pedestrian infrastructure on the island	\$30,000				
3 Branding / Creative	IOP Branding Campaign	Working with an outside agency to create new brand for Isle of Palms	\$50,000				
3 Video Production	Informational Video	Fun, engaging video providing information and various uses for city use	\$20,000				
3 Signage	Spread the Hope, Love, Joy Holiday Campaign	Annual off season holiday signage and mapping activation campaign (sign storage, installation, removal)	\$2,000				
5 Public Relations Staffing	Public Relations	Media, Public Relations, and Crisis Communications for the city	\$37,500				
			\$639,450				
IOP Share Based on Islands Inventory 45.2%*							
1 Website - maintenance	Site presence: IOP on Beaches site	IOP-specific coverage via https://www.charlestoncvb.com/beaches/isle-of-palms/		\$1,220			
1 Website - Search Engine Marketing (SEM)	Adwords and Facebook/IG, Islands / Beaches Site			\$115,712			
1 Commercial - distribution	Sinclair Broadcasting	Paid promotion for IOP Beach page on Beaches site		\$43,392			
1 Commercial - sponsorship	WCIV / Channel 4, Know Before You Go Campaign	Beach specific targeted campaign for distribution of a beach specific :30 sec commercial, emphasis on off-season		\$17,237			
1 Advertising - print	Discover SC	Helping public know traffic, parking and weather for the beaches (now year-round)		#			
1 Advertising - print	Coastal Living	Annual state vacation guide - beach specific ad		#			
3 Market Research - Key Data	Key Data Research, specific to Islands / Beach communities	Spread in Fall issue					
		Historical performance and forward-looking pacing data for vacation rentals in area island communities		\$16,025			
				\$215,701			
IOP Share Based on Luxury (Group) Room Inventory at 14.7%**							
4 Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshow: Indianapolis, IN - August 2026			\$3,315		
4 Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	2 Appointment shows: Connect Marketplace: Tampa, FL August 2026; Connect Spring Marketplace: Las Vegas, NV April 2027			\$4,689		
4 Sales - Luxury Tradeshows, most difficult to sell	Northstar Meetings	Appointment show: Destination East, Ossing, NY - July 2026; Destination Southeast, Ft. Lauderdale, FL - August 2026; Independent Planner Education Conference, Location TBD January 2027, Small & Boutique: Charleston June 2027			\$16,538		
4 Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance Conference Professionals	Membership and attendance at one event either Annual Conference (November 2026) or Education Forum (June 2027)			\$3,124		
4 Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: Orlando, FL- June 2027; Preferred Partner Destination membership; FAM or Client Event date TBD			\$5,410		
4 Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshow: Las Vegas, NV - October 2026			\$9,188		
4 Sales - Luxury Tradeshows, most difficult to sell	International Luxury Travel Market	Annual Tradeshow: Location TBD - Dec 2026; North America Conference:			\$7,775		
4 Sales - Luxury Tradeshows, most difficult to sell	Luxury Travel Industry	Atlanta, Chicago, Dallas, New York (TBD) travel advisors			\$9,834		

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

IOP's estimated atax contributions of \$1,134,000 to Explore Charleston / anticipated atax revenue from all governments of \$12,380,911 (9.1% of atax)

Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 45.2%*	IOP Share Based on Luxury (Group) Room Inventory at 14.7%**	IOP Share Based on Full Service (Group) Inventory at 7.4%***	IOP Share Based on Community Inventory at 10.2%****
4 Sales - Luxury Tradeshows, most difficult to sell	Meeting Professionals International: World Education Congress	World Education Congress, Local TBD - June 2027			\$5,635		
4 Sales - Luxury Tradeshows, most difficult to sell	Professional Conference Managers Association	Various meetings and locations; CEMA: August 2026, Toronto, CN; Annual Conference: Orlando, January 2027; Business Event Summit, Location TBD June 2027			\$5,535		
4 Sales - Luxury Tradeshows, most difficult to sell	Signature Travel Network	Annual Conference: Orlando, FL - November 2026; Regional Conference: Location TBD- June 2027			\$3,337		
4 Sales - Luxury Tradeshows, most difficult to sell	Society of Incentive Travel Executives (SITE) Southeast Chapter	Appointment show: Birmingham, AL - December 2026; Annual membership			\$1,022		
4 Sales - Luxury Tradeshows, most difficult to sell	Meetings Today	South Tradeshows: St. Augustine, FL November 2026			\$3,087		
4 Sales - Luxury Tradeshows, most difficult to sell	IPW	Appointment Show with International luxury tour operators: New Orleans, LA - May 2027			\$2,205		
4 Sales - Luxury Tradeshows, most difficult to sell	Virtuoso	Annual Tradeshows: Las Vegas, NV August 2026 and Regional Show Location TBD February 2027			\$3,308		
4 Sales - Luxury Tradeshows, most difficult to sell	T & L Rising Stars	FAM that brings the top 20 performing luxury travel advisors into market to learn about our destination			\$5,145		
					\$89,143		
IOP Share Based on Full Service (Group) Inventory 7.4% ***							
4 Sales - Other Tradeshows	Association Executives of North Carolina	Annual Meeting: Charlotte, NC - July 2026; Tradeshows: Raleigh, NC - December 2026				\$903	
4 Sales - Other Tradeshows	Georgia Society of Association Executives	Annual Meeting: Location TBD - August 2025; Ongoing events throughout the year				\$1,325	
4 Sales - Other Tradeshows	Holiday Showcase Association Forum	Tradeshows: Chicago, IL - December 2026				\$851	
4 Sales - Other Tradeshows	South Carolina Society of Association Executives	Annual Meeting: Summerville, SC - August 2026; Ongoing events throughout the year, Palmetto Partnership				\$2,492	
4 Sales - Other Tradeshows	Tennessee Society of Association Executives	Tradeshows: Nashville, TN - December 2026				\$525	
4 Sales - Other Tradeshows	Virginia Society of Association Executives	Fall Expo: Richmond, VA - September 2026 & Annual Meeting: Location TBD, May 2027				\$821	
4 Sales - Other Tradeshows	Meeting Professionals International: Carolinas	Annual Meeting: Charlotte, NC - October 2026; Partner Forum February 2027; Chapter Meeting April 2027				\$1,121	
4 Sales - Other Tradeshows	Meeting Professionals International: Tennessee	Tradeshows: Nashville - April 2027				\$259	
4 Sales - Other Tradeshows	Destination Celebration	Various meetings and locations through the Midwest				\$1,998	
4 Sales - Other Tradeshows	AAA Visits	AAA National Conference Santa Anna Pueblo, NM- October 2026; AAA NE Tradeshows Springfield, MA November 2026; Charlotte & Raleigh Client Events and Sales Calls				\$2,290	
4 Sales - Other Tradeshows	Texas Society of Association Executives	New Ideas Conference: Galveston, TX September 2026 & TSAE Open April 2027				\$1,169	
4 Sales - Other Tradeshows	Convention Proposal & Site Tours	Budget for client site visits				\$4,033	
						\$17,787	
IOP Share based on Community Inventory 10.2% ****							
1 Website - maintenance	ExploreCharleston.com	Main site for regional promotion					\$5,692
1 Website - Search Engine Marketing (SEM)	Adwords and Facebook/IG, ExploreCharleston core visitor site	Paid promotion for the region					\$85,884
1 Advertising - digital & print campaign	Off Season Campaign	Off season campaign to include holiday promotion					\$1,428
1 Commercial - distribution	Sinclair Broadcasting	distribution of :30 sec commercial across the US (12 months x \$88,000/month) new West Coast cities and Canada					\$112,146
1 Advertising - digital & print campaign	Signature Travel	Digital and print advertising with in the travel agent consortia that results in direct bookings for Isle of Palms hotels & resorts					\$3,519
1 Advertising - digital campaign	Amadeus Travel	Digital travel agent booking platform that generates bookings for Isle of Palms hotels & resorts					\$15,300

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

IOP's estimated atax contributions of \$1,134,000 to Explore Charleston / anticipated atax revenue from all governments of \$12,380,911 (9.1% of atax)

Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 45.2%*	IOP Share Based on Luxury (Group) Room Inventory at 14.7%**	IOP Share Based on Full Service (Group) Inventory at 7.4%***	IOP Share Based on Community Inventory at 10.2%****				
3 Market Research	Office of Tourism Analysis at College of Charleston - research; (Examples: CoStar; STR - formerly Smith Travel Research; Datafy - visitor behavior; geolocation platform; TravelClick)	Research is at the core of everything we do in order to understand market-specific and global travel trends, determine the most effective ways to connect with travelers, and measure industry performance. As this is a regional effort, we have allocated the cost between funding communities.					\$61,149				
5 Media Initiatives to bring positive (earned, unpaid) exposure to the area		Media efforts are generally regional in nature, so we have allocated the cost between funding communities					\$70,703				
6 Information sourced through five area visitors centers and our call / chat center		Visitor Services benefit the region and encourage travelers to visit various parts of the area. Therefore, we have allocated the cost between funding communities.					\$227,874				
							\$583,694				
		GRAND TOTAL OF ALL EXPENSES								\$1,545,776	
<p>#Terms confidential between buyer/seller.</p> <p>*Based on share of room inventory in island/beach communities: 1,849 STR units + 539 hotel rooms = 2,388 IOP total lodging inventory / 5,283 islands. IOP has 45.2% of the area island/beach inventory.</p> <p>**Based on share of room inventory in luxury meeting properties: 399 IOP / 2,719 area wide. IOP has 14.7% of luxury meeting lodging inventory in our community.</p> <p>***Based on share of the area's full-service hotel room inventory: 399 IOP / 5,365 area wide. IOP has 7.4% of the full-service lodging inventory in our community.</p> <p>****Based on share of room inventory in community: 1,849 STR units + 539 hotel rooms = 2,388 IOP total lodging inventory / 23,370 community. IOP has 10.2% of all lodging inventory in our community.</p>											

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

Name of Government: City of Isle of Palms
Contact Person: Debra Hamilton
Phone: (843) 886-6428
Email: dhamilton@iop.net
Name of Organization Designated to Receive Special Fund:* Charleston Area Convention & Visitors Bureau / Explore Charleston
Atax Amount: \$1,134,000 (Budgeted Revenue)

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

<u>Project Category and Brief Explanation</u>	<u>Budgeted Expenses for 25-26</u>	<u>Budgeted Expenses for 26-27</u>
1. Advertising & Marketing	\$680,344	\$886,345
3. Marketing Support	\$218,055	\$216,424
4. Group Sales	\$67,040	\$106,931
5. Media Efforts	\$131,094	\$108,203
6. Visitor Services (Center, Call/Chat Centers)	\$4,000	\$227,874
Total:	\$1,100,533	\$1,545,777

Project Categories - All must attract or provide for tourists.

- | | |
|--|---|
| 1 - Advertising (Print, digital, broadcast, social, etc.) | 5 - Media Efforts |
| 2 - Promotional Materials/Publications | 6 - Visitor Services (Centers, Call/Chat Centers) |
| 3 - Marketing support (creative, photography, videography) | 7 - Other |
| 4 - Group Sales Efforts and Tradeshow | |

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