



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Thursday, October 16, 2025, 9:00 AM

1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

1. **Call to Order**
2. **Adoption of the Agenda**
3. **New Business**
 - a. Hearing of Applicants - Michele Bunce, Senior Grants Administrator
4. **Public Comment - Non Agenda Items**
5. **Adjournment**

FOIA Compliance: Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

"I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town."



TOWN OF HILTON HEAD ISLAND

Accommodations Tax Advisory Committee

TO: Accommodations Tax Advisory Committee
FROM: Michele Bunce, Senior Grants Administrator
VIA: John Troyer, Finance Director
DATE: October 16, 2025
SUBJECT: Hearing of Applicants

RECOMMENDATION:

Staff recommends that the Accommodations Tax Advisory Committee (ATAC) conduct applicant evaluations during the October 16, 2025, public hearing for the 2026 Accommodations Tax Grant Program. Following these hearings, ATAC will formulate funding recommendations to be presented to the Finance and Administrative Committee, and subsequently to Town Council for final approval.

BACKGROUND:

Each year, the Accommodations Tax Advisory Committee reviews applications from organizations seeking funding through the Town's accommodations tax revenue. These funds support projects and events that promote tourism, enhance local cultural and recreational offerings, and strengthen the community's economic vitality, as outlined by state law.

Applicant hearings are a key part of the annual grant review process. During these sessions, applicants present their proposals and respond to questions from Committee members to help ensure informed and transparent funding recommendations.

SUMMARY:

- Hearing Date 1: Thursday, October 16, 2025
- Hearing Date 2: Thursday, October 23, 2025

Each applicant will be allotted a 20-minute time slot for their presentation and discussion. The applicant hearings provide the Committee with sufficient opportunity to evaluate all applications and develop final recommendations to present to the Finance and Administrative Committee and Town Council for consideration. Both days of applicant hearings are open to the public to ensure transparency in the review and decision-making process.

ATTACHMENTS:

1. Hearing Schedule for Thursday, October 16, 2025
2. ATAX 5 Year Award Comparison

2026 Accommodations Tax Advisory Committee Applicant Hearings

Thursday October 16, 2025	
TIME	APPLICANT
9:10-9:30	Lowcountry Gullah
9:30-9:50	Hilton Head Wine & Food Festival
9:50-10:10	Mitchelville Preservation Project
10:10-10:30	Hilton Head Wine & Food Festival (HHI Rhythm and Brews)
10:30-10:50	BREAK
10:50-11:10	Hilton Head Island Concours
11:10-11:30	NIBCAA
11:30-11:50	Beach Cat Sailors of Hilton Head Island
11:50-12:10	Hilton Head Island Recreation Association
12:10-1:10	LUNCH
1:10-1:30	David M. Carmines Seafood Festival
1:30-1:50	The Sandbox
1:50-2:10	The Heritage Library Foundation
2:10-2:30	Hilton Head Audubon Society
2:30-2:50	Lean Ensemble Theater
2:50-3:10	BREAK
3:10-3:30	Hilton Head Island St. Patrick's Day Parade
3:30-3:50	The First Tee of The Lowcountry
3:50-4:10	Hilton Head Island Bridge Association
4:10-4:30	Art League of Hilton Head
4:30-4:50	Palmetto Quilt Guild

Town of Hilton Head Island
Accommodations Tax Grants 2022 to 2026
by Calendar Year

Grantee Agency	2022	2023	2024	2025	2026 GRANTS			
	Town Council Award	Town Council Award	Town Council Award	Town Council Award	2026 Applicant Request	ATAC Recommendation	Finance & Admin Recc.	Town Council Award
Art League of Hilton Head	95,000	75,000	75,000	80,000	100,000			
Arts Center of Coastal Carolina	405,000	420,000	430,000	447,000	447,000			
Beach Cat Sailors (Previously Paul Miller Fund)					100,000			
Community Foundation of the Lowcountry					16,500			
David M. Carmines Memorial Foundation	19,600	181,000	181,000	185,000	201,095			
Gullah Traveling Theater, Inc.					25,000			
Gullah Museum of Hilton Head Island	125,000	139,700	150,000	180,000	180,000			
Gullah Roots Historical Foundation			-					
Habitat for Humanity of the Lowcountry			-					
Harbour Town Merchants Association	23,000	29,000	29,000	29,000	50,000			
HHI Audubon Society	-	17,588	20,100	21,400	27,955			
HHI Choral Society	50,000	10,000	15,000	20,000	20,000			
HHI Concours d'Elegance	307,000	385,000	362,000	350,000	350,000			
HHI Dance Theater	19,000	20,000	20,000	23,000	20,000			
Hilton Head Island Airport	160,000	155,000	150,000	150,000	175,000			
Hilton Head Island Bridge Association	-	15,000	15,000	15,000	20,000			
Hilton Head Island Land Trust	41,000	-	36,632	47,000	50,000			
HHI Rec Assoc.(Wingfest & Other Festivals)	35,000	60,000	60,000	75,000	75,000			
HHI St. Patrick's Day Parade	41,235	71,704	74,065	80,000	100,000			
HH MLK Committee for Justice			4,513	2,980				
HHI Wine & Food, Inc (Rhythm and Brews)		25,000	30,000	30,000	40,000			
HHI Wine and Food Fest	130,000	130,000	130,000	130,000	130,000			
HHI Symphony Orchestra	270,000	300,000	330,000	350,000	360,000			
Lean Ensemble Theatre	40,000	50,000	50,000	55,000	55,000			
Lowcountry Golf Course Owners Assoc.	50,000	50,000	100,000	150,000	150,000			
Long Cove Club (Darius Rucker Intercollegiate)	30,000	51,442	56,653	61,897	67,250			
Lowcountry Gullah	75,000	95,889	100,000	100,000	100,000			
Mitchelville Preservation Project	185,000	185,000	190,000	190,000	205,000			
Native Island Business & Community	205,000	235,000	225,000	225,000	320,000			
Rotary Club of Hilton Head (Quenchbuggy)				40,000	5,000			
Palmetto Quilt Guild			7,500		8,000			
Paul Miller Fund (Currently Beach Cat Sailors)			16,500					
Sea Pines Forest Preserve	35,000		40,000		48,000			
Sea Turtle Patrol HHI	47,900	64,500	70,000	70,000	70,000			
Shelter Cove Harbour Company	150,000	195,000	244,600	293,800	336,500			
TEDx Hilton Head	16,000	25,000	45,000	10,000				
The Boys & Girls Club of Hilton Head	30,000	35,000	40,000	40,000	45,000			
The Coastal Discovery Museum	325,000	325,000	375,000	400,000	400,000			
Coastal Disc. Museum (Honey Horn-CIP)		695,350	300,000					
The First Tee of the Lowcountry	40,000	40,000	40,000	50,000	63,593			
The Heritage Library	120,000	118,000	135,000	143,000	140,000			
The Outside Foundation	34,400	59,480	72,000	72,000	72,000			
The Sandbox	44,400	59,895	60,765	64,000	82,200			
University of South Carolina			2,000					
World Affairs Council of HHI	5,000	5,000	-					
Subtotal	3,153,535	4,323,548	4,282,328	4,180,077	4,655,093			
DMO Supplemental Grant	530,000	350,000						
Total Grants	3,683,535	4,673,548	4,282,328	4,180,077	4,655,093			