



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Tuesday, March 31, 2026, 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. Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance - Dave Byrd, Finance Director
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: Dave Byrd, Finance Director
VIA: Michele Bunce, Senior Grants Administrator
DATE: March 31, 2026
SUBJECT: Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance

RECOMMENDATION:

Staff recommend the Accommodations Tax Advisory Committee (ATAC) consider the request for additional grant funding through the Accommodations Tax (ATAX) Grant Award program using unspent funds from the 2025 grant year and provide a funding recommendation to the Finance and Administrative Committee.

BACKGROUND:

Mr. Rick Sabol, Executive Director of the Hilton Head Island Concours d'Elegance, has requested additional financial assistance from the Town to support the continued operation of the event.

The Concours d'Elegance is an annual multi-day festival targeting auto enthusiasts and destination travelers. It has been a recurring recipient of funding through the Town's Accommodations Tax (ATAX) Grant Award program, which is intended to attract visitors to Hilton Head Island and contribute to the local tourism economy.

Mr. Sabol has provided financial statements for the past five years. Based on the information submitted, the event has operated at a deficit in four of the last five years. The organization has indicated that, without additional financial support, it may be unable to meet current financial obligations.

SUMMARY:

The Concours d'Elegance has received funding through the Accommodations Tax (ATAX) Grant Award program as follows:

Year	Requested	Awarded	Amount Remaining
2022	\$307,000	\$307,000	-
2023	\$385,000	\$385,000	-
2024	\$362,000	\$362,000	\$5,565.43
2025	\$350,000	\$350,000	-
2026	\$350,000	\$340,000	\$340,000*

*Calendar year 2026 funds are for use for expenditures from January 1, 2026 – December 31, 2026.

The applicant is requesting additional 2025 ATAX Grant funding in the amount of \$250,000. Any funding provided would be structured as an additional award within the Accommodations Tax (ATAX) Grant Award program and funded utilizing unspent funds from the 2025 grant cycle, in accordance with Town policy.

Any approved funding must comply with all applicable State of South Carolina Accommodations Tax requirements and Town Policy, including eligibility by funding category. Expenses outside of the advertising and promotion category may be reimbursed only at the applicable tourism-related percentage and must be supported by appropriate visitor metrics and documentation for reporting to the Tourism Expenditure Review Committee (TERC).

This request represents a unique funding consideration outside of the standard annual application cycle and does not establish a precedent for future funding requests.

ATTACHMENTS:

1. HHI Concours d'Elegance 2026 Operational Status Report
 - a. 2021 – 2025 Profit & Loss Statements and Balance Sheets
 - b. 2024 - Form 990 Tax Return
 - c. 2025 ATAX Post-Reimbursement Report
 - d. 2026 Revenue & Expenses
 - e. Profit & Loss compared to 2026 Budget & Balance Sheet
 - f. AP Aging Report
 - g. 2026 Cash Flow/Projection
2. 2025 ATAX Grant Application & Project Budget



Hilton Head Island Concours d'Elegance & Motoring Festival

A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains, educates and supports our community.



2026 Operational Status

As of March 26, 2026

The HHI Concours and Motoring Festival is nationally recognized as an exceptional event and destination for enthusiasts of automotive history, culture and lifestyle. For 24 years, our non-profit organization has brought thousands of visitors from around the region and country to our island, introducing newcomers and reacquainting repeat visitors to everything that makes our Lowcountry so special.

From incremental dining and lodging to retail spending, our multi-day event drives tourism revenue. Our annual contribution of \$10 to \$12 million in economic impact along with local charity support in Hilton Head Island, Beaufort County and Savannah is well documented. To quote a 2025 event guest who brought a group of 12 Porsche enthusiasts from Charleston: "Congratulations on an awesome event! We'll be back! I'm going to grab as many condos as possible for 2026."

Visitors and locals alike enjoy some of the world's rarest automobiles during our Sunday Concours and Saturday Car Club Showcase, as well as exhibits, seminars and hospitality stretching across three fairways of Port Royal. Whether chatting with an automotive legend like Bobby Rahal about his car collection or meeting nationally recognized automotive designers, influencers and media personalities, our event presents Hilton Head Island and our neighboring communities through the unique lens of automotive culture.

As a past winner of the Governor's Cup Award for Tourism Excellence, our vision for the event is to evolve, grow and drive even more business locally.



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Charting the course for the future

Building a Strong Foundation for Success

Since its start nearly a quarter century ago, the Hilton Head Island Concours d'Elegance has grown into one of the premier destinations for automotive enthusiasts in the U.S., as well as the 2nd largest annual event on our island. To date, we've contributed over \$1,000,000 to local non-profits, worked with thousands of island residents who annually volunteer and have introduced countless newcomers to the joys of the Lowcountry.

Despite our great track record of growth and success, 2025 proved challenging for us. A strong program, tremendous community support and excellent attendance could not make up for a softening in tourism and sponsorship, and our revenue fell short of expectations. We did not meet our hotel block minimum, increasing our costs. Unlike previous years, the hotel was unable to support us with a sponsorship. Catering was considerably more expensive as prices significantly increased here on the island. As a result, we have begun to institute a number of changes, including event scale and overall cost structure.

We have also solicited support from our Board of Trustees and from a group of individuals (our Angels) who believe deeply in the value of preserving this event and want to see it continue to thrive. To date, we have secured Board financial commitments totaling \$64,000 and Angels matching funds for the 2026 event of \$36,500, as well as \$41,500 in Sponsor and County ATAX for the 2026 event.

We are now respectfully asking the Town to consider helping by providing a grant to the Concours in the form of a named sponsorship at the \$300,000 level. This support would allow us to meet outstanding 2025 obligations and, more importantly, provide the financial stability needed to deliver a 2026 event that continues to give back to our community, including local non-profit grants and tourism revenue.

We are already budgeting a conservative expense target of \$1.1MM, reflecting the current slowdown in visitor spending and continued increase in event production costs. Every aspect of the event is under review, and we are rethinking the format and programs to ensure that we can operate more efficiently. For example, we have decided to eliminate previous airport-related activities, including the Flights & Fancy



evening, as they have not attracted required attendance and sponsors to operate at a minimum of break-even.

Our chief mission continues to be growth in our charitable activities, which can flourish if the event evolves and finds solid financial footing.

We are confident that, with actions already taken as well as your support, we can build on past successes and continue our role as a driving force in our community

Rick Sabol
Executive Director



Proposed 2026 Budget

2026 Event Changes

The Concours operates within an industry of similar events that take place during the year in other parts of the country. Our participants show their cars in many of these other events. Concours Board members and staff frequently visit these other events to bring home new ideas and invite participants to our event. We also follow challenges at other events to stay up to date in our industry.

While Concours weekend exhibits and programs will continue to draw collectors, VIPs, sponsors, visiting enthusiasts and local community spectators alike, we have a plan in place to trim content to reflect a new reality.

We are budgeting with a conservative expense target of \$1.1MM, reflecting the current slowdown in visitor spending as well as sponsorship sales. Every aspect of the event is under review, and we are making difficult but necessary decisions to align our costs with tourism trends. For example:

- Eliminate all airport-related activities - both daytime and evening.
- Reduce the number of clubs and displays shown on Saturday to reduce complexity.
- Reduce the number of classes judged on Sunday to reduce complexity and costs.
- Decrease the number of single-purpose tents by combining user groups.
- Replace previous VIP evening events with a Saturday après awards Social consisting of a two-hour cash bar and other light refreshments, allowing attendees to choose to local restaurant and entertainment options.
- Adjust the Shuttle Service to improve efficiency, lower costs and remain convenient.
- Charge fees for exhibitors' use of Concours provided truck/trailer parking.
- Adjust sponsors and spectators fees to provide greater value.
- Improve operational efficiencies to better assure a positive outcome.

After these adjustments, the 2026 weekend will continue to include our popular Friday driving tour that introduces top collectors and exhibitors to local attractions and Friday evening's Grand Motoring Film Festival held in partnership with Popcorn Octane at the Coastal Art Center. The very popular Saturday Car Club Showcase, and our nationally-known Sunday Concours d'Elegance are also continuing. We are currently in conversation with national and regional car clubs to hold "events within our event" to increase the show's offerings, increase attendance and provide an additional source of revenue.

2026 Revenue & Expense Budgets

The Concours' goal is to retire remaining 2025 expenses (\$250k) and produce a 2026 event that not only funds all costs but provides charitable donations and produces profit necessary to launch the 2027 event. Rebuilding the reserve account is essential to our future success.

The current 2026 Expense Budget of \$1.1MM reflecting 2026 event changes is \$470k less than 2025's Actual Expenses. The 2026 Revenue Budget of \$1.3MM is projected to retire 2025 Expenses of \$250k, cover 2026 Expenses while allowing \$43k to be



donated to outside charities, provide funding to launch the 2027 Concours and start rebuilding the reserve account.

ATAX

Annually, the Concours Board authorizes Hilton Head Island Concours d'Elegance, Inc. to apply for ATAX grants from the Town of Hilton Head Island and Beaufort County. The Town's Accommodation Tax Advisory Committee approved a \$350,000 grant for 2025. The County approved a \$35,000 grant for 2025.

The Concours is limited as to how its ATAX grant funds can be spent. In general, the Town of Hilton Head Island's funding can be used for marketing and promotions to draw attendees from outside of a 50-mile radius from Hilton Head Island. The process calls for the Concours to submit invoices to the Accommodation Tax Advisory Committee after spending on items the Concours has determined qualifies. The Committee reviews the submittal and approves for reimbursement the items the Committee deems are qualified expenditures. The Town then sends an ACH to the Concours for the Committee approved amount. The Concours' day-to-day operational and event facilities expenses do not qualify and are not submitted for reimbursement, other than up to \$21,720 for expenses associated with our airport event. During 2025 the Concours submitted seven (7) separate ATAX reimbursement requests to the Town.

As requested, the Concours has provided the Town a 2025 ATAX Post-Reimbursement Report that summarizes 2025 ATAX Grant expenditures.

Balance Sheet Objectives

We are working to return our Balance Sheet to a healthy state.

- Charitable Fund - \$50k
The Concours makes annual grants of approximately \$50k to local charities that support our event with volunteers and to organizations that support youth education in automotive design, engineering, restoration and transportation fields. Currently, the revenues that support this fund must be generated each year to fund the following year's grants.
- Q1 Operation Expenses - \$105k
At the beginning of each year the Concours has operational expenses in producing that year's event. The event starts producing income from sponsors and early ticket sales after the 1st quarter of the year. Therefore, from a cash flow perspective, we must have 1st quarter expenses at the beginning of the year before revenues start arriving.
- Reserve Account - \$150k
The reserve account is intended to be used for unexpected financial shortfalls and contribute toward paying off the outstanding Economic Injury Disaster Loan (EIDL) which has a current balance of \$123k.



Appendix
(Provided separately.)

Contents

- Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025
- 2024 Form 990 Return of Organization Exempt From Income Tax
- 2025 ATAX Post-Reimbursement Report
- 2026 Revenue & Expense Budgets
- February 28, 2026 Financials (P/L compared to 2026 Budget and Balance Sheet)
- Current A/P Aging Report
- Burn Rate Calculation



Hilton Head Island
Concours d'Elegance & Motoring Festival

*A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains,
educates and supports our community.*

Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025



2021

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2021

	Jan - Dec 21	Jan - Dec 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	1,365.00	0.00	1,365.00	100.0%
Award Sponsors	4,100.00	1,000.00	3,100.00	310.0%
Beverage Sales	3,464.00	0.00	3,464.00	100.0%
Business Expo Tents	5,025.00	0.00	5,025.00	100.0%
Concours Charitable Fund	99,621.71	19,425.00	80,196.71	412.9%
Concours General Fundraising	3,000.00	67,860.00	-64,860.00	-95.6%
Driving Tour	10,851.00	0.00	10,851.00	100.0%
Exhibitor Registration Fees	6,560.00	0.00	6,560.00	100.0%
Hospitality Events	21,320.00	0.00	21,320.00	100.0%
Hospitality Other - Airport	129,538.00	0.00	129,538.00	100.0%
Interest Income	0.00	5.29	-5.29	-100.0%
Merchandise Sales	6,628.39	160.00	6,468.39	4,042.7%
Misc Income	28,918.98	467.01	28,451.97	6,092.4%
Patrons	99,344.00	0.00	99,344.00	100.0%
Program Advertising	29,550.00	0.00	29,550.00	100.0%
Public Funding	417,915.46	255,206.29	162,709.17	63.8%
RACE TRACK	1,534.00	450.00	1,084.00	240.9%
Retail Vendor Space	11,300.00	500.00	10,800.00	2,160.0%
Sponsors	309,275.00	6,000.00	303,275.00	5,054.6%
Ticket	214,888.50	0.00	214,888.50	100.0%
Total Income	1,404,199.04	351,073.59	1,053,125.45	300.0%
Gross Profit	1,404,199.04	351,073.59	1,053,125.45	300.0%
Expense				
Administration	118,336.01	71,483.56	46,852.45	65.5%
Auction	0.00	200.00	-200.00	-100.0%
Charitable Fund	9,292.00	3,107.65	6,184.35	199.0%
Event Production	217,666.86	3,749.19	213,917.67	5,705.7%
Facilities	262,475.55	6,232.10	256,243.45	4,111.7%
Hospitality	68,666.81	0.00	68,666.81	100.0%
Marketing	300,823.58	58,445.79	242,377.79	414.7%
Merchandise	12,283.69	0.00	12,283.69	100.0%
Payroll Expenses	224,259.59	183,638.52	40,621.07	22.1%
Sponsor Solicitation	63,135.08	4,530.85	58,604.23	1,293.5%
Ticketing	25,673.20	0.00	25,673.20	100.0%
TRACK DAY	97.85	617.94	-520.09	-84.2%
void	0.00	0.00	0.00	0.0%
Volunteers	16,938.71	53.00	16,885.71	31,859.8%
Total Expense	1,319,648.93	332,058.60	987,590.33	297.4%
Net Ordinary Income	84,550.11	19,014.99	65,535.12	344.7%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2021

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>	<u>% Change</u>
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	27,449.14	37,200.00	-9,750.86	-26.2%
InterestExpense	4,714.14	388.23	4,325.91	1,114.3%
Total Other Expense	32,163.28	37,588.23	-5,424.95	-14.4%
Net Other Income	-32,163.28	-37,588.23	5,424.95	14.4%
Net Income	52,386.83	-18,573.24	70,960.07	382.1%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	592.39
Community Foundation Of The LC	492.08
SC Unemployment Reserve	-743.51
Synovus Bank Checking	303,932.18
Total Checking/Savings	304,273.14
Accounts Receivable	
Accounts Receivable	76,533.57
Total Accounts Receivable	76,533.57
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	386,764.71
TOTAL ASSETS	386,764.71
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,022.85
Total Accounts Payable	18,022.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	3,382.64
Total Other Current Liabilities	3,382.64
Total Current Liabilities	21,405.49
Long Term Liabilities	
SBA - EIDL	143,564.37
Total Long Term Liabilities	143,564.37
Total Liabilities	164,969.86
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	153,432.57
Net Income	52,386.83
Total Equity	221,794.85
TOTAL LIABILITIES & EQUITY	386,764.71



2022

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2022

	Jan - Dec 22	Jan - Dec 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	0.00	1,365.00	-1,365.00	-100.0%
Award Sponsors	2,000.00	4,100.00	-2,100.00	-51.2%
Banner Sales	500.00	0.00	500.00	100.0%
Beverage Sales	7,873.57	3,464.00	4,409.57	127.3%
Business Expo Tents	0.00	5,025.00	-5,025.00	-100.0%
Concours Charitable Fund	66,574.75	99,621.71	-33,046.96	-33.2%
Concours General Fundraising	0.00	3,000.00	-3,000.00	-100.0%
Driving Tour	7,570.00	10,851.00	-3,281.00	-30.2%
Exhibitor Registration Fees	7,050.00	6,560.00	490.00	7.5%
Hospitality Events	16,093.75	21,320.00	-5,226.25	-24.5%
Hospitality Other - Airport	132,771.29	129,538.00	3,233.29	2.5%
Merchandise Sales	13,116.68	6,628.39	6,488.29	97.9%
Misc Income	0.10	28,918.98	-28,918.88	-100.0%
Patrons	110,907.50	99,344.00	11,563.50	11.6%
Program Advertising	27,450.00	29,550.00	-2,100.00	-7.1%
Public Funding	347,340.00	417,915.46	-70,575.46	-16.9%
RACE TRACK	0.00	1,534.00	-1,534.00	-100.0%
Retail Vendor Space	12,550.00	11,300.00	1,250.00	11.1%
Sponsors	355,700.00	309,275.00	46,425.00	15.0%
Ticket	247,426.00	214,888.50	32,537.50	15.1%
Total Income	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Gross Profit	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Expense				
Administration	135,099.00	118,336.01	16,762.99	14.2%
Charitable Fund	4,459.21	9,292.00	-4,832.79	-52.0%
Event Production	201,520.35	217,666.86	-16,146.51	-7.4%
Facilities	315,010.66	262,475.55	52,535.11	20.0%
Hospitality	86,690.44	68,666.81	18,023.63	26.3%
Marketing	313,911.50	300,823.58	13,087.92	4.4%
Merchandise	12,338.60	12,283.69	54.91	0.5%
Payroll Expenses	243,285.40	224,259.59	19,025.81	8.5%
Savannah Events	2,863.70	0.00	2,863.70	100.0%
Sponsor Solicitation	79,460.74	63,135.08	16,325.66	25.9%
Ticketing	22,138.18	25,673.20	-3,535.02	-13.8%
TRACK DAY	0.00	97.85	-97.85	-100.0%
void	0.00	0.00	0.00	0.0%
Volunteers	13,477.33	16,938.71	-3,461.38	-20.4%
Total Expense	1,430,255.11	1,319,648.93	110,606.18	8.4%
Net Ordinary Income	-75,331.47	84,550.11	-159,881.58	-189.1%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	73,451.00	27,449.14	46,001.86	167.6%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2022

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>	<u>% Change</u>
InterestExpense	3,016.18	4,714.14	-1,697.96	-36.0%
Total Other Expense	76,467.18	32,163.28	44,303.90	137.8%
Net Other Income	-76,467.18	-32,163.28	-44,303.90	-137.8%
Net Income	<u><u>-151,798.65</u></u>	<u><u>52,386.83</u></u>	<u><u>-204,185.48</u></u>	<u><u>-389.8%</u></u>

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	531.87
SC Unemployment Reserve	-903.52
Synovus Bank Checking	180,466.35
Total Checking/Savings	180,094.70
Accounts Receivable	
Accounts Receivable	43,075.18
Total Accounts Receivable	43,075.18
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	4,204.50
Total Other Current Assets	10,162.50
Total Current Assets	233,332.38
TOTAL ASSETS	233,332.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	23,723.09
Total Accounts Payable	23,723.09
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	495.42
Total Other Current Liabilities	495.42
Total Current Liabilities	24,218.51
Long Term Liabilities	
SBA - EIDL	139,117.67
Total Long Term Liabilities	139,117.67
Total Liabilities	163,336.18
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	205,819.40
Net Income	-151,798.65
Total Equity	69,996.20
TOTAL LIABILITIES & EQUITY	233,332.38



2023

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2023

	Jan - Dec 23	Jan - Dec 22	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,500.00	2,000.00	2,500.00	125.0%
Banner Sales	500.00	500.00	0.00	0.0%
Beverage Sales	9,231.00	7,873.57	1,357.43	17.2%
Business Expo Tents	7,250.00	0.00	7,250.00	100.0%
Concours Charitable Fund	120,948.31	66,574.75	54,373.56	81.7%
Driving Tour	10,813.00	7,570.00	3,243.00	42.8%
Exhibitor Registration Fees	19,710.00	7,050.00	12,660.00	179.6%
Hospitality Events	0.00	16,093.75	-16,093.75	-100.0%
Hospitality Other - Airport	91,315.50	132,771.29	-41,455.79	-31.2%
Interest Income	14.45	0.00	14.45	100.0%
Merchandise Sales	15,045.64	13,116.68	1,928.96	14.7%
Misc Income	0.00	0.10	-0.10	-100.0%
Parking Fees - VIP	7,000.00	0.00	7,000.00	100.0%
Patrons	116,666.50	110,907.50	5,759.00	5.2%
Program Advertising	32,500.00	27,450.00	5,050.00	18.4%
Public Funding	425,532.28	347,340.00	78,192.28	22.5%
Retail Vendor Space	18,700.00	12,550.00	6,150.00	49.0%
Sponsors	364,603.83	355,700.00	8,903.83	2.5%
Ticket	224,856.06	247,426.00	-22,569.94	-9.1%
Total Income	1,469,186.57	1,354,923.64	114,262.93	8.4%
Gross Profit	1,469,186.57	1,354,923.64	114,262.93	8.4%
Expense				
Administration	126,616.42	135,099.00	-8,482.58	-6.3%
Charitable Fund	16,599.66	4,459.21	12,140.45	272.3%
Event Production	204,135.64	201,520.35	2,615.29	1.3%
Facilities	261,371.48	315,010.66	-53,639.18	-17.0%
Hospitality	70,854.48	86,690.44	-15,835.96	-18.3%
Marketing	371,307.64	313,911.50	57,396.14	18.3%
Merchandise	19,024.83	12,338.60	6,686.23	54.2%
Payroll Expenses	249,489.52	243,285.40	6,204.12	2.6%
Savannah Events	0.00	2,863.70	-2,863.70	-100.0%
Sponsor Solicitation	78,270.25	79,460.74	-1,190.49	-1.5%
Ticketing	19,771.14	22,138.18	-2,367.04	-10.7%
void	0.00	0.00	0.00	0.0%
Volunteers	13,446.58	13,477.33	-30.75	-0.2%
Total Expense	1,430,887.64	1,430,255.11	632.53	0.0%
Net Ordinary Income	38,298.93	-75,331.47	113,630.40	150.8%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	46,188.00	73,451.00	-27,263.00	-37.1%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2023

	<u>Jan - Dec 23</u>	<u>Jan - Dec 22</u>	<u>\$ Change</u>	<u>% Change</u>
InterestExpense	5,019.49	3,016.18	2,003.31	66.4%
Total Other Expense	51,207.49	76,467.18	-25,259.69	-33.0%
Net Other Income	-51,207.49	-76,467.18	25,259.69	33.0%
Net Income	<u><u>-12,908.56</u></u>	<u><u>-151,798.65</u></u>	<u><u>138,890.09</u></u>	<u><u>91.5%</u></u>

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2023

	Dec 31, 23
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	135,065.09
Cash On Hand	1,712.46
SC Unemployment Reserve	-119.68
Synovus Bank Checking	28,610.66
Total Checking/Savings	165,268.53
Accounts Receivable	
Accounts Receivable	119,078.23
Total Accounts Receivable	119,078.23
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	7,819.86
Total Other Current Assets	13,777.86
Total Current Assets	298,124.62
TOTAL ASSETS	298,124.62
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	104,465.81
Total Accounts Payable	104,465.81
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	11.46
Total Other Current Liabilities	11.46
Total Current Liabilities	104,477.27
Long Term Liabilities	
SBA - EIDL	136,559.71
Total Long Term Liabilities	136,559.71
Total Liabilities	241,036.98
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	54,020.75
Net Income	-12,908.56
Total Equity	57,087.64
TOTAL LIABILITIES & EQUITY	298,124.62



2024

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2024

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,200.00	4,500.00	-300.00	-6.7%
Banner Sales	0.00	500.00	-500.00	-100.0%
Beverage Sales	0.00	9,231.00	-9,231.00	-100.0%
Business Expo Tents	18,500.00	7,250.00	11,250.00	155.2%
Concours Charitable Fund	66,457.25	120,948.31	-54,491.06	-45.1%
Driving Tour	12,380.00	10,813.00	1,567.00	14.5%
Exhibitor Registration Fees	25,097.50	19,710.00	5,387.50	27.3%
Federal Payroll Tax Refund	14,803.33	0.00	14,803.33	100.0%
Hospitality Events	785.00	0.00	785.00	100.0%
Hospitality Other - Airport	87,171.00	91,315.50	-4,144.50	-4.5%
Interest Income	2,642.97	14.45	2,628.52	18,190.5%
Merchandise Sales	10,751.86	15,045.64	-4,293.78	-28.5%
Misc Income	297.38	0.00	297.38	100.0%
Parking Fees - VIP Patrons	3,850.00	7,000.00	-3,150.00	-45.0%
Program Advertising	10,700.00	32,500.00	-21,800.00	-67.1%
Public Funding	360,840.98	425,532.28	-64,691.30	-15.2%
Retail Vendor Space	17,825.00	18,700.00	-875.00	-4.7%
Sponsors	336,900.00	364,603.83	-27,703.83	-7.6%
Ticket	240,432.28	224,856.06	15,576.22	6.9%
Total Income	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Gross Profit	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Expense				
Administration	132,898.65	126,616.42	6,282.23	5.0%
Charitable Fund	10,862.06	16,599.66	-5,737.60	-34.6%
Event Production	194,769.55	204,135.64	-9,366.09	-4.6%
Facilities	246,984.78	261,371.48	-14,386.70	-5.5%
Hospitality	55,363.99	70,854.48	-15,490.49	-21.9%
Marketing	347,452.21	371,307.64	-23,855.43	-6.4%
Merchandise	18,621.99	19,024.83	-402.84	-2.1%
Payroll Expenses	253,713.12	249,489.52	4,223.60	1.7%
Sponsor Solicitation	23,239.30	78,270.25	-55,030.95	-70.3%
Ticketing	16,660.64	19,771.14	-3,110.50	-15.7%
void	0.00	0.00	0.00	0.0%
Volunteers	8,190.54	13,446.58	-5,256.04	-39.1%
Total Expense	1,308,756.83	1,430,887.64	-122,130.81	-8.5%
Net Ordinary Income	16,183.72	38,298.93	-22,115.21	-57.7%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	40,400.00	46,188.00	-5,788.00	-12.5%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2024

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
InterestExpense	2,740.70	5,019.49	-2,278.79	-45.4%
Total Other Expense	43,140.70	51,207.49	-8,066.79	-15.8%
Net Other Income	-43,140.70	-51,207.49	8,066.79	15.8%
Net Income	-26,956.98	-12,908.56	-14,048.42	-108.8%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	69,593.45
Cash On Hand	1.16
SC Unemployment Reserve	2,494.07
Synovus Bank Checking	0.01
Total Checking/Savings	72,088.69
Accounts Receivable	
Accounts Receivable	84,753.97
Total Accounts Receivable	84,753.97
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	100.00
Total Other Current Assets	6,058.00
Total Current Assets	162,900.66
TOTAL ASSETS	162,900.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,850.00
Total Accounts Payable	1,850.00
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	-47.41
Total Other Current Liabilities	-47.41
Total Current Liabilities	1,802.59
Long Term Liabilities	
SBA - EIDL	130,967.41
Total Long Term Liabilities	130,967.41
Total Liabilities	132,770.00
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	41,112.19
Net Income	-26,956.98
Total Equity	30,130.66
TOTAL LIABILITIES & EQUITY	162,900.66



2025

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	0.00	4,200.00	-4,200.00	-100.0%
Beverage Sales	7,453.00	0.00	7,453.00	100.0%
Business Expo Tents	0.00	18,500.00	-18,500.00	-100.0%
Concours Charitable Fund	60,126.15	66,457.25	-6,331.10	-9.5%
Driving Tour	3,437.00	12,380.00	-8,943.00	-72.2%
Exhibitor Registration Fees	-95.00	25,097.50	-25,192.50	-100.4%
Federal Payroll Tax Refund	0.00	14,803.33	-14,803.33	-100.0%
Hospitality Events	759.00	785.00	-26.00	-3.3%
Hospitality Other - Airport	101,912.00	87,171.00	14,741.00	16.9%
Interest Income	0.00	2,642.97	-2,642.97	-100.0%
Merchandise Sales	16,805.57	10,751.86	6,053.71	56.3%
Misc Income	365.61	297.38	68.23	22.9%
Other Online Deposits	166,462.00	0.00	166,462.00	100.0%
Parking Fees - VIP	1,081.00	3,850.00	-2,769.00	-71.9%
Patrons	26,268.00	111,306.00	-85,038.00	-76.4%
Program Advertising	12,900.00	10,700.00	2,200.00	20.6%
Public Funding	399,593.59	360,840.98	38,752.61	10.7%
Retail Vendor Space	7,900.00	17,825.00	-9,925.00	-55.7%
Sponsors	305,105.00	336,900.00	-31,795.00	-9.4%
Ticket	178,300.11	240,432.28	-62,132.17	-25.8%
Total Income	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Gross Profit	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Expense				
Administration	111,787.44	132,898.65	-21,111.21	-15.9%
Charitable Fund	20,756.45	10,862.06	9,894.39	91.1%
Event Production	238,971.57	194,769.55	44,202.02	22.7%
Facilities	319,111.18	246,984.78	72,126.40	29.2%
Hospitality	98,816.25	55,363.99	43,452.26	78.5%
Marketing	392,919.49	347,452.21	45,467.28	13.1%
Merchandise	18,884.96	18,621.99	262.97	1.4%
Miscellaneous	313.00	0.00	313.00	100.0%
Payroll Expenses	262,068.41	253,713.12	8,355.29	3.3%
Reconciliation Discrepancies	2,500.00	0.00	2,500.00	100.0%
Sponsor Solicitation	69,268.85	23,239.30	46,029.55	198.1%
Ticketing	17,782.21	16,660.64	1,121.57	6.7%
void	0.00	0.00	0.00	0.0%
Volunteers	16,532.18	8,190.54	8,341.64	101.8%
Total Expense	1,569,711.99	1,308,756.83	260,955.16	19.9%
Net Ordinary Income	-281,338.96	16,183.72	-297,522.68	-1,838.4%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	44,500.00	40,400.00	4,100.00	10.2%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
InterestExpense	1,837.11	2,740.70	-903.59	-33.0%
Total Other Expense	46,337.11	43,140.70	3,196.41	7.4%
Net Other Income	-46,337.11	-43,140.70	-3,196.41	-7.4%
Net Income	-327,676.07	-26,956.98	-300,719.09	-1,115.6%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	69,974.61
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,791.97
Synovus Bank Checking	0.01
Total Checking/Savings	73,767.75
Accounts Receivable	
Accounts Receivable	64,924.74
Total Accounts Receivable	64,924.74
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	1,822.77
Total Other Current Assets	7,780.77
Total Current Assets	146,473.26
TOTAL ASSETS	146,473.26
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	307,280.85
Total Accounts Payable	307,280.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	7,652.03
Total Other Current Liabilities	7,652.03
Total Current Liabilities	314,932.88
Long Term Liabilities	
SBA - EIDL	123,275.41
Total Long Term Liabilities	123,275.41
Total Liabilities	438,208.29
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	14,155.21
Net Income	-327,676.07
Total Equity	-291,735.03
TOTAL LIABILITIES & EQUITY	146,473.26

PUBLIC INSPECTION EDITION

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form **990**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

2024

Open to Public Inspection

A For the 2024 calendar year, or tax year beginning and ending

B Check if applicable: Address change Name change Initial return Final return/terminated Amended return Application pending	C Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC. Doing business as		D Employer identification number 02-0547759	
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite 1 CARDINAL ROAD 16		E Telephone number 843-785-5747	
	City or town, state or province, country, and ZIP or foreign postal code HILTON HEAD ISLAND, SC 29926		G Gross receipts \$ 1,324,941.	
	F Name and address of principal officer: RICK SABOL SAME AS C ABOVE		H(a) Is this a group return for subordinates? Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? Yes No If "No," attach a list. See instructions H(c) Group exemption number	
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or 527				
J Website: HTTP://WWW.HHICONCOURS.COM/				
K Form of organization: <input checked="" type="checkbox"/> Corporation Trust Association Other			L Year of formation: 2002	
			M State of legal domicile: SC	

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: ANNUAL AUTO SHOW & MOTORING FESTIVAL LOCATED ON HILTON HEAD ISLAND, SC.	
	2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.	
	3 Number of voting members of the governing body (Part VI, line 1a)	3 17
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4 17
	5 Total number of individuals employed in calendar year 2024 (Part V, line 2a)	5 4
	6 Total number of volunteers (estimate if necessary)	6 400
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a 10,700.
7b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b 0.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year 425,959. Current Year 375,298.
	9 Program service revenue (Part VIII, line 2g)	969,657. 852,090.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	14. 2,643.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	54,971. 76,288.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,450,601. 1,306,319.
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)
14 Benefits paid to or for members (Part IX, column (A), line 4)		0. 0.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		249,676. 253,317.
16a Professional fundraising fees (Part IX, column (A), line 11e)		0. 0.
b Total fundraising expenses (Part IX, column (D), line 25)		0.
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		1,167,643. 1,039,559.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,463,507. 1,333,276.	
19 Revenue less expenses. Subtract line 18 from line 12	-12,906. -26,957.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year 298,125. End of Year 162,901.
	21 Total liabilities (Part X, line 26)	241,037. 132,770.
	22 Net assets or fund balances. Subtract line 21 from line 20	57,088. 30,131.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer RICK SABOL, PRESIDENT		Date _____		
	Type or print name and title				
Paid Preparer Use Only	Preparer's name MICHAEL R. PUTICH, CPA	Preparer's signature MICHAEL R. PUTICH, C	Date 03/06/26	Check if self-employed <input type="checkbox"/>	PTIN P00853466
	Firm's name ROBINSON GRANT & CO., P.A.	Firm's EIN 57-0735924		Phone no. 843-815-6161	
Firm's address P.O. DRAWER 22959 HILTON HEAD ISLAND, SC 29925					

May the IRS discuss this return with the preparer shown above? See instructions Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission: THE CONCOURS EVENT IS HELD ANNUALLY ON HILTON HEAD ISLAND, SC AND DISPLAYS HISTORICAL AND SIGNIFICANT AUTOMOBILES FOR THE PURPOSE OF EDUCATING THE PUBLIC ON THE AUTOMOTIVE INDUSTRY ORIGIN, DEVELOPMENT AND CONTRIBUTION TO HISTORY

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 1,180,414. including grants of \$) (Revenue \$) PRODUCTION OF A WEEK-LONG FESTIVAL MOTOR SHOW THAT FOCUSES UPON AUTOMOBILES AND OTHER VARIOUS METHODS OF TRANSPORTATION AND WHICH IS OPEN AND AVAILABLE TO THE GENERAL PUBLIC.

4b (Code:) (Expenses \$ 40,400. including grants of \$ 40,400.) (Revenue \$) PAYMENT OF GRANTS TO LOCAL NOT-FOR-PROFIT ORGANIZATIONS

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe on Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 1,220,814.

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>		X
b Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i> See instructions		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		X
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>	X	
b A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>		X
c A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in noncash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? Note: All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	Yes	No
1a Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a		4
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i>	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
d	If "Yes," indicate the number of Forms 8282 filed during the year		7d
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
b	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation on Schedule O</i>	14b	
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15	X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X
17	Section 501(c)(21) organizations. Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17	

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Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year 17 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.		
b	Enter the number of voting members included on line 1a, above, who are independent 17		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		X
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13		X
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done		
13	Did the organization have a written whistleblower policy?		X
14	Did the organization have a written document retention and destruction policy?		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a	The organization's CEO, Executive Director, or top management official	X	
b	Other officers or key employees of the organization		X
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed SC
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain on Schedule O)
- 19** Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records
BOB LEE - 843-785-5747
1 CARDINAL ROAD, SUITE #16, HILTON HEAD ISLAND, SC 29926

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
 - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
 - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
 - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) CHRIS BREWER PRESIDENT	40.00	X		X				105,000.	0.	0.
(2) MIKE MCCLELLAND CHAIRMAN	5.00	X		X				0.	0.	0.
(3) BOB LEE TREASURER	20.00	X		X				0.	0.	0.
(4) TRUITT RABUN SECRETARY	5.00	X		X				0.	0.	0.
(5) MERRY HARLACHER CHAIRMAN EMERITUS	5.00	X						0.	0.	0.
(6) LAWRENCE KOCH BOARD MEMBER	5.00	X						0.	0.	0.
(7) JOYCE CARLTON BOARD MEMBER	5.00	X						0.	0.	0.
(8) PAUL IANUARIO BOARD MEMBER	5.00	X						0.	0.	0.
(9) WALTER NESTER BOARD MEMBER	5.00	X						0.	0.	0.
(10) LEE NINER BOARD MEMBER	5.00	X						0.	0.	0.
(11) DENNIS WRIGHT BOARD MEMBER	5.00	X						0.	0.	0.
(12) ELKE MARTIN BOARD MEMBER	5.00	X						0.	0.	0.
(13) ERIK DOERRING BOARD MEMBER	5.00	X						0.	0.	0.
(14) PAUL BOES BOARD MEMBER	5.00	X						0.	0.	0.
(15) CARROL JENSEN BOARD MEMBER	5.00	X						0.	0.	0.
(16) BILL SCMITT BOARD MEMBER	5.00	X						0.	0.	0.
(17) STEWART BROWN CHAIRMAN EMERITUS	5.00	X						0.	0.	0.

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Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
1b Subtotal							105,000.	0.	0.	
c Total from continuation sheets to Part VII, Section A							0.	0.	0.	
d Total (add lines 1b and 1c)							105,000.	0.	0.	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization 1

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 0

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A)	(B)	(C)	(D)		
			Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514		
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e	360,841.				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	14,457.				
	g	Noncash contributions included in lines 1a-1f	1g	\$				
	h	Total. Add lines 1a-1f		375,298.				
Program Service Revenue	2 a	PATRON & SPONSORSHIP I	Business Code 900099	504,406.	504,406.			
	b	EVENT TICKET SALES	900099	223,035.	223,035.			
	c	FLIGHTS AND FANCY AIRP	900099	87,171.	87,171.			
	d	EXHIBITOR REGISTRATION	900099	25,098.	25,098.			
	e	DRIVING TOUR TICKETS	900099	12,380.	12,380.			
	f	All other program service revenue						
	g	Total. Add lines 2a-2f		852,090.				
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		2,643.			2,643.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties						
	6 a	Gross rents	6a	(i) Real				
				(ii) Personal				
	b	Less: rental expenses	6b					
	c	Rental income or (loss)	6c					
	d	Net rental income or (loss)						
	7 a	Gross amount from sales of assets other than inventory	7a	(i) Securities				
				(ii) Other				
	b	Less: cost or other basis and sales expenses	7b					
	c	Gain or (loss)	7c					
d	Net gain or (loss)							
8 a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	8a						
b	Less: direct expenses	8b						
c	Net income or (loss) from fundraising events							
9 a	Gross income from gaming activities. See Part IV, line 19	9a						
b	Less: direct expenses	9b						
c	Net income or (loss) from gaming activities							
10 a	Gross sales of inventory, less returns and allowances	10a	10,752.					
b	Less: cost of goods sold	10b	18,622.					
c	Net income or (loss) from sales of inventory		-7,870.	-7,870.				
Miscellaneous Revenue	11 a	BUSINESS EXPO & RETAIL	Business Code 900099	36,325.	36,325.			
	b	ONLINE PURCHASE FEE RE	900099	17,398.	17,398.			
	c	COVID 19 FUNDING - EMP	900099	14,803.	14,803.			
	d	All other revenue	541800	15,632.	4,932.	10,700.		
	e	Total. Add lines 11a-11d		84,158.				
12	Total revenue. See instructions		1,306,319.	917,678.	10,700.	2,643.		

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...	40,400.	40,400.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	105,000.	78,750.	26,250.	
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	129,652.	103,722.	25,930.	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes	18,665.	13,999.	4,666.	
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting	33,588.	16,794.	16,794.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion	347,452.	347,452.		
13 Office expenses				
14 Information technology	20,283.	10,140.	10,143.	
15 Royalties				
16 Occupancy	19,173.	11,504.	7,669.	
17 Travel	3,337.	3,337.		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
19 Conferences, conventions, and meetings				
20 Interest	2,741.		2,741.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	12,360.	9,888.	2,472.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a FACILITY EXPENSES/RENTA	246,985.	246,985.		
b EVENT PRODUCTION COSTS	194,770.	194,770.		
c HOSPITALITY SPACE COSTS	66,226.	66,226.		
d SPONSOR SOLICITATION EX	23,239.	23,239.		
e All other expenses _____	69,405.	53,608.	15,797.	
25 Total functional expenses. Add lines 1 through 24e	1,333,276.	1,220,814.	112,462.	0.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	165,269.	1	72,089.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	119,078.	4	84,754.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	11 Investments - publicly traded securities		11	
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	13,778.	15	6,058.
16 Total assets. Add lines 1 through 15 (must equal line 33)	298,125.	16	162,901.	
Liabilities	17 Accounts payable and accrued expenses	104,466.	17	1,850.
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties	136,560.	24	130,967.
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	11.	25	-47.
	26 Total liabilities. Add lines 17 through 25	241,037.	26	132,770.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	57,088.	27	30,131.
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	57,088.	32	30,131.
33 Total liabilities and net assets/fund balances	298,125.	33	162,901.	

Form 990 (2024)

HILTON HEAD ISLAND CONCOURS DELEGANCE,
INC.

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,306,319.
2	Total expenses (must equal Part IX, column (A), line 25)	2	1,333,276.
3	Revenue less expenses. Subtract line 2 from line 1	3	-26,957.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	57,088.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	30,131.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2b	Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F? _____		X
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits _____		

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2024 (line 6, column (f), divided by line 11, column (f))	14	%
15 Public support percentage from 2023 Schedule A, Part II, line 14	15	%
16a 33 1/3% support test - 2024. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 33 1/3% support test - 2023. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
17a 10% -facts-and-circumstances test - 2024. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 10% -facts-and-circumstances test - 2023. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		<input type="checkbox"/>

HILTON HEAD ISLAND CONCURS DELEGANCE, INC.

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	323,066.	420,915.	347,340.	425,959.	375,298.	1892578.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	20,802.	962,208.	995,386.	959,657.	852,090.	3790143.
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						0.
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						0.
c Add lines 7a and 7b						0.
8 Public support. (Subtract line 7c from line 6.)						5682721.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	5.			14.	2,643.	2,662.
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b	5.			14.	2,643.	2,662.
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)	343,873.	1383123.	1342726.	1385630.	1230031.	5685383.

14 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

15 Public support percentage for 2024 (line 8, column (f), divided by line 13, column (f))	15	99.95 %
16 Public support percentage from 2023 Schedule A, Part III, line 15	16	100.00 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2024 (line 10c, column (f), divided by line 13, column (f))	17	.05 %
18 Investment income percentage from 2023 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2024. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2023. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer lines 3b and 3c below.</i>		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.</i>		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
b A family member of a person described on line 11a above?		
c A 35% controlled entity of a person described on line 11a or 11b above? <i>If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.</i>		
11a		
11b		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i>		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.</i>		
1		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i>		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
3 By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		
1		
2		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).		
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
2 Activities Test. Answer lines 2a and 2b below.		
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i>		
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i>		
3 Parent of Supported Organizations. Answer lines 3a and 3b below.		
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>If "Yes" or "No," provide details in Part VI.</i>		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>		
2a		
2b		
3a		
3b		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in Part VI*). **See instructions.**
All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1	
2	Enter 0.85 of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).		

HILTON HEAD ISLAND CONCURS DELEGANCE,
INC.

Schedule A (Form 990) 2024

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Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - provide details in Part VI)	5
6	Other distributions (describe in Part VI). See instructions.	6
7	Total annual distributions. Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	8
9	Distributable amount for 2024 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2024	(iii) Distributable Amount for 2024
1	Distributable amount for 2024 from Section C, line 6		
2	Underdistributions, if any, for years prior to 2024 (reasonable cause required - explain in Part VI). See instructions.		
3	Excess distributions carryover, if any, to 2024		
a	From 2019		
b	From 2020		
c	From 2021		
d	From 2022		
e	From 2023		
f	Total of lines 3a through 3e		
g	Applied to under distributions of prior years		
h	Applied to 2024 distributable amount		
i	Carryover from 2019 not applied (see instructions)		
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.		
4	Distributions for 2024 from Section D, line 7: \$		
a	Applied to underdistributions of prior years		
b	Applied to 2024 distributable amount		
c	Remainder. Subtract lines 4a and 4b from line 4.		
5	Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.		
6	Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.		
7	Excess distributions carryover to 2025. Add lines 3j and 4c.		
8	Breakdown of line 7:		
a	Excess from 2020		
b	Excess from 2021		
c	Excess from 2022		
d	Excess from 2023		
e	Excess from 2024		

Schedule A (Form 990) 2024

**Schedule B
(Form 990)**

(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors

Attach to Form 990, 990-EZ, or 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

Name of the organization

HILTON HEAD ISLAND CONCOURS DELEGANCE,
INC.

Employer identification number

02-0547759

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(3) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** \$5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year \$ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990) (Rev. 12-2024)

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	TOWN OF HILTON HEAD ISLAND - ACCOMMODATIONS TAX FUNDING 1 TOWN CENTER COURT HILTON HEAD ISLAND, SC 29928	\$ 341,841.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	BEAUFORT COUNTY 100 RIBAUT ROAD BEAUFORT, SC 29902	\$ 19,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	GULFSTREAM AEROSPACE CORPORATION 1200 SENATE STREET COLUMBIA, SC 29201	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	MARTIN, ELKE & POPIEL, BOB 1798 CANYON OAKS DRIVE MT. PLEASANT, SC 29464	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
--	---

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
--	---

Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) \$ _____
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE D
(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990,
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

**Open to Public
Inspection**

Name of the organization **HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.** Employer identification number **02-0547759**

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
 Preservation of land for public use (for example, recreation or education) Preservation of a historically important land area
 Protection of natural habitat Preservation of a certified historic structure
 Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included on line 2a	2c
d Number of conservation easements included on line 2c acquired after July 25, 2006, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year _____

4 Number of states where property subject to conservation easement is located _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

8 Does each conservation easement reported on line 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items.

(i) Revenue included on Form 990, Part VIII, line 1 \$ _____

(ii) Assets included in Form 990, Part X \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 \$ _____

b Assets included in Form 990, Part X \$ _____

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) (Rev. 12-2024)

HILTON HEAD ISLAND CONCURS DELEGANCE,

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply).
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange program
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment _____%
 - b Permanent endowment _____%
 - c Term endowment _____%
- The percentages on lines 2a, 2b, and 2c should equal 100%.
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|--|--------|----|
| (i) Unrelated organizations? | 3a(i) | |
| (ii) Related organizations? | 3a(ii) | |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | 3b | |
- 4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other				

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B)) 0.

Part VII Investments - Other Securities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, line 12, col. (B))		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, line 13, col. (B))		

Part IX Other Assets

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 15, col. (B))	

Part X Other Liabilities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) PAYROLL LIABILITIES	- 47.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 25, col. (B))	- 47.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (1, 2e, 3, 4c, 5).

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (1, 2e, 3, 4c, 5).

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Multiple horizontal lines provided for entering supplemental information.

SCHEDULE L

(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c; or Form 990-EZ, Part V, line 38a or 40b.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization **HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.** Employer identification number **02-0547759**

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and section 501(c)(29) organizations only)

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b; or Form 990-EZ, Part V, line 40b.

1	(a) Name of disqualified person	(b) Relationship between disqualified person and organization	(c) Description of transaction	(d) Corrected?	
				Yes	No
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 \$ _____

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization \$ _____

Part II Loans to and/or From Interested Persons

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

	(a) Name of interested person	(b) Relationship with organization	(c) Purpose of loan	(d) Loan to or from the organization?		(e) Original principal amount	(f) Balance due	(g) In default?		(h) Approved by board or committee?		(i) Written agreement?	
				To	From			Yes	No	Yes	No	Yes	No
(1)													
(2)													
(3)													
(4)													
(5)													
(6)													
(7)													
(8)													
(9)													
(10)													

Total \$ _____

Part III Grants or Assistance Benefiting Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of assistance	(d) Type of assistance	(e) Purpose of assistance
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule L (Form 990) (Rev. 12-2024)

Part IV Business Transactions Involving Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
(1) BEACON ALLIED RESOURCES,	TREASURER/COMPTROLL	29,976.	PROVIDES AC		X
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					

Part V Supplemental Information

Provide additional information for responses to questions on Schedule L. See instructions.

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: BEACON ALLIED RESOURCES, INC./ROBERT LEE

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:

TREASURER/COMPTROLLER

(D) DESCRIPTION OF TRANSACTION: PROVIDES ACCOUNTING, TECHNOLOGY AND OTHER CONSULTING SERVICES TO THE ORGANIZATION VIA BEACON ALLIED RESOURCES, INC.

**SCHEDULE O
(Form 990)**

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

**Open to Public
Inspection**

Name of the organization	HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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FORM 990, PART VI, SECTION B, LINE 11B:
PRIOR TO THE FILING OF THE FORM 990, IT IS REVIEWED FOR ACCURACY BY THE
COMPTROLLER/TREASURER.

FORM 990, PART VI, SECTION B, LINE 15A:
THE EXECUTIVE DIRECTOR UNDERGOES AN ANNUAL PERFORMANCE REVIEW AND HIS/HER
SALARY IS BASED ON COMPARABLE POSITIONS.

FORM 990, PART VI, SECTION C, LINE 19:
DOCUMENTATION IS AVAILABLE TO THE PUBLIC UPON REQUEST

Hilton Head Island Concours d'Elegance & Motoring Festival	
Project	2025 Motoring Festival
Total Grant Amount	350,000
Contact	Kelly Smith
Phone	(843) 683-8386
Email	hashtagconcours@gmail.com
Summary of Funded Activities	<p>The 2025 ATAX allocation enabled the Hilton Head Island Concours d'Elegance & Motoring Festival to implement a sustained, destination-focused marketing program designed to attract out-of-market visitors, strengthen overnight visitation to include both our exhibitors and spectators, and elevate Hilton Head Island's visibility as a luxury leisure destination during the first weekend of November.</p> <p>ATAX funding was intentionally phased across the calendar year. Early investments established the creative and strategic foundation for the campaign through marketing design, content development, website support, and brand messaging. Mid-year efforts expanded into sustained digital and social promotion, while late summer and fall funding supported an increasingly targeted media mix intended to convert awareness into attendance, travel planning, and event-week engagement.</p> <p>Digital strategy was a central component of the funded work. ATAX dollars supported recurring social media marketing and advertising, digital media services, website content, digital program placements, e-blasts, and online advertising across multiple platforms and media partners. This digital-first structure allowed the campaign to remain active over a long promotional runway, retarget interested audiences, and maintain relevance with both regional consumers, exhibitors from all over the country or destination travelers considering Hilton Head Island for a fall trip.</p> <p>A second major strength of the funded program was its use of specialized media partnerships. The campaign invested in a carefully selected mix of collector car, enthusiast, luxury, and regional outlets, ensuring that the event was promoted not just broadly, but to audiences most aligned with its experience and economic impact. Automotive enthusiast publications and platforms such as Classic Motorsports, Hemmings, Sports Car Market, and Momentum Media helped reinforce the event's credibility within the collector and motoring community, while placements with lifestyle, regional, television, radio, and outdoor partners expanded reach and supported top-of-funnel awareness.</p> <p>Funding also supported visual storytelling and promotional asset creation through photography, videography, design, and print production. These efforts supplied the campaign with polished, event-specific content that could be repurposed across advertising, social media, email, website, program materials, and post-event publicity, improving both efficiency and overall campaign cohesion. All of these marketing activities reflected in the reimbursement requests show that ATAX support was used to build a complete promotional ecosystem: strategy, creative, media buying, content production, publicity support, and audience engagement. This integrated approach is especially important for an event of this scale and positioning, as it allows Hilton Head Island to be marketed not simply as the site of a single event, but as the setting for a broader high-value visitor lifestyle experience.</p> <p>The campaigns were executed across print, digital, outdoor, broadcast, and influencer channels; leveraged both regional and national outlet partnerships; and maintained promotional momentum from early-year planning through the event's peak attendance period.</p>

Tourism Related Metrics	<p>In 2025, the Hilton Head Island Concours d'Elegance & Motoring Festival welcomed approximately 20,000 attendees and featured approximately 500 exhibited vehicles, representing collectors, owners, and participants traveling from both regional and out-of-market locations, continuing to deliver strong tourism impact during the first weekend of November. According to the USCB on-site attendee survey, 41.88% of respondents came from other U.S. locations, 69.59% identified the event as the primary reason for their visit, and 50.79% said they would not have visited Hilton Head Island at that time without the festival. Among overnight visitors surveyed, 82.76% stayed on Hilton Head Island, with the majority staying 2–5 days, supporting lodging, dining, retail, and recreation spending across the destination. The event also creates substantial hotel demand, including a near-complete sellout of the Westin Hilton Head Island Oceanfront Resort & Spa during event weekend. USCB SURVEY DOC</p>
Lessons Learned & Future Plans	<p>The execution of this year's ATAX-funded campaign provided valuable insight into both the strengths of the current promotional strategy and the opportunities for continued growth and refinement. As our event continues to evolve, the experience gained through each funding cycle directly informs future planning, investment priorities, and long-term efforts.</p> <p>One of the most significant takeaways is the continued effectiveness of a multi-channel, digitally led marketing strategy supported by strong media partnerships and high-quality creative assets. The campaign demonstrated that sustained, year-round promotion particularly through digital advertising, social media, and targeted enthusiast outlets is essential to maintaining visibility and driving attendance within a competitive national event landscape. Moving forward, there is a clear opportunity to further strengthen this approach through increased investment in video production and dynamic content capture, which would allow for stronger engagement across digital, and extended use of assets across multiple campaign cycles.</p> <p>As the Concours continues to grow in both attendance and national recognition, the cost and complexity of producing a high-quality visitor experience increases accordingly. Additional resources dedicated to infrastructure, including event build-out, guest experience enhancements, and operational logistics, will be critical to maintaining the standard expected by attendees while allowing for continued expansion. Another key insight is the growing demand for diverse and accessible lodging options to support increased visitation. The event continues to attract a wide range of attendees, from high-net-worth collectors and VIP guests to families and regional drive-market visitors. As a result, there is a clear need to expand and strengthen hotel and accommodation partnerships across multiple price points and property types. Looking ahead, the organization is also placing a strong emphasis on intentional audience development and programming strategy. Current efforts include outreach to VIP attendees, collectors, and key stakeholders, as well as the curation of future "marquee" classes and featured experiences that will serve as anchor attractions for the event. These curated elements are expected to not only enhance the overall visitor experience, but also drive increased exhibitor participation and broader attendance by elevating the event's national profile and perceived value.</p> <p>In addition, future initiatives will continue to expand awareness that the Concours is an inclusive, multi-generational experience. While the event is rooted in automotive excellence, ongoing marketing efforts will further communicate that it offers something for all ages and interests including lifestyle experiences, design, food and beverage, interactive elements, and family-friendly programming. Broadening this perception will be key to increasing overall attendance, extending length of stay, and strengthening the event's role as a community and regional draw.</p> <p>From a sustainability standpoint, there is A focus On the importance of building a balanced and resilient funding model. In addition to continued ATAX support, future plans include expanding sponsorship opportunities, strengthening media and brand partnerships, enhancing VIP and premium experiences, and leveraging content and digital platforms to create additional revenue-generating opportunities. The knowledge gained through this funding cycle has reinforced that the Hilton Head Island Concours d'Elegance & Motoring Festival is well-positioned for continued growth. By refining digital strategies, investing in content and infrastructure, expanding lodging partnerships, and thoughtfully evolving programming and audience development, the event will continue to drive meaningful tourism impact and deliver long-term value to Hilton Head Island.</p>
Additional Comments & Feedback	<p>Folder to Individual Reports - <i>Per Discussions this folder will continue to be updated with relevant individual reporting throughout the grant cycle and remain available for download at anytime for reference.</i> https://drive.google.com/drive/folders/1YpdBSNVdrCAqRd8llw7pz8j4hi3wxTy4?usp=share_link</p>

2025 FESTIVAL REPORT



Concours d'Elegance & Motoring Festival



CENTER FOR LOWCOUNTRY
HOSPITALITY EDUCATION

EXECUTIVE SUMMARY

At the request of festival organizers, the University of South Carolina Beaufort (USCB) conducted an on-site survey at the 2025 Hilton Head Island Concours d'Elegance & Motoring Festival on November 1 and 2, 2025. The purpose of the survey was to gain insight into festival attendees and identify how these attendees contribute to the Island's economy and local tourism.

Research staff collected data from festival goers via requesting attendees to answer question about the festival. The 37-question survey was administered digitally, via iPads, which were provided to attendees to answer the survey. Attendees were also able to scan QR codes to take the surveys on their own devices. QR codes were either passed out by attendants or placed around the event. At the conclusion of the survey, participants were offered a koozie for their time.

Overwhelmingly, participants enjoyed the event with 81% giving the festival a "5 Star" rating. This is further supported by the percentage of attendees who plan to return to the festival (59.69% *extremely likely*, 25.71% *very likely*) and recommend the festival to friends (69.38% *extremely likely*, 26.21% *very likely*). Below are a few key data points from this year's data.

- Word of Mouth (mainly friends and family) continues to be the number one driver of attendees to this festival (45.91%).
- Attendees largely local, with 58.12% of attendees surveyed living within 50 miles of the event venue.
- Primarily older demographic (55.99% are aged 55+) with the plurality of participants' annual household falling within the \$200,000+/year group. This year, there was an uptick of young (18-24) guests, with them being the third-highest group with 11.55% of attendees. Over a third of guests were over 65.
- Attendees were a 54-43 split of males to females. Unlike previous years, more men seemed to want to take the survey than females.
- Parking was the least liked part of the event.
- Nearly half of respondents planned on viewing Sunday's Concours d'Elegance.
- No respondents came from outside the United States, though anecdotally there were individuals did come from other nations.

In the attached report, data for each question is both graphically and numerically showcased for ease of review.

468

Total Responses



170

iPad Responses

98

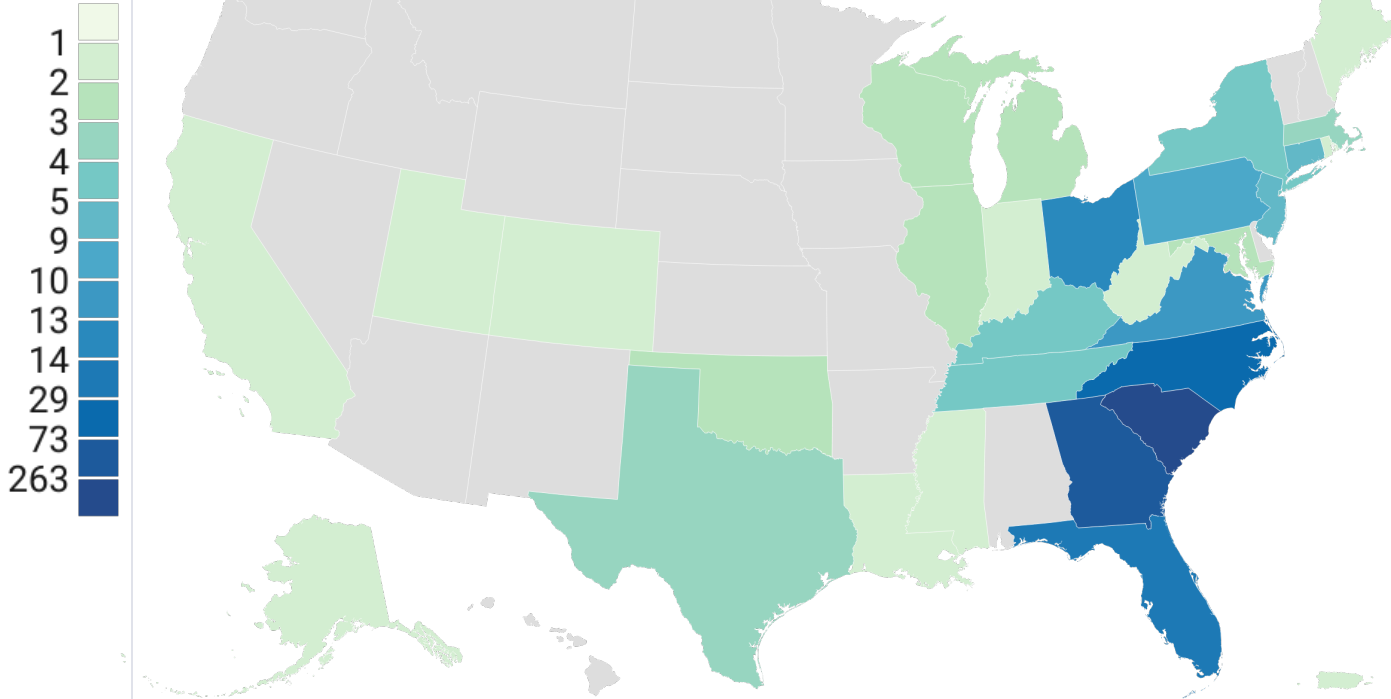
Event Signage

200

QR Code Handouts

Please enter your ZIP code

468 out of 468 respondents answered this question.

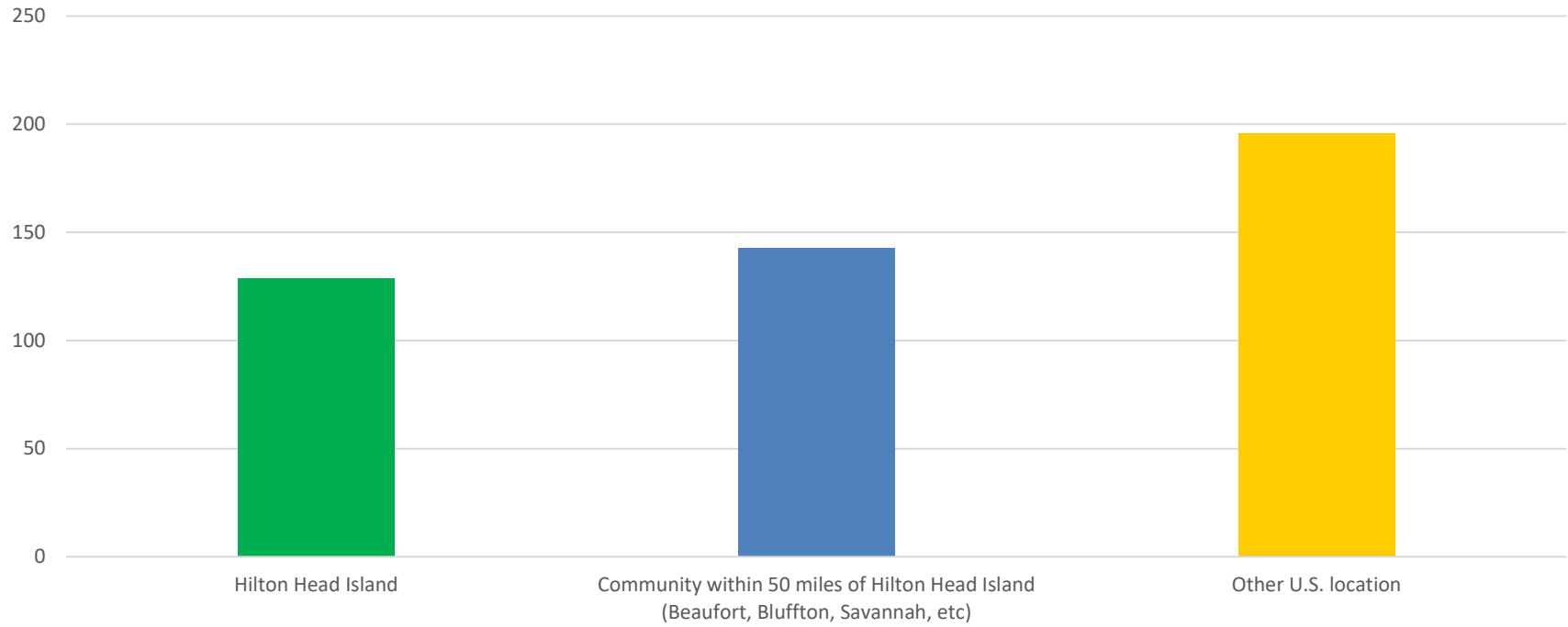


State of Residence	Respondents
South Carolina	263
Georgia	73
North Carolina	29
Florida	14
Ohio	13
Virginia	10
Pennsylvania	9
New Jersey	5
Connecticut	5
Tennessee	4
New York	4
Kentucky	4
Massachusetts	3
Texas	3
Illinois	2
Maryland	2
Oklahoma	2
Michigan	2
Wisconsin	2
Colorado	1
Utah	1
Alaska	1
Puerto Rico	1
Maine	1
West Virginia	1
Rhode Island	1
California	1
Indiana	1
Louisiana	1
Mississippi	1

Where is your PRIMARY residence?



TYPE: SELECT_ONE. 468 out of 468 respondents answered this question.

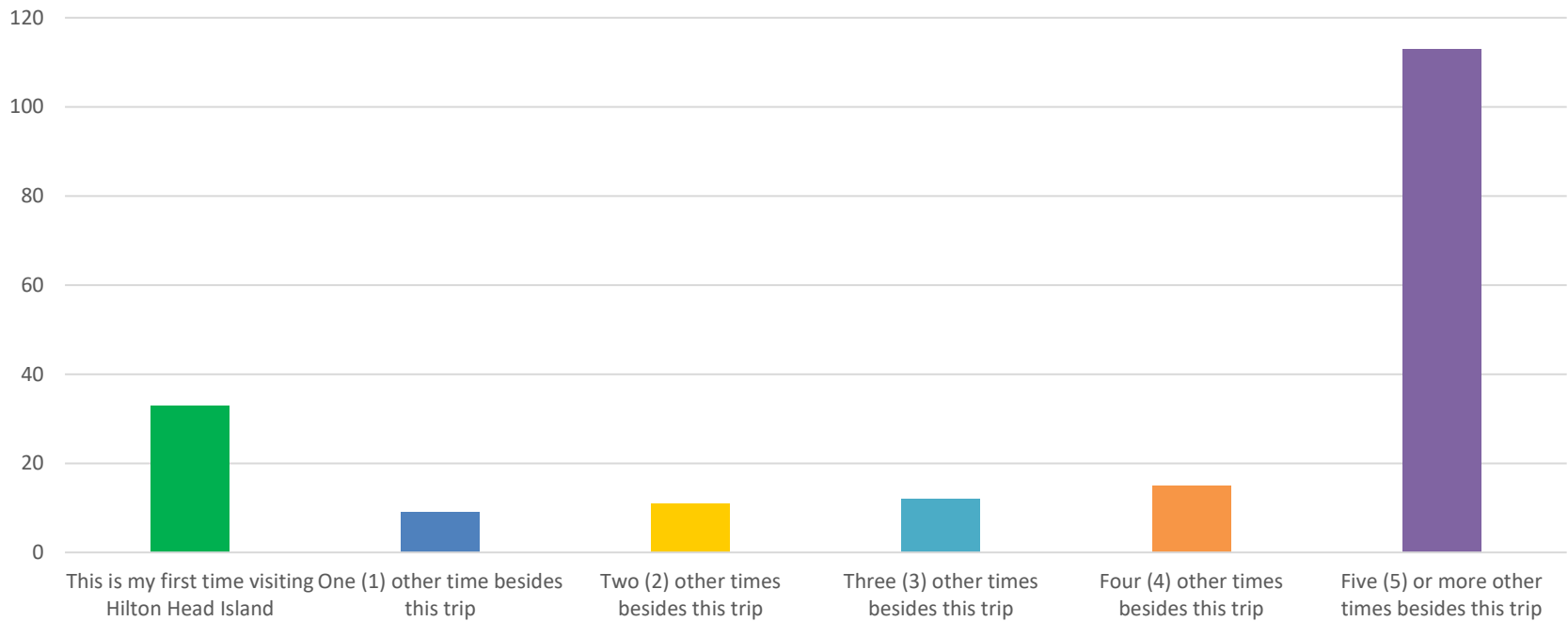


Value	Frequency	Percentage
Hilton Head Island	129	27.56%
Community within 50 miles of Hilton Head Island (Beaufort, Bluffton, Savannah, etc)	143	30.56%
Other U.S. location	196	41.88%

Including this visit, HOW MANY trips have you taken to Hilton Head Island?



TYPE: SELECT_ONE. 193 out of 468 respondents answered this question.

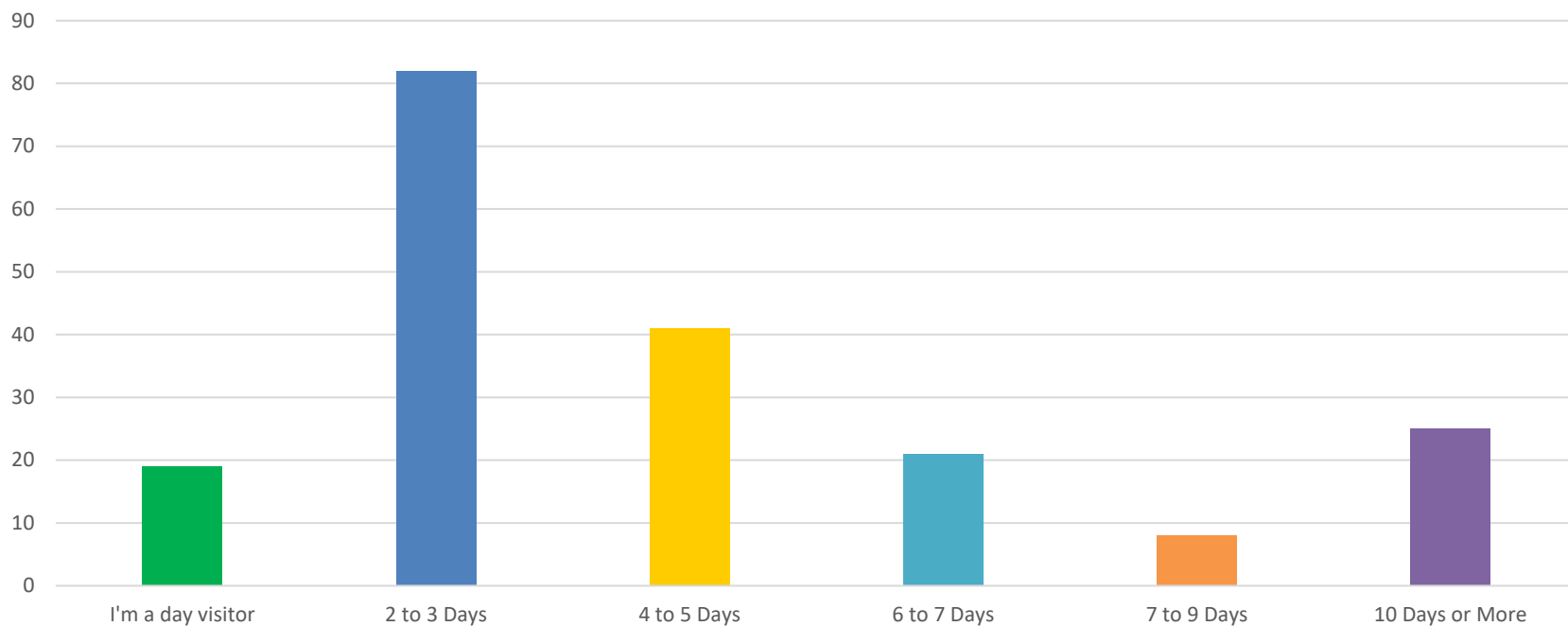


Value	Frequency	Percentage
This is my first time visiting Hilton Head Island	33	17.10%
One (1) other time besides this trip	9	4.66%
Two (2) other times besides this trip	11	5.70%
Three (3) other times besides this trip	12	6.22%
Four (4) other times besides this trip	15	7.77%
Five (5) or more other times besides this trip	113	58.55%

How many days to you intend to stay in the Hilton Head Island area?



TYPE: SELECT_ONE. 196 out of 468 respondents answered this question.

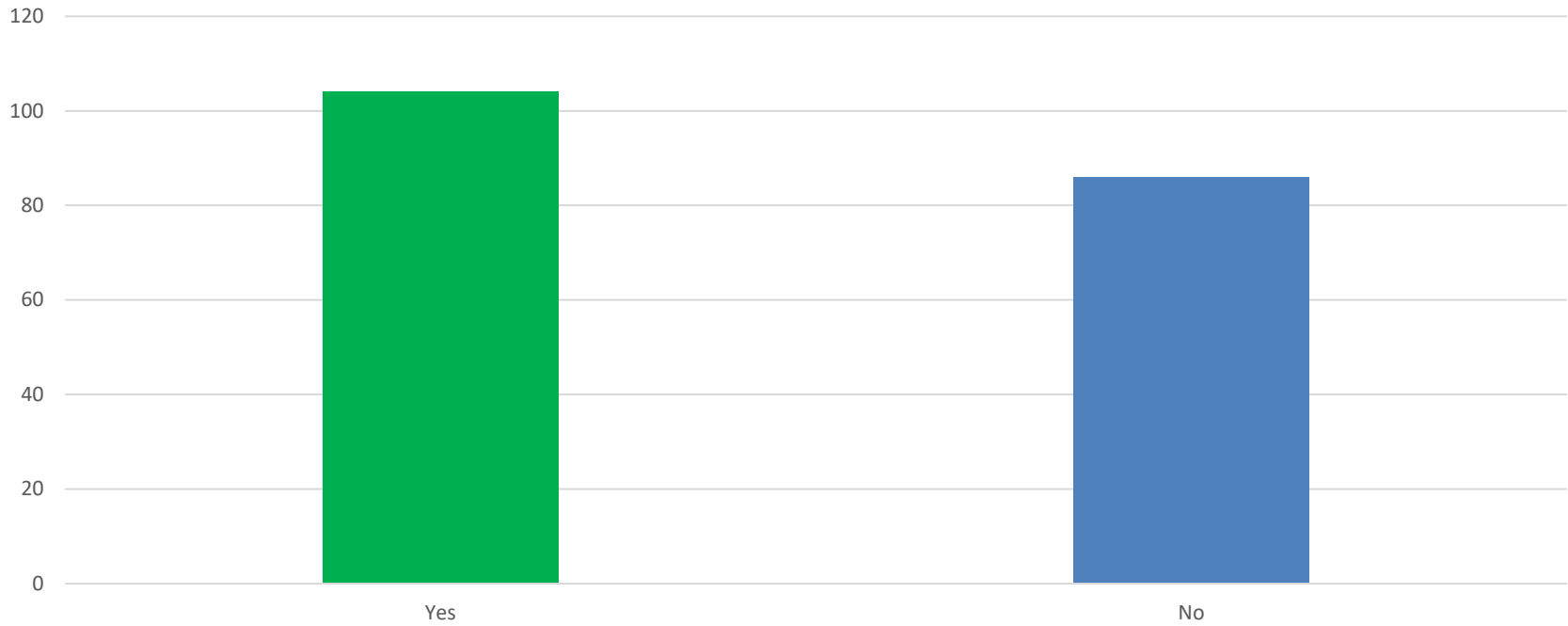


Value	Frequency	Percentage
I'm a day visitor	19	9.69%
2 to 3 Days	82	41.84%
4 to 5 Days	41	20.92%
6 to 7 Days	21	10.71%
7 to 9 Days	8	4.08%
10 Days or More	25	12.76%

Is this your first-time attending the Hilton Head Island Concours d'Elegance & Motoring Festival?



TYPE: SELECT_ONE. 190 out of 469 respondents answered this question.

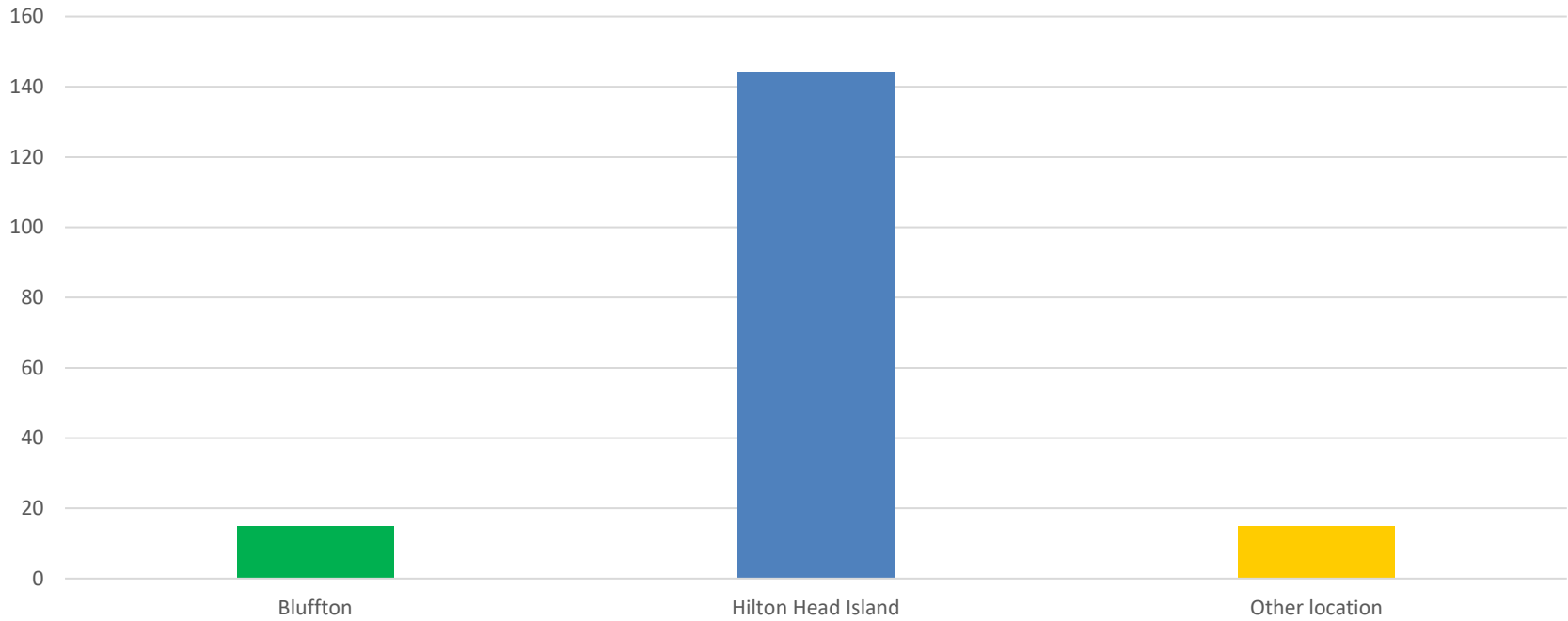


Value	Frequency	Percentage
Yes	104	54.74%
No	86	45.26%

Where are you staying overnight on this trip?



TYPE: SELECT_ONE. 174 out of 469 respondents answered this question.

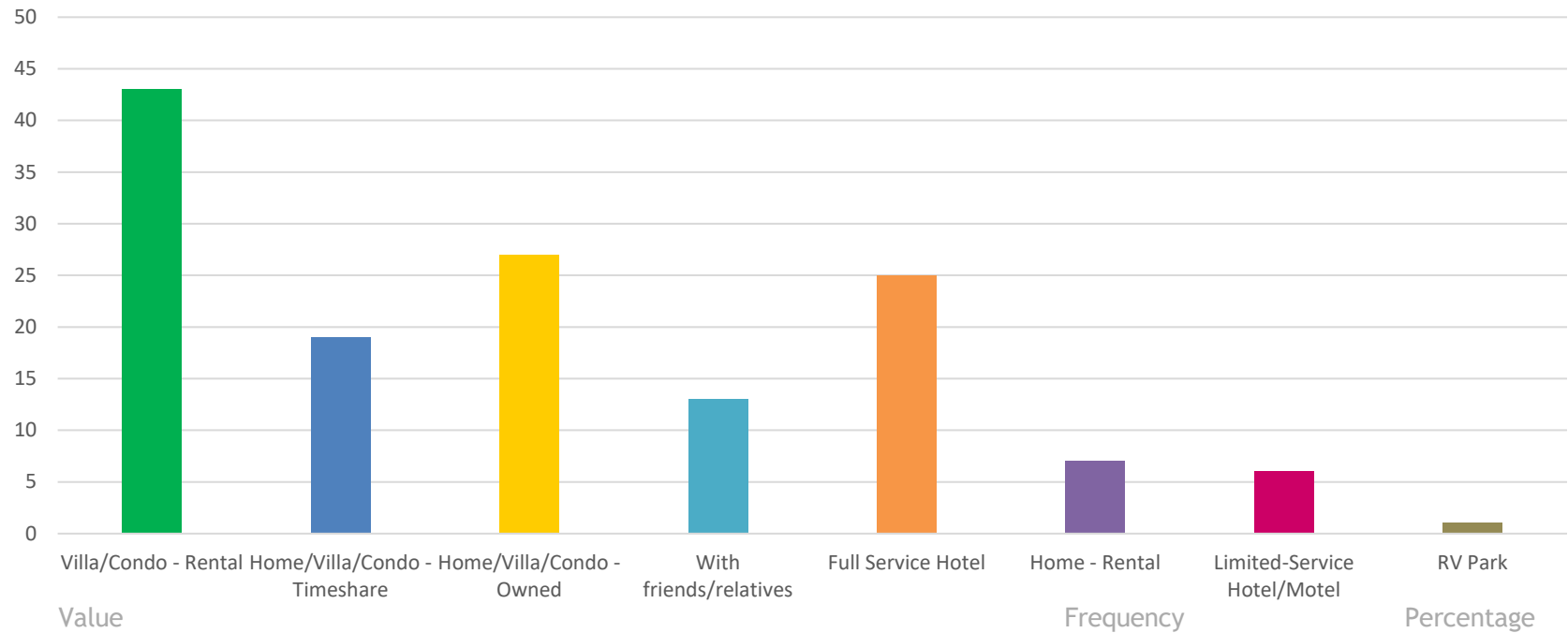


Value	Frequency	Percentage
Bluffton	15	8.62%
Hilton Head Island	144	82.76%
Other location	15	8.62%

What type of accommodations are you using while staying on and visiting Hilton Head Island?



TYPE: SELECT_ONE. 140 out of 469 respondents answered this question.



Value	Frequency	Percentage
Villa/Condo - Rental	43	30.50%
Home/Villa/Condo - Timeshare	19	13.48%
Home/Villa/Condo - Owned	27	19.15%
With friends/relatives	13	9.22%
Full Service Hotel	25	17.73%
Home - Rental	7	4.96%
Limited-Service Hotel/Motel	6	4.26%
RV Park	1	0.71%

What type of accommodations are you using in Bluffton while visiting Hilton Head Island?



TYPE: SELECT_ONE. 6 out of 469 respondents answered this question. (175 were without data.)

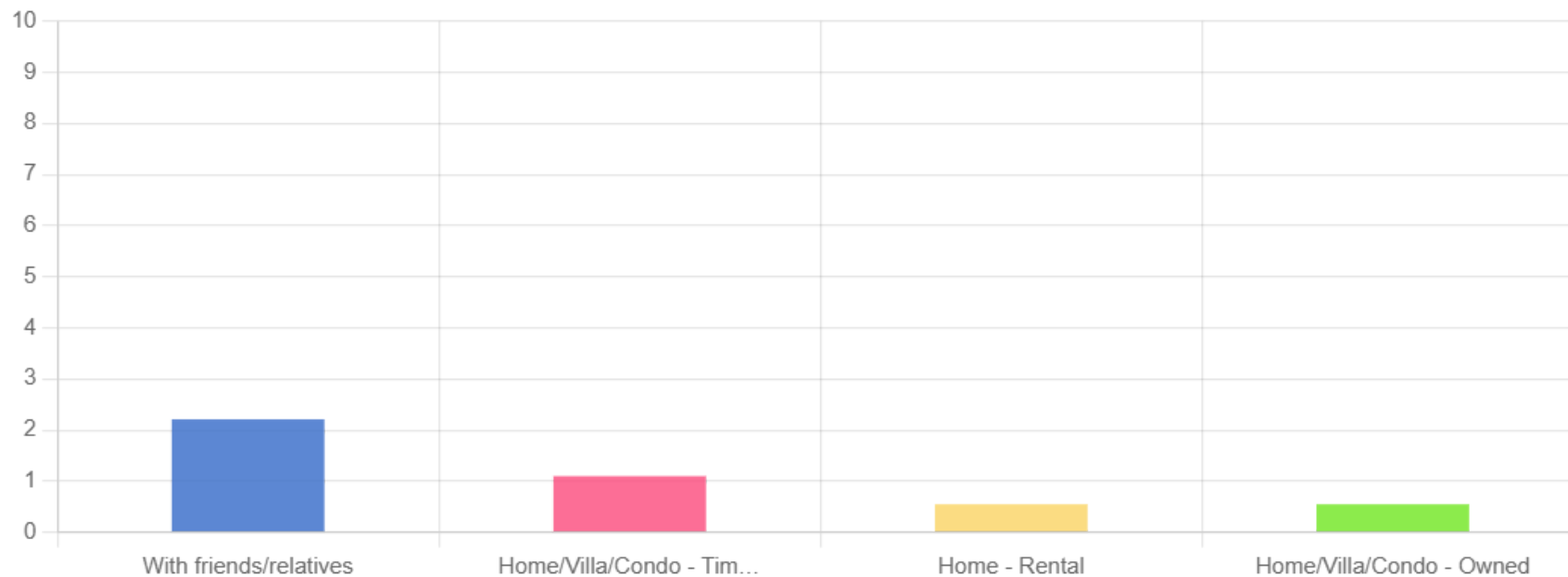


Value	Frequency	Percentage
With friends/relatives	4	2.21
Full Service Hotel	1	0.55
Home - Rental	1	0.55

What type of accommodations are you using while visiting Hilton Head Island?



TYPE: SELECT_ONE. 8 out of 469 respondents answered this question. (173 were without data.)

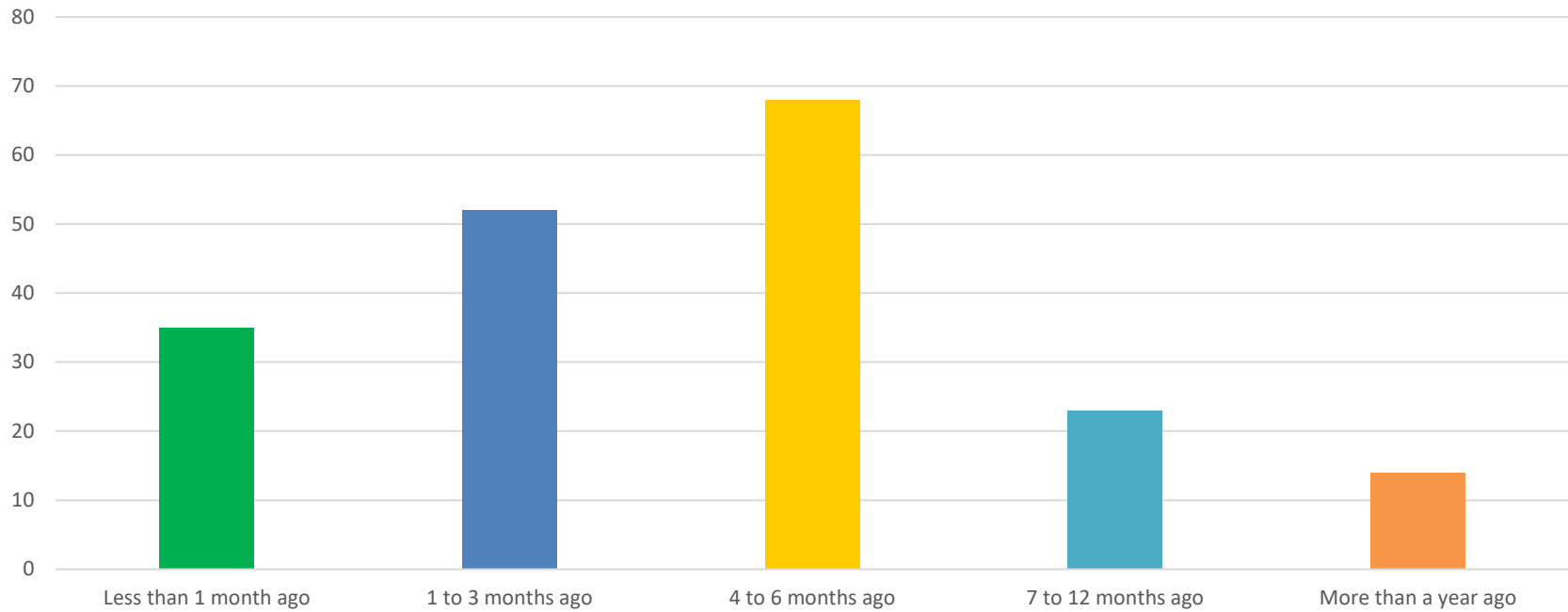


Value	Frequency	Percentage
With friends/relatives	4	2.21
Home/Villa/Condo - Timeshare	2	1.1
Home - Rental	1	0.55
Home/Villa/Condo - Owned	1	0.55

How many months in advance did you book/plan this trip?



TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.

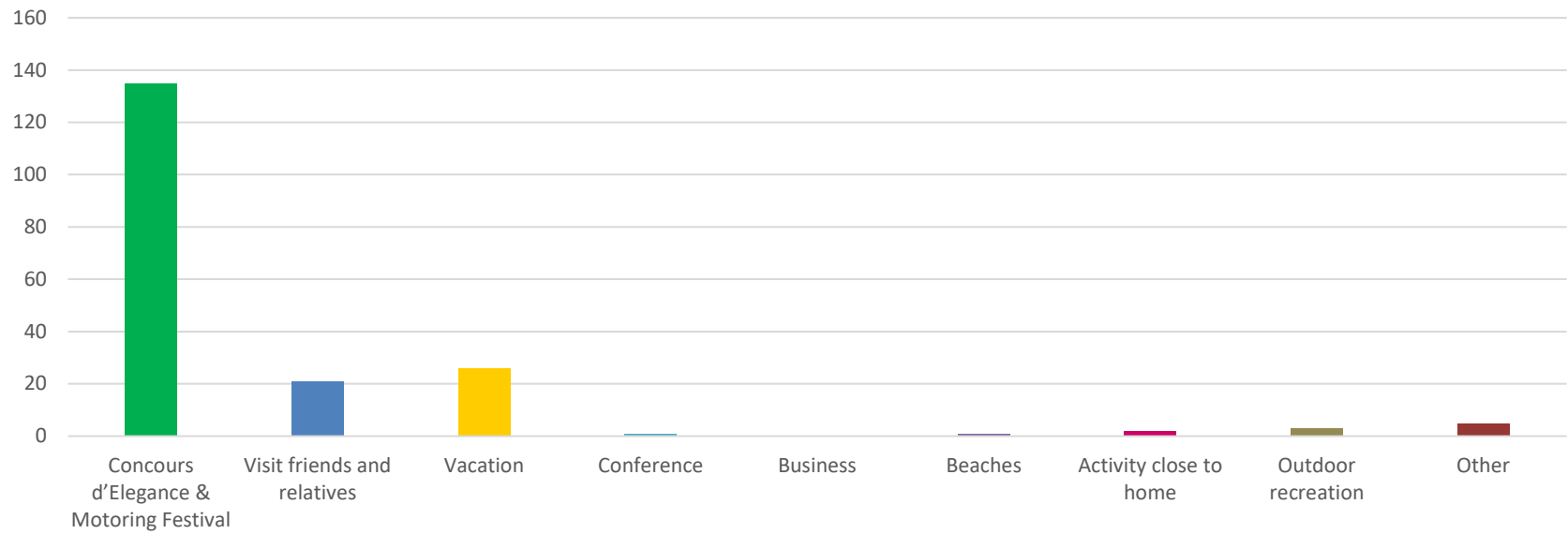


Value	Frequency	Percentage
Less than 1 month ago	35	18.23%
1 to 3 months ago	52	27.08%
4 to 6 months ago	68	35.42%
7 to 12 months ago	23	11.98%
More than a year ago	14	7.29%

What is your PRIMARY reason for this visit to Hilton Head Island?



TYPE: SELECT_ONE. 186 out of 469 respondents answered this question.



Value

Frequency

Percentage

Concours d'Elegance & Motoring Festival

135

69.59%

Visit friends and relatives

21

10.82%

Vacation

26

13.40%

Conference

1

0.52%

Business

0

0.00%

Beaches

1

0.52%

Activity close to home

2

1.03%

Outdoor recreation

3

1.55%

Other

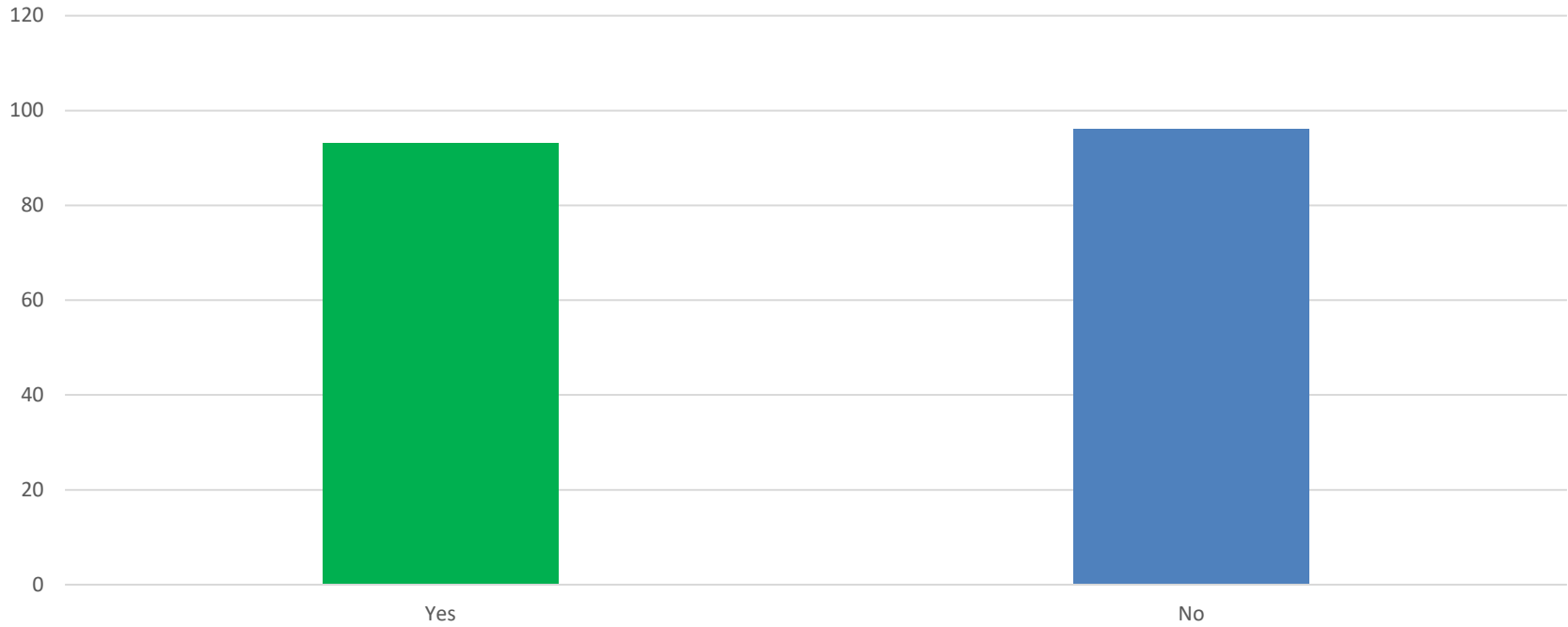
5

2.58%

Would you have visited the Hilton Head area AT THIS TIME even if this festival had not been held?



TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.

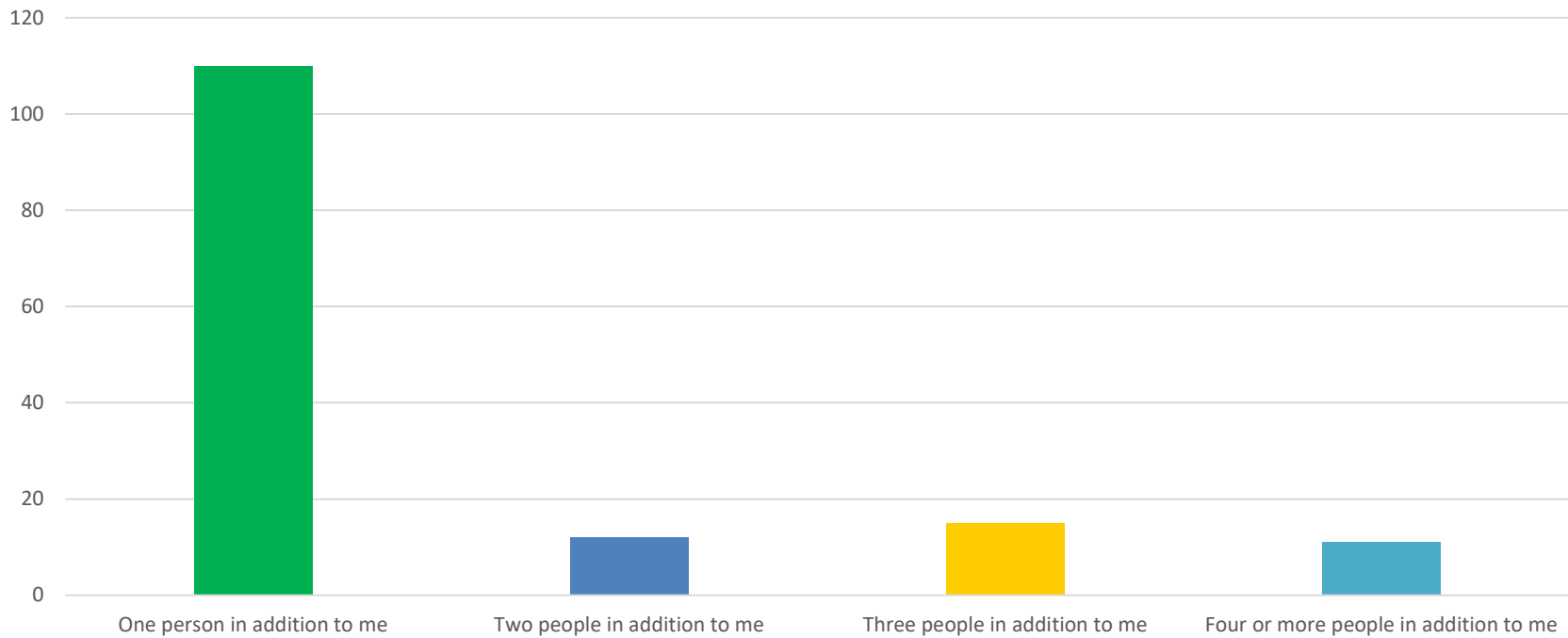


Value	Frequency	Percentage
Yes	93	49.21%
No	96	50.79%

How many people are you financially responsible for during this trip?



TYPE: SELECT_ONE. 148 out of 469 respondents answered this question.

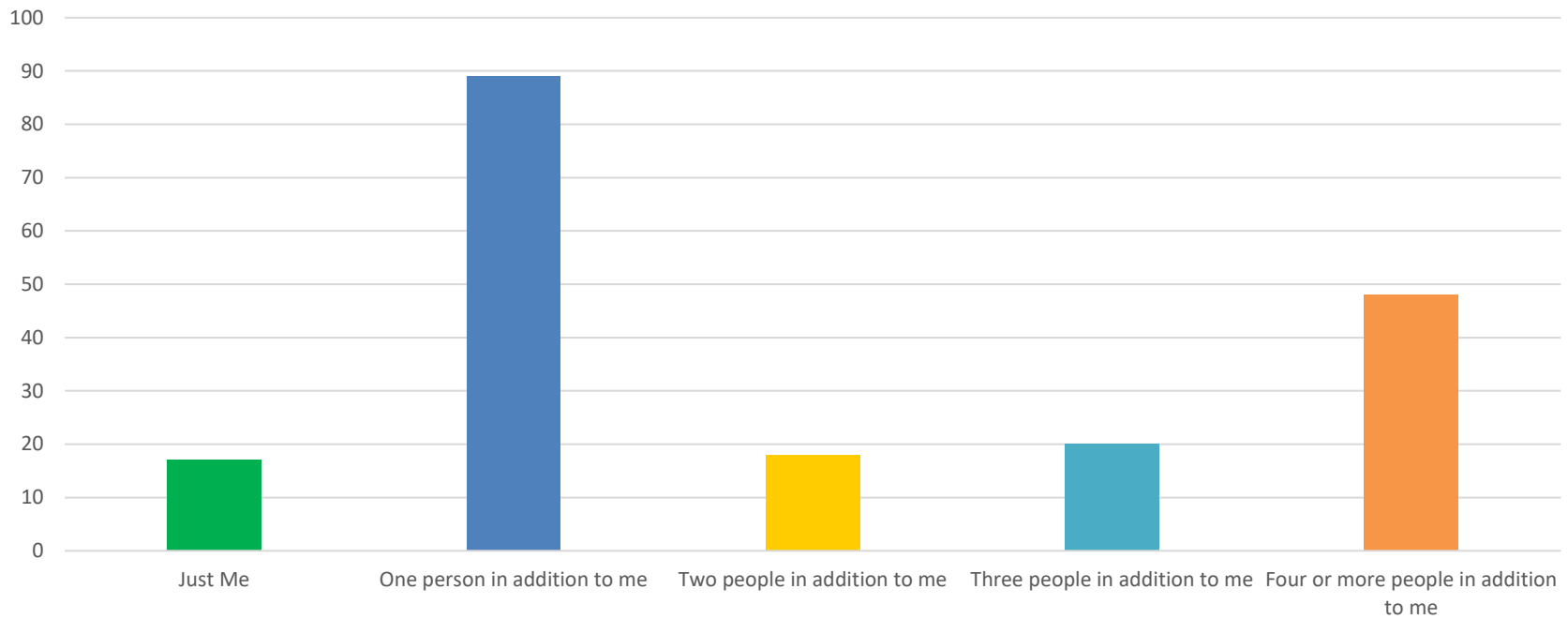


Value	Frequency	Percentage
One person in addition to me	110	74.32%
Two people in addition to me	12	8.11%
Three people in addition to me	15	10.14%
Four or more people in addition to me	11	7.43%
One person in addition to me	110	74.32%

How many people are in your party at this event?



TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.

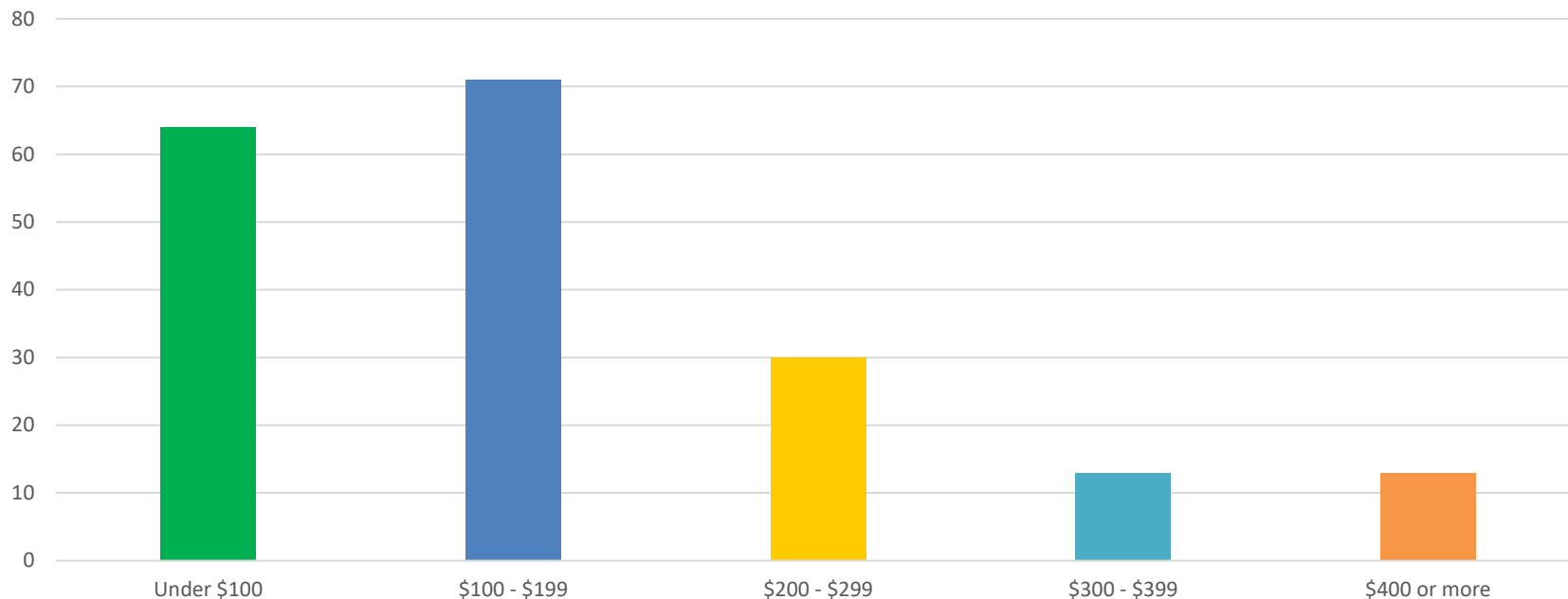


Value	Frequency	Percentage
Just Me	17	8.85%
One person in addition to me	89	46.35%
Two people in addition to me	18	9.38%
Three people in addition to me	20	10.42%
Four or more people in addition to me	48	25.00%

On average, how much do you plan to spend on Restaurant Dining EACH DAY while visiting?



TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.

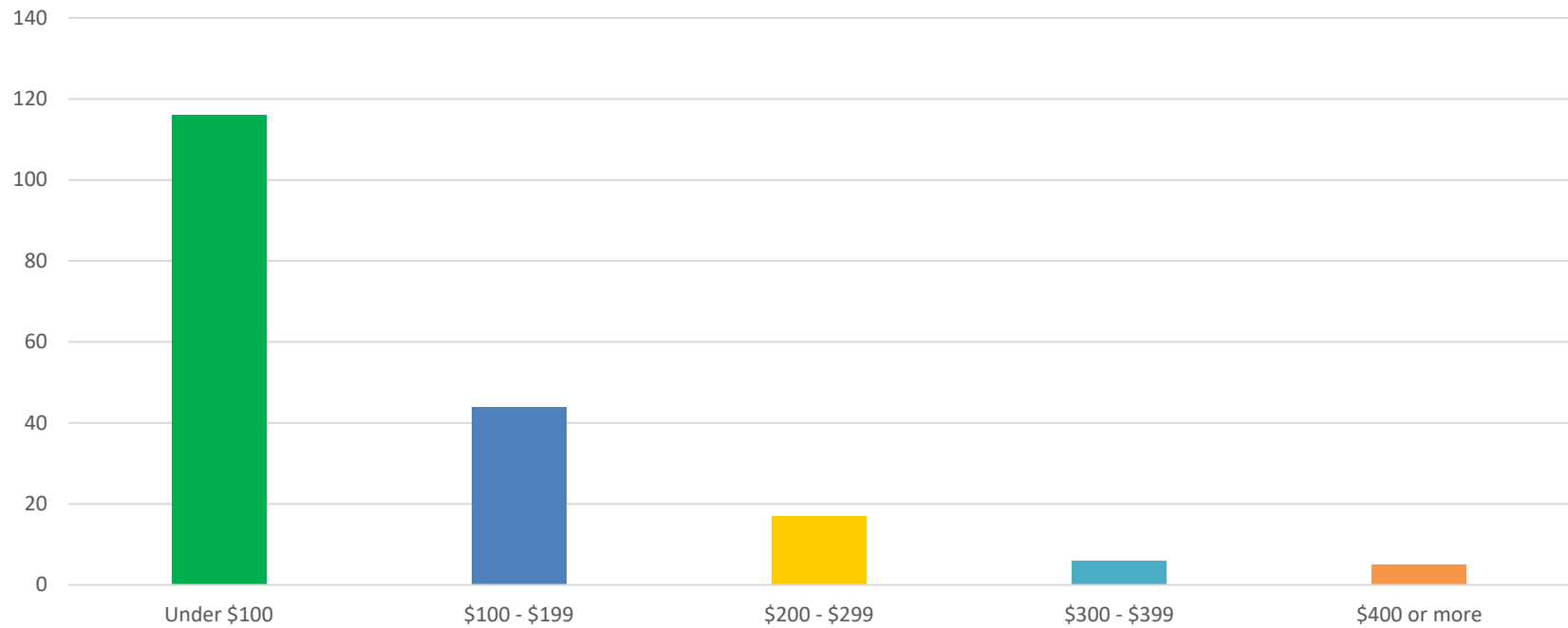


Value	Frequency	Percentage
Under \$100	64	33.51%
\$100 - \$199	71	37.17%
\$200 - \$299	30	15.71%
\$300 - \$399	13	6.81%
\$400 or more	13	6.81%

On average, how much do you plan to spend on Recreation (i.e., Bicycling, Golf, Etc) EACH DAY while visiting?



TYPE: SELECT_ONE. 188 out of 469 respondents answered this question.

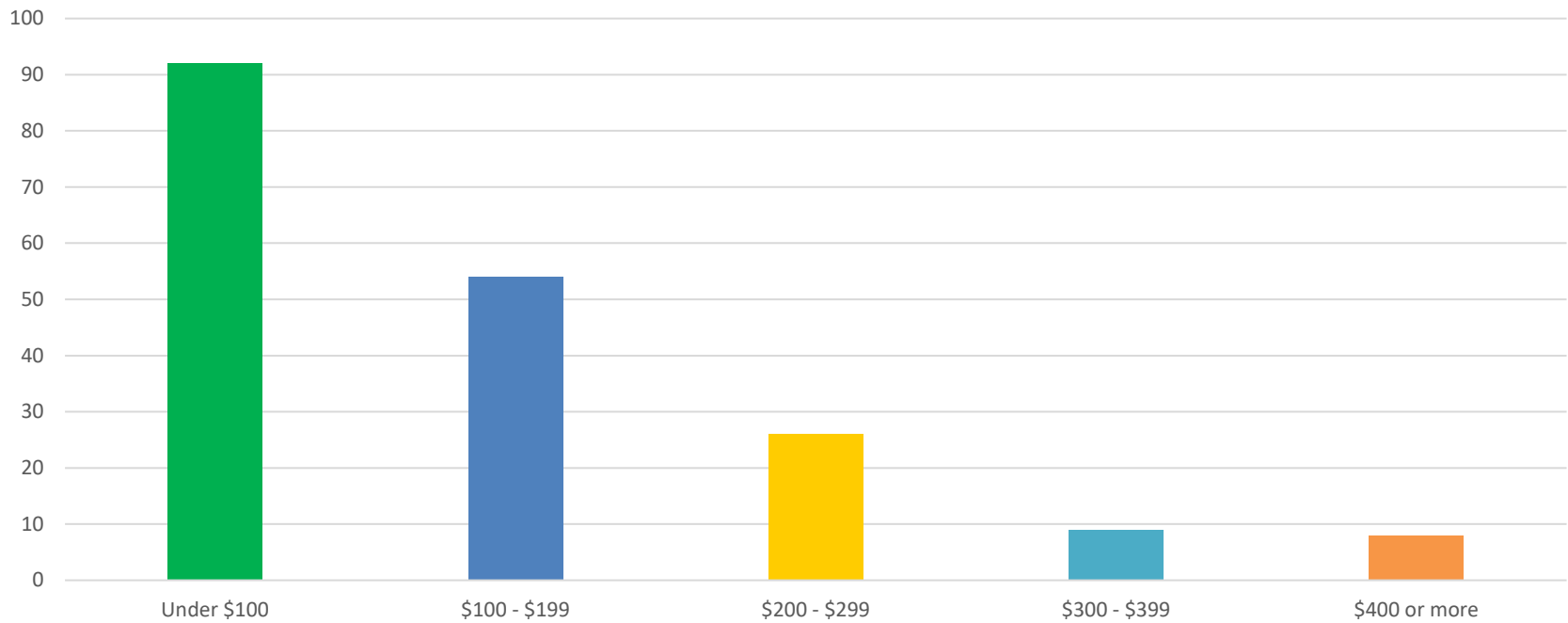


Value	Frequency	Percentage
Under \$100	116	61.70%
\$100 - \$199	44	23.40%
\$200 - \$299	17	9.04%
\$300 - \$399	6	3.19%
\$400 or more	5	2.66%

On average, how much do you plan to spend on Retail (i.e., Gifts, Souvenirs, Etc) EACH DAY while visiting?



TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.

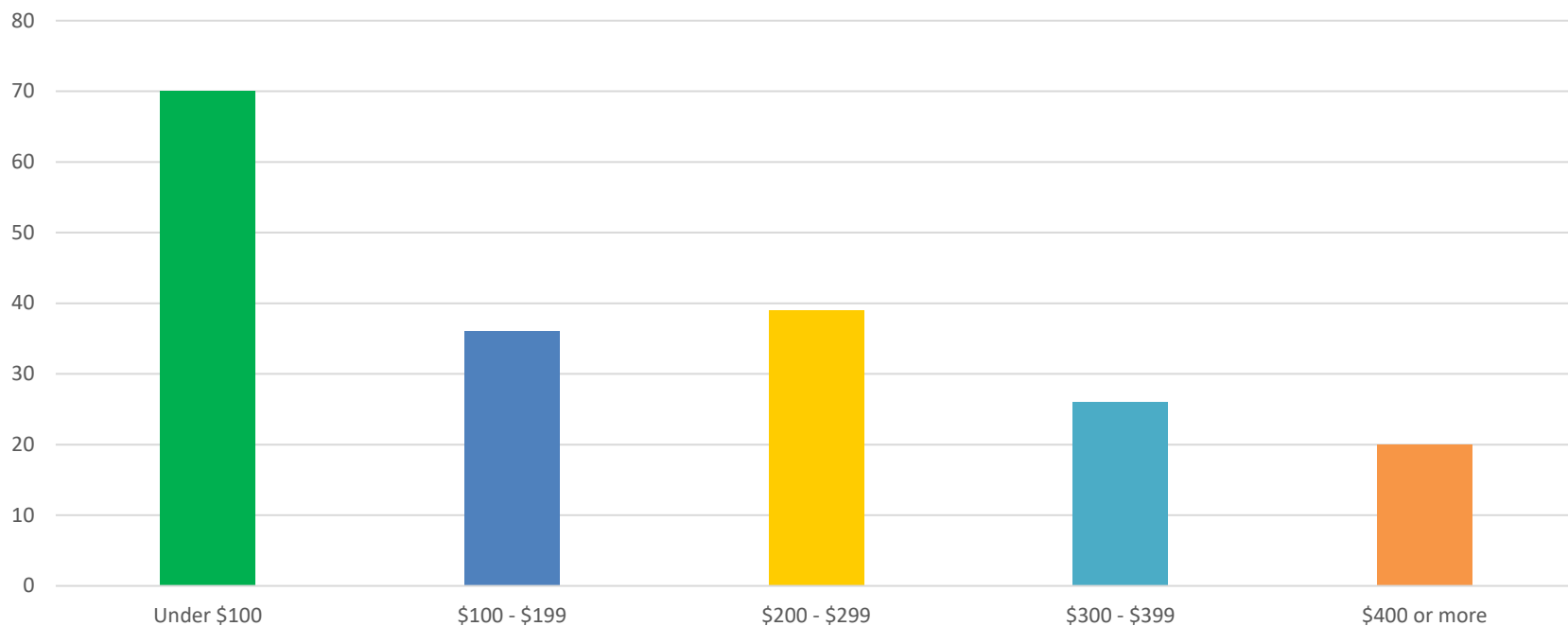


Value	Frequency	Percentage
Under \$100	92	48.68%
\$100 - \$199	54	28.57%
\$200 - \$299	26	13.76%
\$300 - \$399	9	4.76%
\$400 or more	8	4.23%

On average, how much do you plan to spend on your accommodations EACH DAY while visiting?



TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.

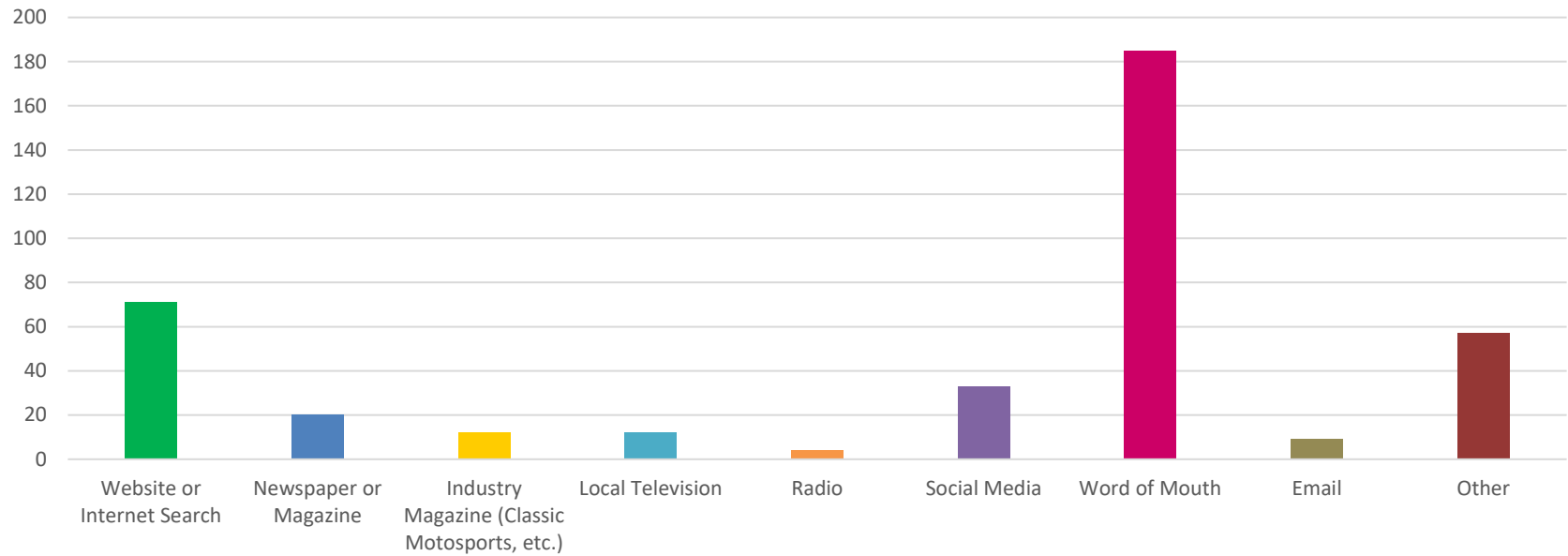


Value	Frequency	Percentage
Under \$100	70	36.65%
\$100 - \$199	36	18.85%
\$200 - \$299	39	20.42%
\$300 - \$399	26	13.61%
\$400 or more	20	10.47%

How did you FIRST learn about this festival?



TYPE: SELECT_MULTIPLE. 403 out of 469 respondents answered this question.

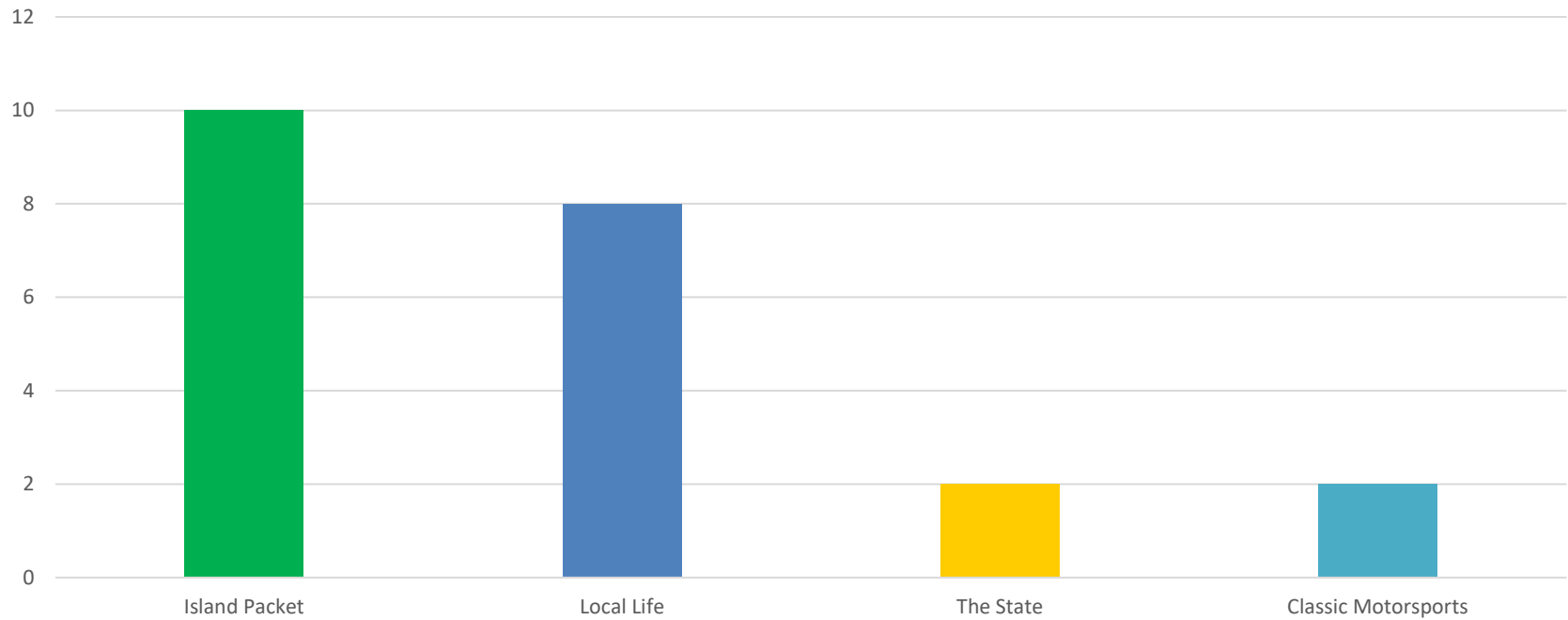


Value	Frequency	Percentage
Website or Internet Search	71	17.62%
Newspaper or Magazine	20	4.96%
Industry Magazine (Classic Motosports, etc.)	12	2.98%
Local Television	12	2.98%
Radio	4	0.99%
Social Media	33	8.19%
Word of Mouth	185	45.91%
Email	9	2.23%
Other	57	14.14%

From which Newspaper or Magazine did you learn about this Festival?



TYPE: SELECT_ONE. 22 out of 469 respondents answered this question.

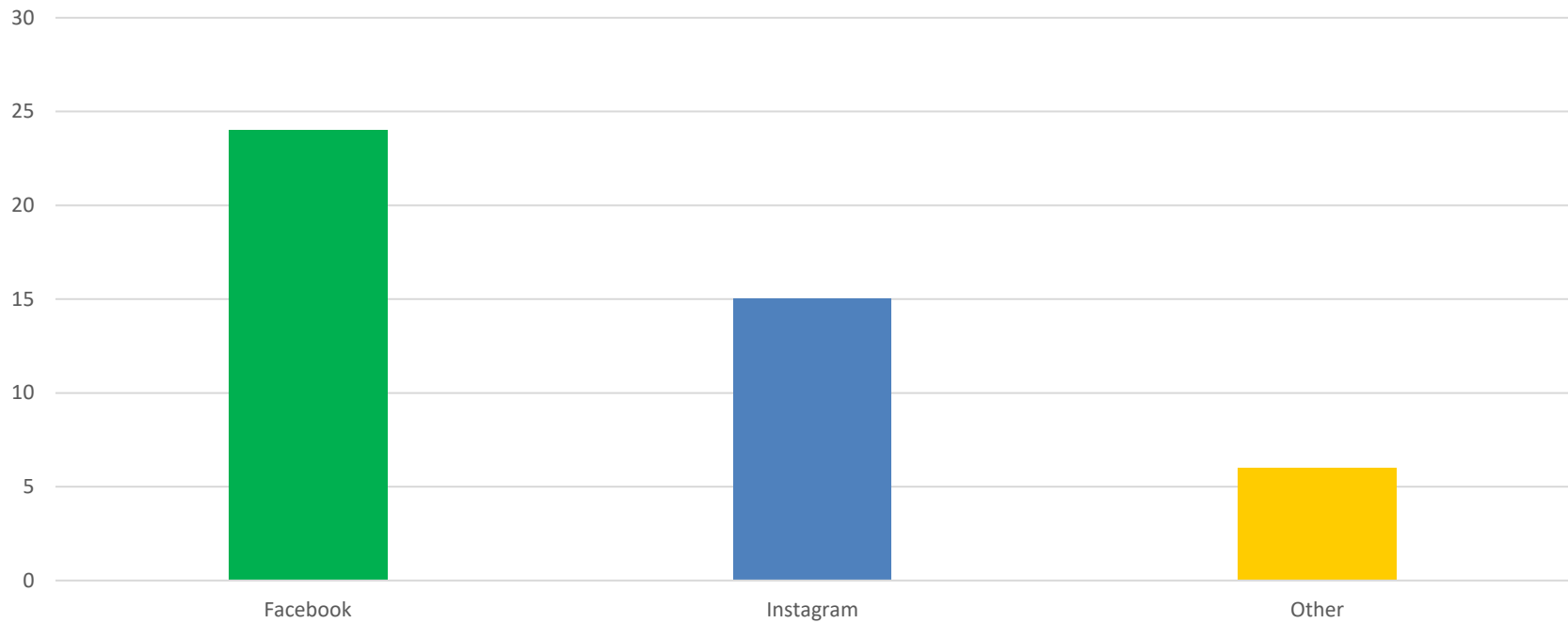


Value	Frequency	Percentage
Island Packet	10	45.45%
Local Life	8	36.36%
The State	2	9.09%
Classic Motorsports	2	9.09%

From which social media site you learn about this festival?



TYPE: SELECT_ONE. 45 out of 469 respondents answered this question.

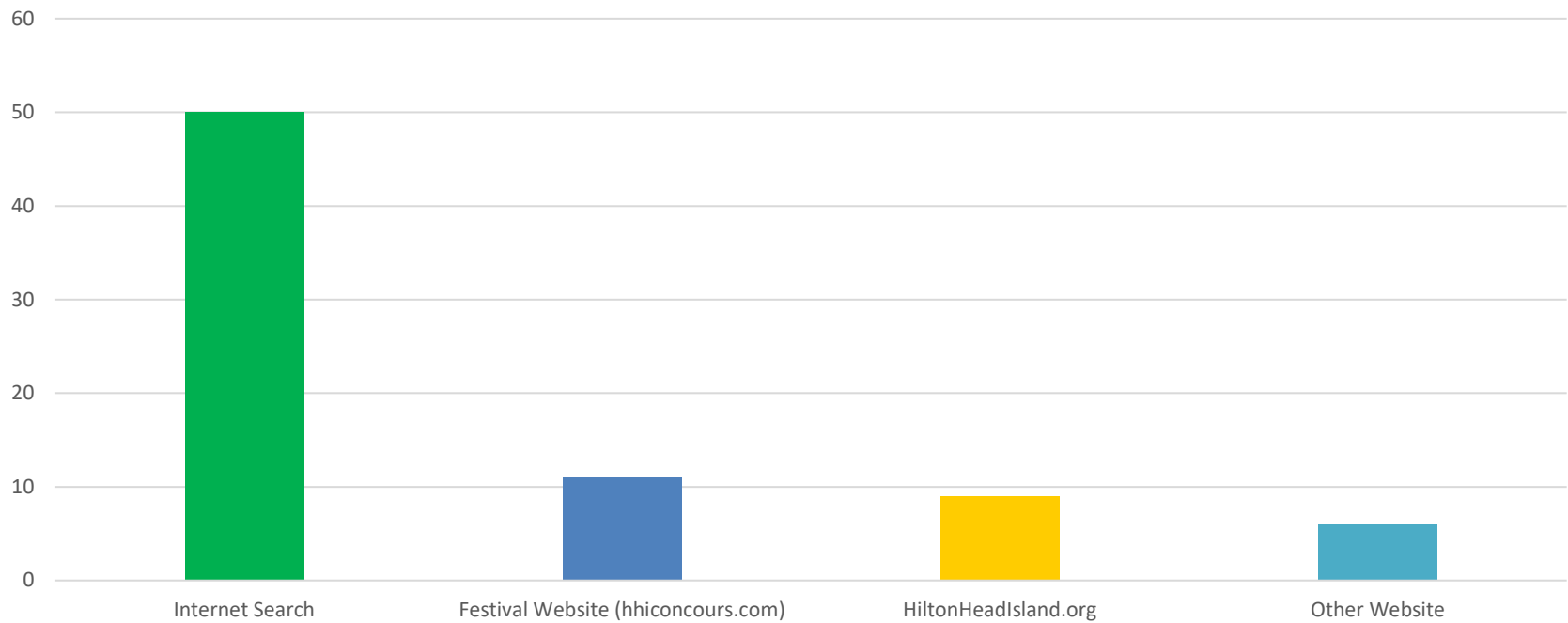


Value	Frequency	Percentage
Facebook	24	53.33%
Instagram	15	33.33%
Other	6	13.33%

From which Website or Internet source did you FIRST learn about this Festival?



TYPE: SELECT_ONE. 76 out of 469 respondents answered this question.

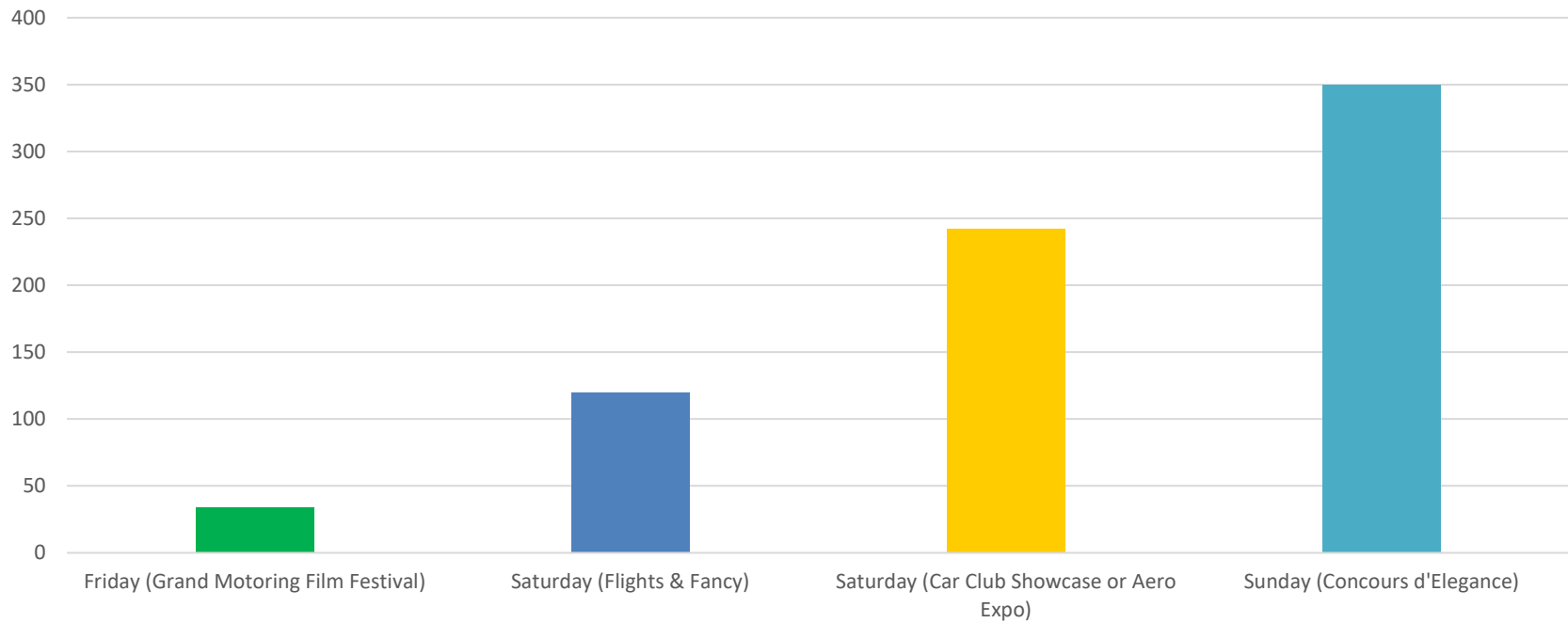


Value	Frequency	Percentage
Internet Search	50	65.79%
Festival Website (hhiconcours.com)	11	14.47%
HiltonHeadIsland.org	9	11.84%
Other Website	6	7.89%

What event/s have you or plan to attend? (Select all that apply)



TYPE: SELECT_MULTIPLE. 459 out of 469 respondents answered this question. (4 were without data.)

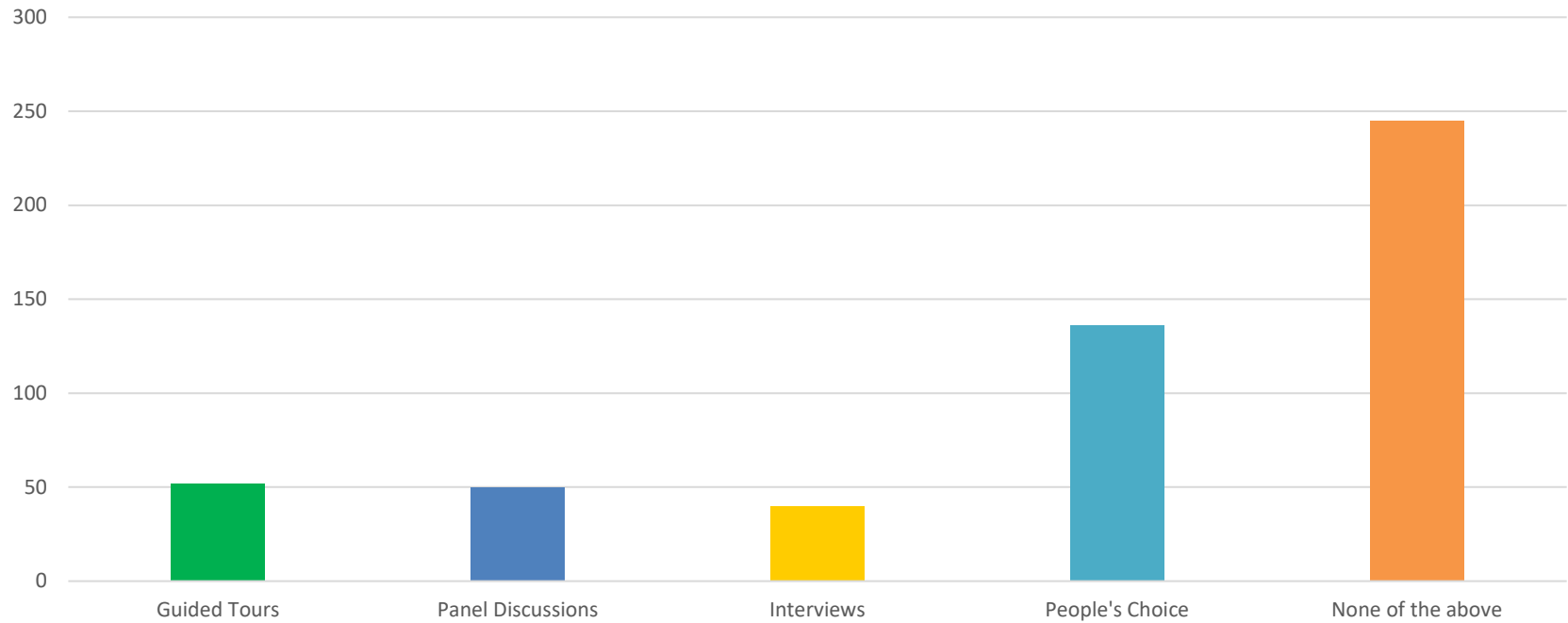


Value	Frequency	Percentage
Friday (Grand Motoring Film Festival)	34	4.56%
Saturday (Flights & Fancy)	120	16.09%
Saturday (Car Club Showcase or Aero Expo)	242	32.44%
Sunday (Concours d'Elegance)	350	46.92%

In addition to viewing displays of vintage cars, there are other things to do at this festival. Which of the following events have you participated or planning to participate in? (Select all that apply)



TYPE: SELECT_MULTIPLE. 443 out of 469 respondents answered this question.

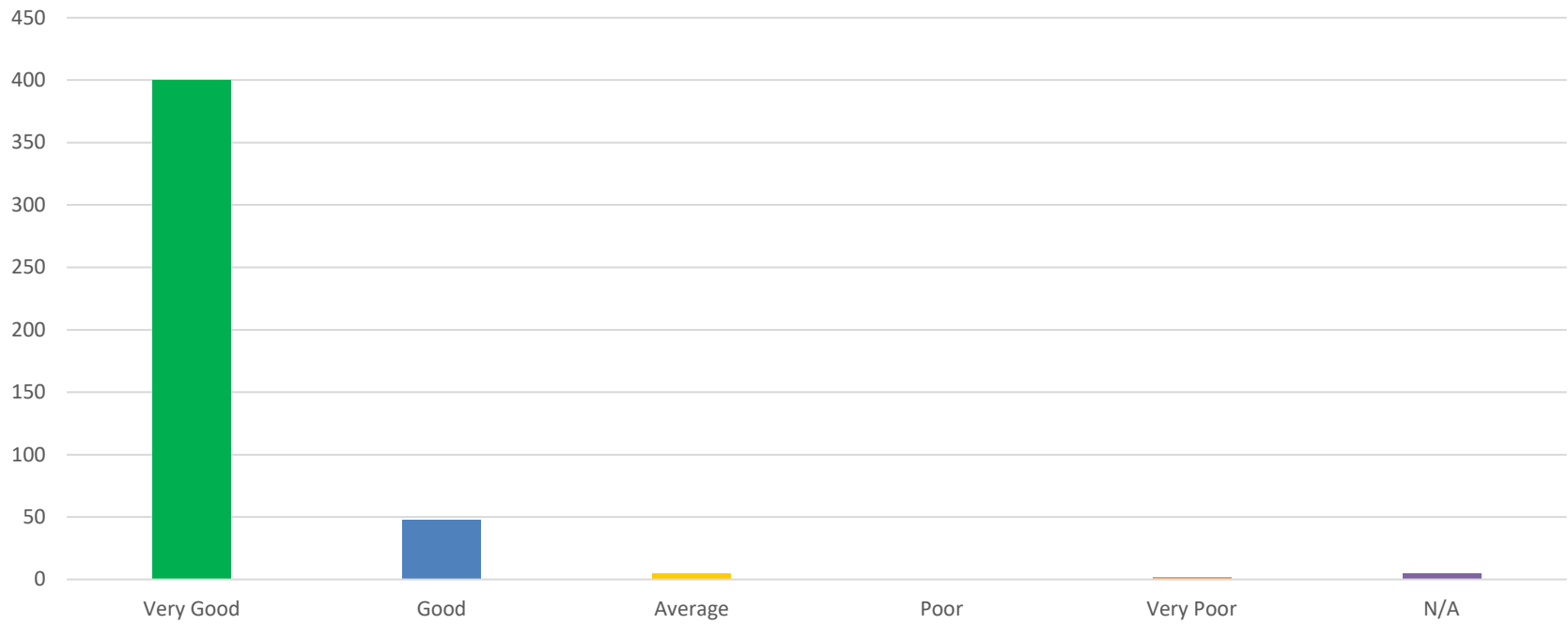


Value	Frequency	Percentage
Guided Tours	52	9.94%
Panel Discussions	50	9.56%
Interviews	40	7.65%
People's Choice	136	26.00%
None of the above	245	46.85%

How would you rate the location of the event?



TYPE: SELECT_ONE. 458 out of 469 respondents answered this question. (2 were without data.)

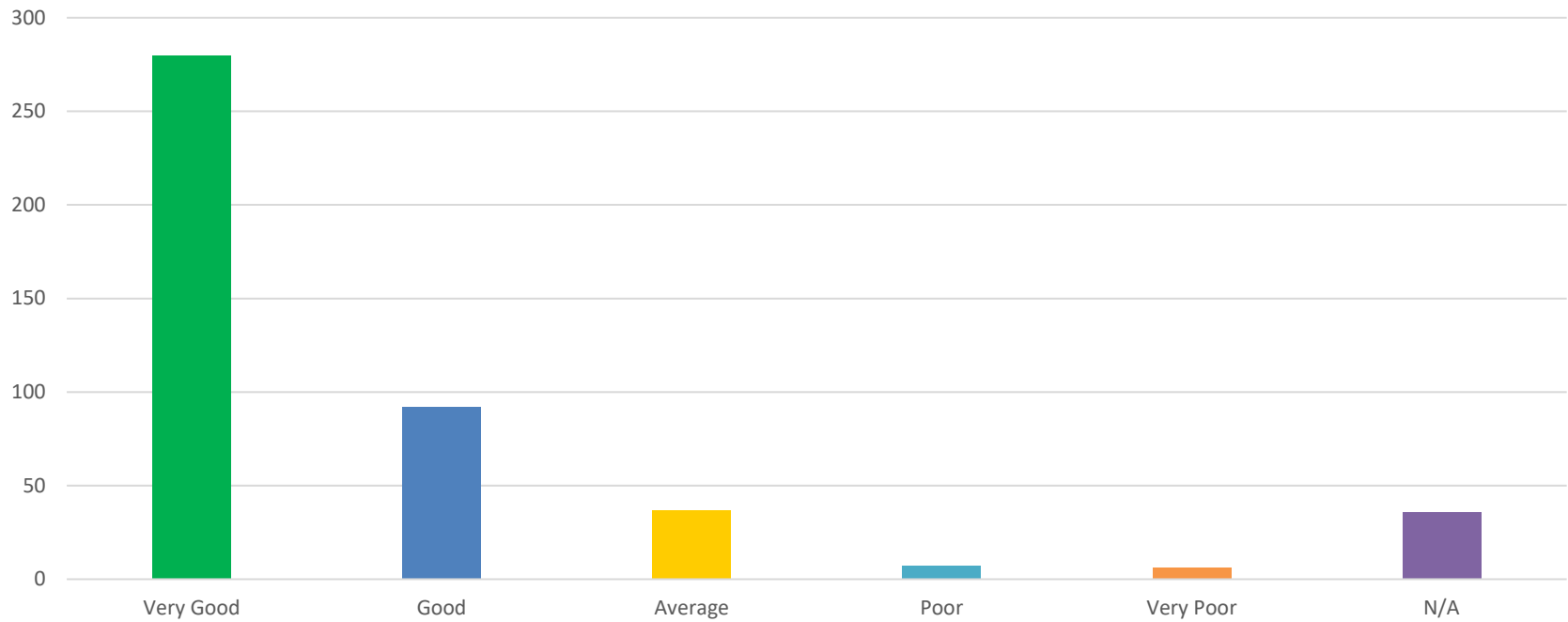


Value	Frequency	Percentage
Very Good	400	86.96%
Good	48	10.43%
Average	5	1.09%
Poor	0	0.00%
Very Poor	2	0.43%
N/A	5	1.09%

How would you rate the parking at this event?



TYPE: SELECT_ONE. 458 out of 469 respondents answered this question.

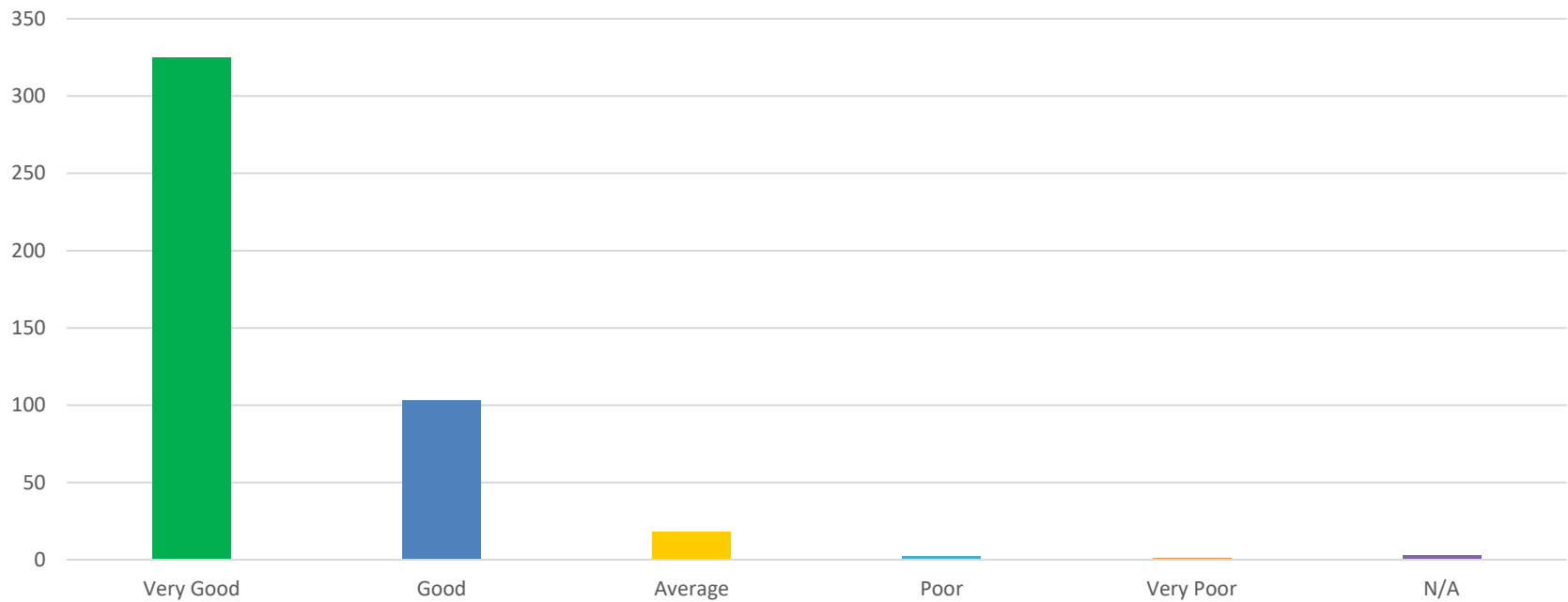


Value	Frequency	Percentage
Very Good	280	61.14%
Good	92	20.09%
Average	37	8.08%
Poor	7	1.53%
Very Poor	6	1.31%
N/A	36	7.86%

How would you rate the crowd flow at this event?



TYPE: SELECT_ONE. 452 out of 469 respondents answered this question.



Value	Frequency	Percentage
Very Good	325	71.90%
Good	103	22.79%
Average	18	3.98%
Poor	2	0.44%
Very Poor	1	0.22%
N/A	3	0.66%

How would you rate the friendliness of the volunteers at this event?



TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.

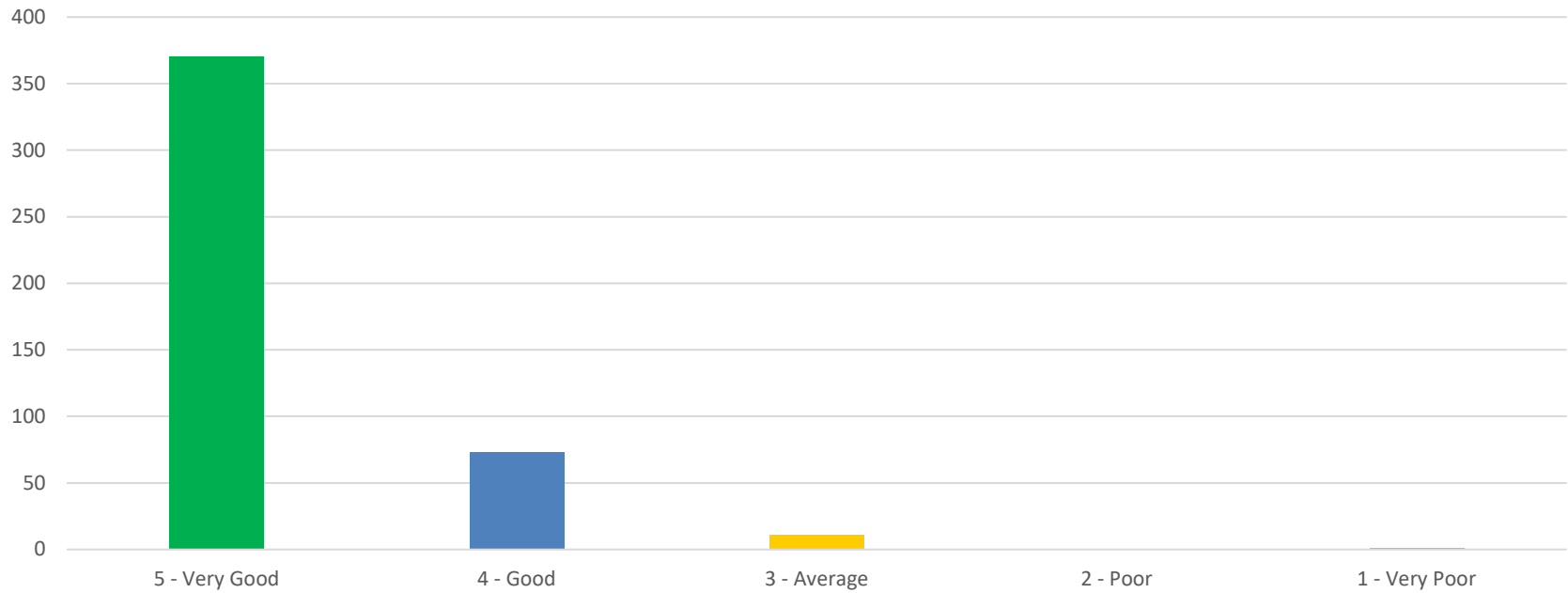


Value	Frequency	Percentage
Very Good	405	89.01%
Good	44	9.67%
Average	4	0.88%
Poor	0	0.00%
Very Poor	1	0.22%
N/A	1	0.22%

On a scale of 1 to 5, with 5 being the BEST, how would you rate your overall experience with the 2025 Concours d'Elegance & Motoring Festival?



TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.

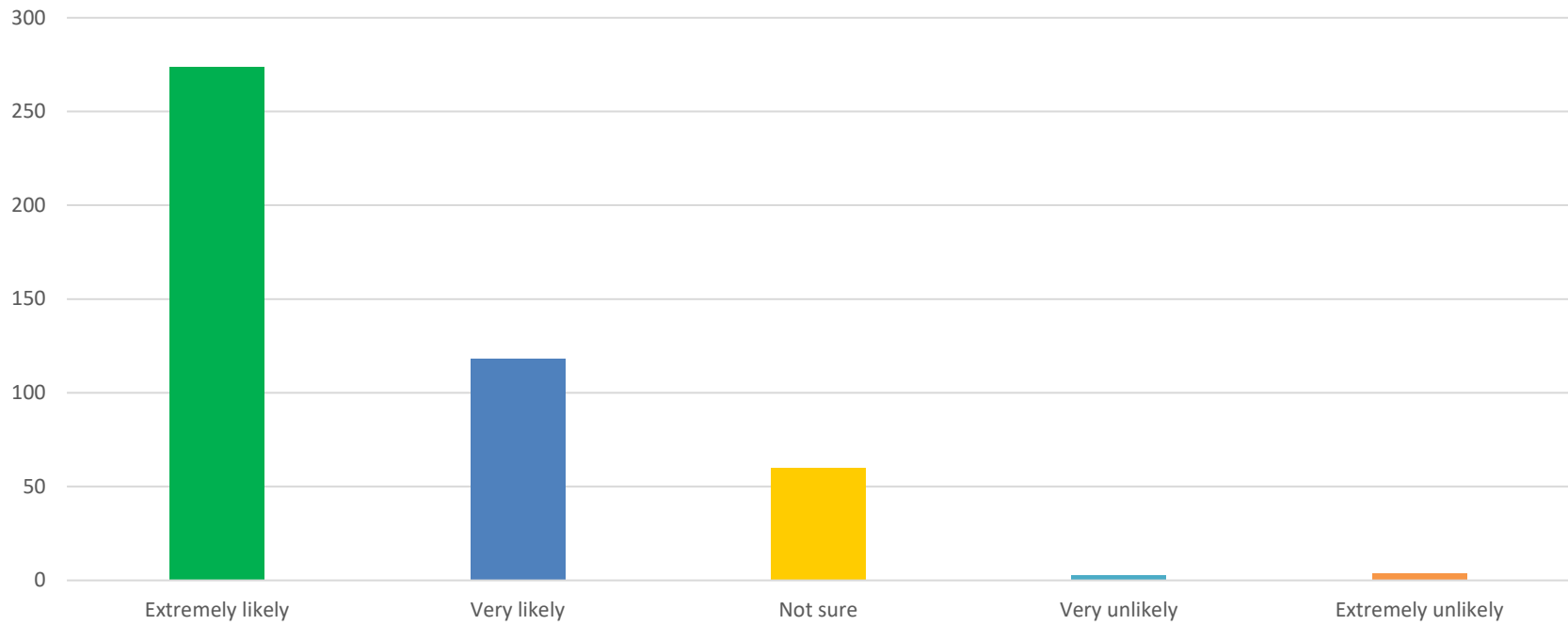


Value	Frequency	Percentage
5 - Very Good	370	81.32%
4 - Good	73	16.04%
3 - Average	11	2.42%
2 - Poor	0	0.00%
1 - Very Poor	1	0.22%

How likely are you to return to next year's festival?



TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.

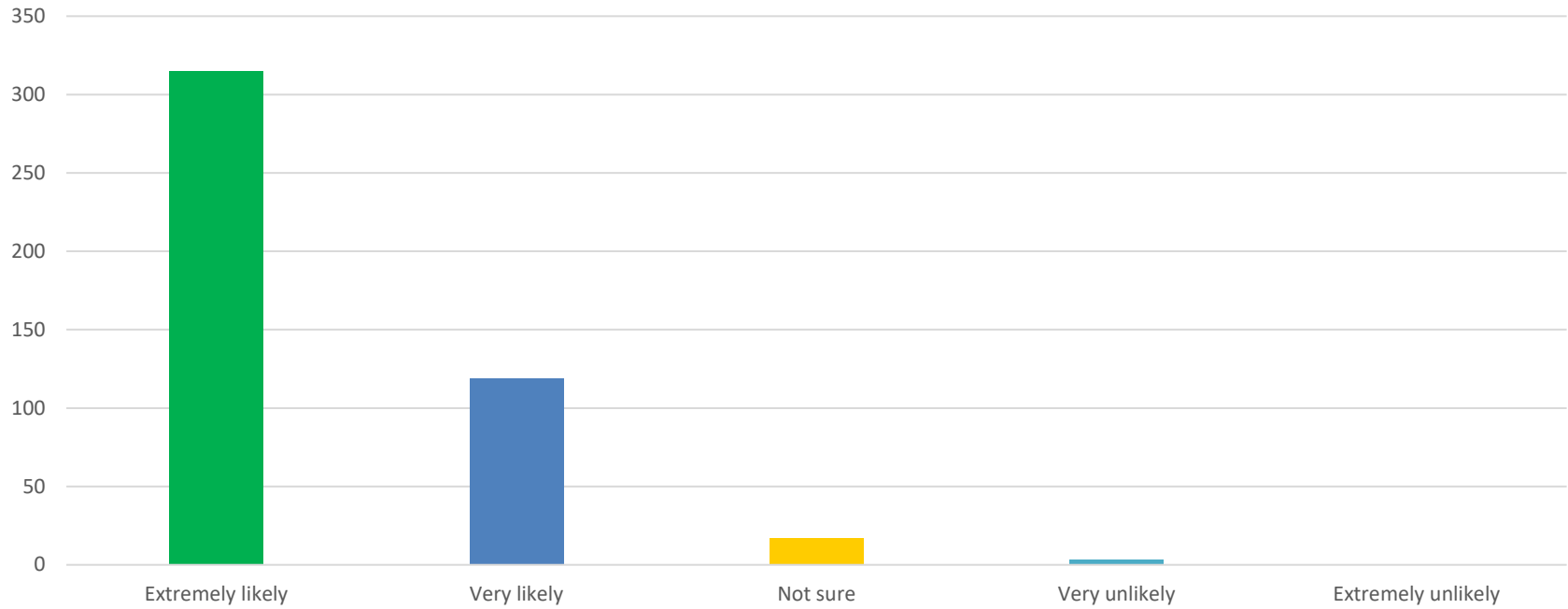


Value	Frequency	Percentage
Extremely likely	274	59.69%
Very likely	118	25.71%
Not sure	60	13.07%
Very unlikely	3	0.65%
Extremely unlikely	4	0.87%

How likely are you to recommend this festival to friends?



TYPE: SELECT_ONE. 454 out of 469 respondents answered this question.

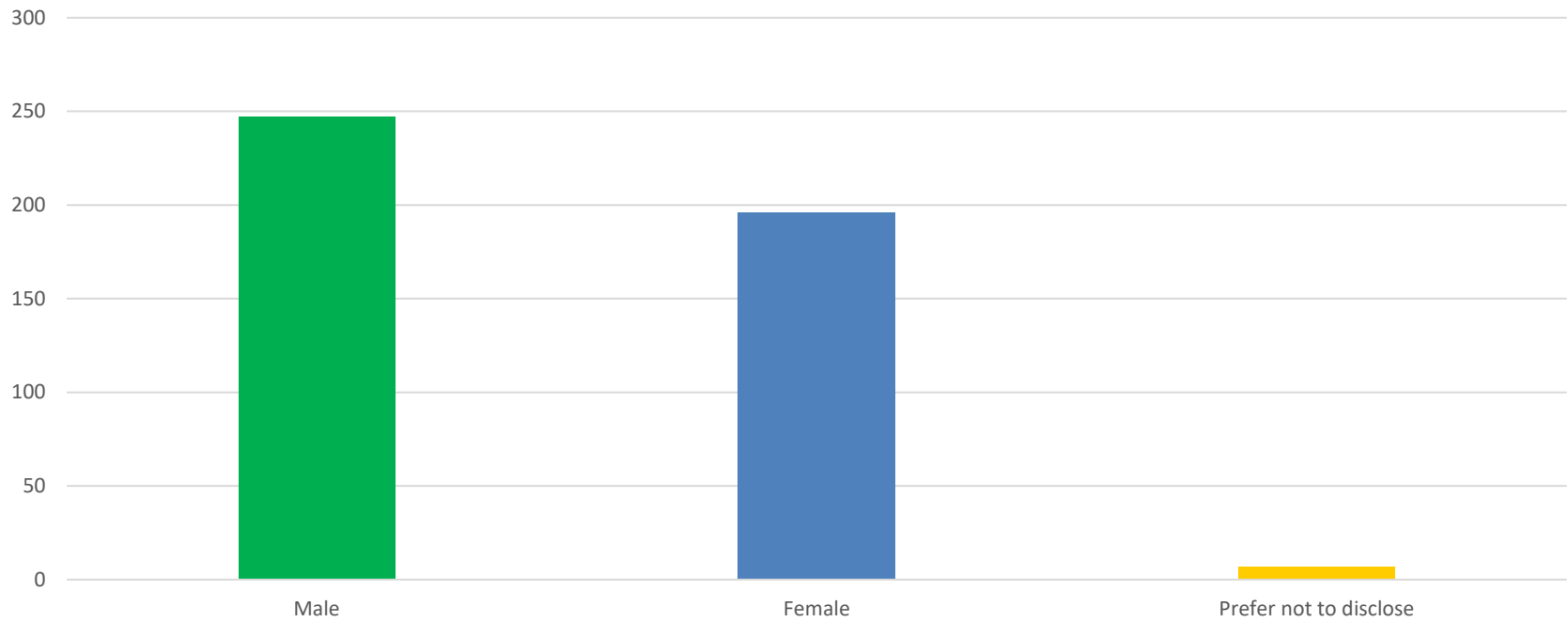


Value	Frequency	Percentage
Extremely likely	315	69.38%
Very likely	119	26.21%
Not sure	17	3.74%
Very unlikely	3	0.66%
Extremely unlikely	0	0.00%

How do you identify



TYPE: SELECT_ONE. 450 out of 469 respondents answered this question.

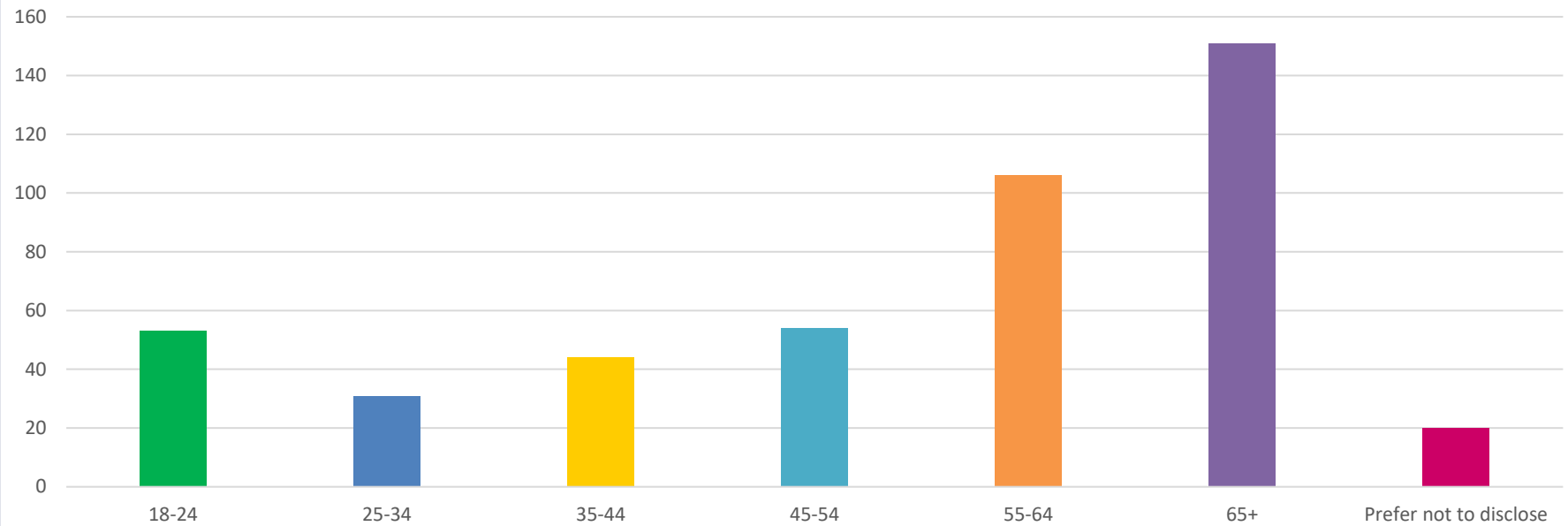


Value	Frequency	Percentage
Male	247	54.89%
Female	196	43.56%
Prefer not to disclose	7	1.56%

Please indicate your age below



TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.

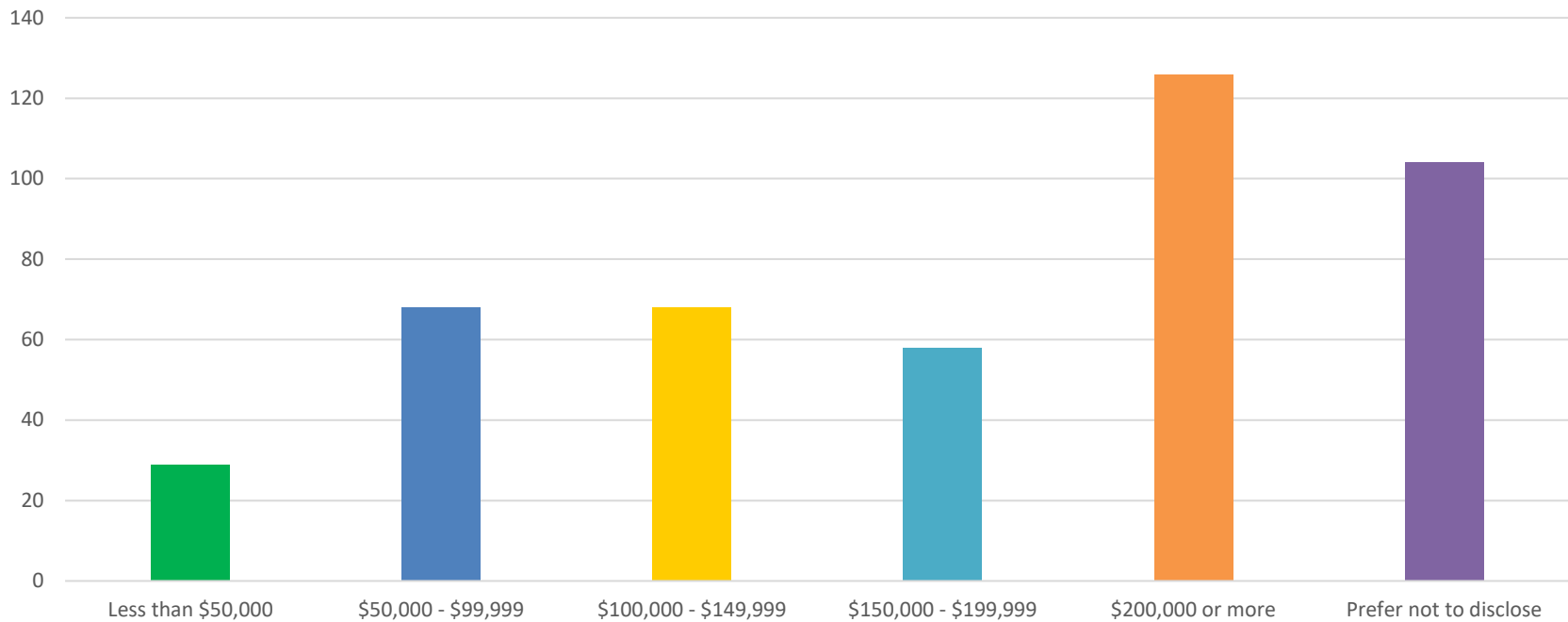


Value	Frequency	Percentage
18-24	53	11.55%
25-34	31	6.75%
35-44	44	9.59%
45-54	54	11.76%
55-64	106	23.09%
65+	151	32.90%
Prefer not to disclose	20	4.36%

What is your approximate annual household income?



TYPE: SELECT_ONE. 453 out of 469 respondents answered this question.



Value	Frequency	Percentage
Less than \$50,000	29	6.40%
\$50,000 - \$99,999	68	15.01%
\$100,000 - \$149,999	68	15.01%
\$150,000 - \$199,999	58	12.80%
\$200,000 or more	126	27.81%
Prefer not to disclose	104	22.96%

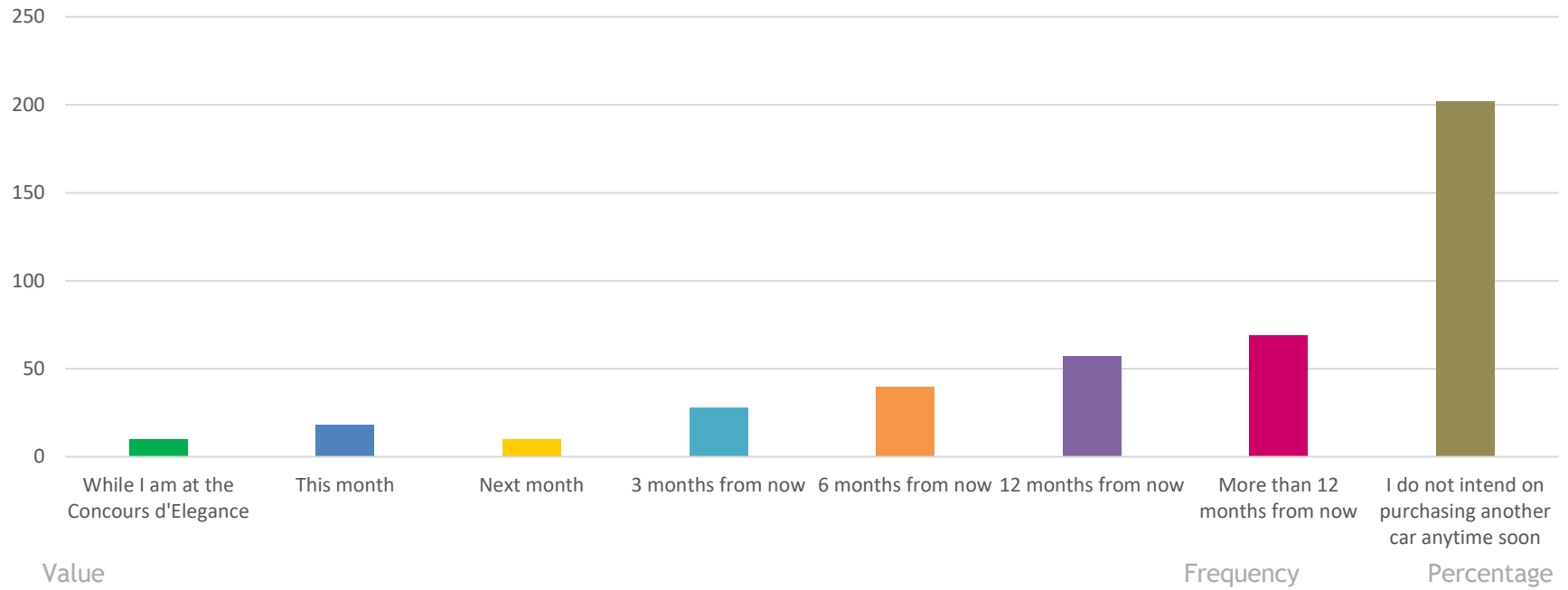
How many cars do you own?

TYPE: RANGE. 157 out of 469 respondents answered this question.

Mean	Median	Mode	Standard deviation
7.97	3.00	2.00	15.959

How soon do you intend on purchasing another car?

TYPE: SELECT_ONE. 232 out of 469 respondents answered this question.

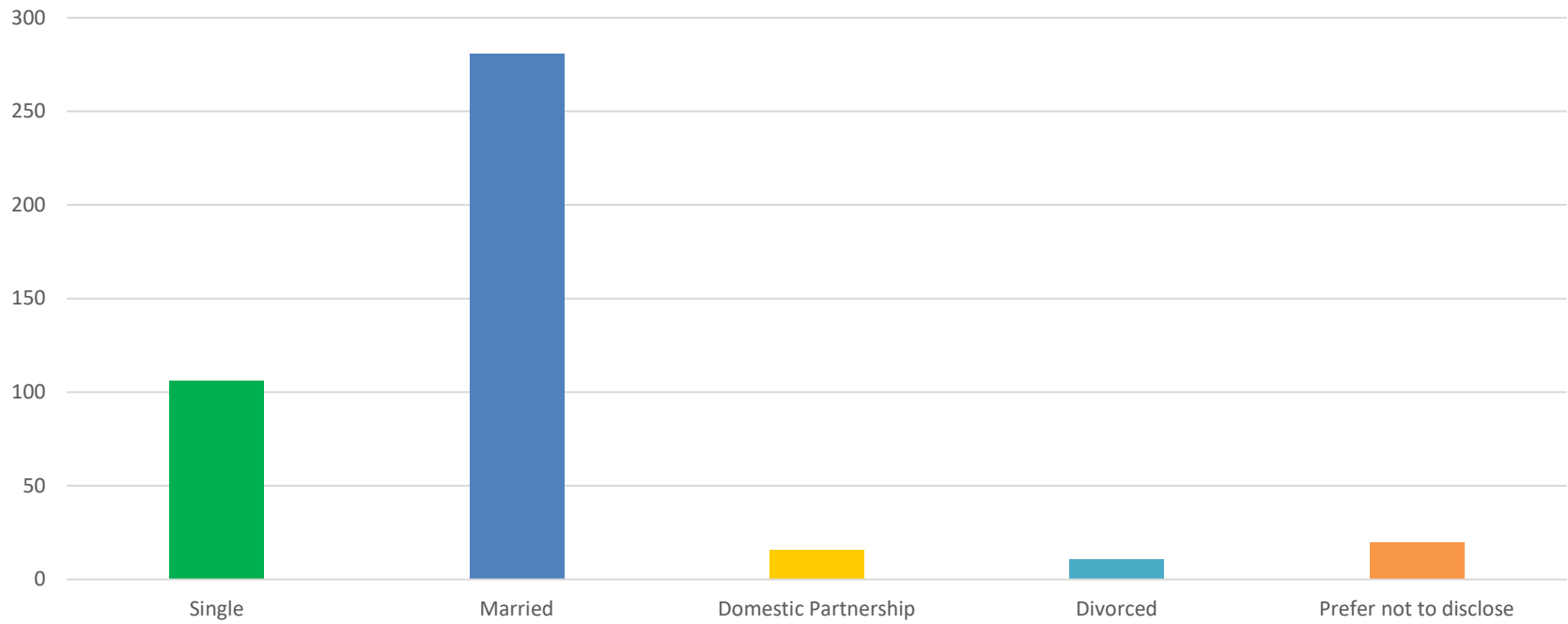


Value	Frequency	Percentage
While I am at the Concours d'Elegance	10	2.30%
This month	18	4.15%
Next month	10	2.30%
3 months from now	28	6.45%
6 months from now	40	9.22%
12 months from now	57	13.13%
More than 12 months from now	69	15.90%
I do not intend on purchasing another car anytime soon	202	46.54%

Please indicate your marital status



TYPE: SELECT_ONE. 434 out of 469 respondents answered this question.

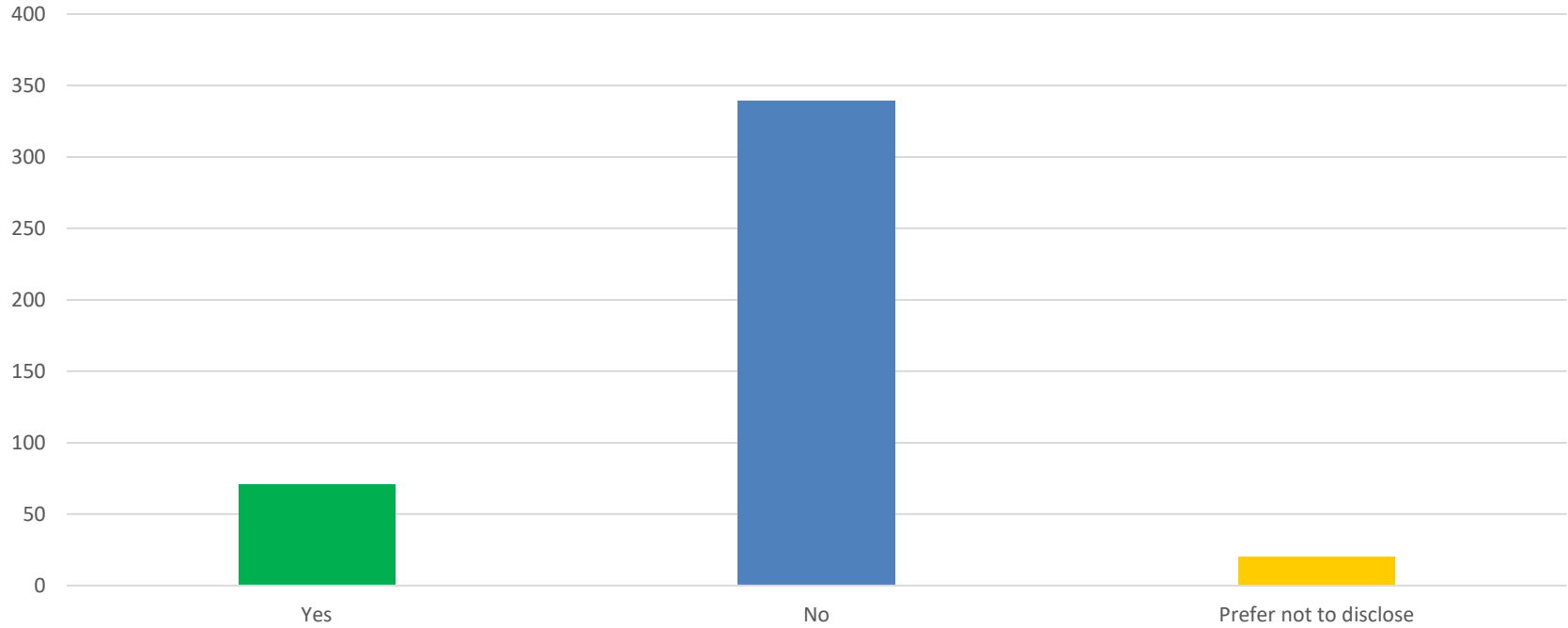


Value	Frequency	Percentage
Single	106	24.42%
Married	281	64.75%
Domestic Partnership	16	3.69%
Divorced	11	2.53%
Prefer not to disclose	20	4.61%

Do you have children under the age of 18 living at home?



TYPE: SELECT_ONE. 430 out of 469 respondents answered this question.



Value	Frequency	Percentage
Yes	71	16.51%
No	339	78.84%
Prefer not to disclose	20	4.65%

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- 1st timer
- 2nd year attending. **Planning to come back for 2026. One of the most friendly, down to earth exotic car events I've attended.**
- **A great event!**
- **All good**
- **Always a great time. Some very rare cars.**
- **Always love to attend.**
- **Amazing keep brimming funky stuff**
- **Amazing.**
- **(3x) Awesome**
- **Awesome show**
- Ban cigars
- **Beautiful cars**
- **Beautiful cars** Great weather **Friendly volunteers**
- **Beautiful day looking at some amazing cars. Enjoyed the experience.**
- **Beautiful event; very enjoyable**
- **beautiful experience**
- **Beautiful setting.** Hilton Head the best
- Being an exhibitor, we found that the car staging on Friday was very disorganized & confusing. There was no place for a truck with a trailer to park at check in. Instructions were very lacking. The website didn't have any information on where to park during the event. Neither did the exhibitor packet. A few thing to improve upon in the future.
Overall, **we have had a fantastic time at this event. Thank you.**
- **Best experience ever.**
- Better info about parking and signage.
- Bring back the driving experiences with Porsche! The best year I have been here was my first- in 2019. A koozie for the survey instead of a shirt. Less things offered. Make it better than ever.
- **Concours is an amazing event that I look forward to every year!**
- **Concourse is maximum to go to**
- **Cool car**
- *Difficult this year to buy tickets ahead of time.*
- **Everyone needs to come down and see this**
- **Everything was great. Loved it.**
- **(4x) Excellent**
- **Excellent show Loved the old cars**
- **Excellent show!**
- **Excited to be here**
- **Fabulous time again this year**
- **Fantastic**
- **Fantastic as usual**
- Find some way to have parking without shuttle
- **First time and it was great**
- **Fix the parking situation**
- **(3x) Fun**
- **Fun event. Great involvement from locals and beyond**
- **Fun!**
- **Good event** 🍷
- **Good time**
- **(5x) Great**
- **Great day**
- **Great day and experience for all.**
- **Great event**
- **(3x) Great event!**
- **Great event!! All of the cars!!!! Wow**
- **Great event. Great weather.**
- **Great event.....loved the entire day**
- **(2x) Great experience**
- **Great experience!**
- **Great festival**
- **Great job**
- **(5x) Great show**
- **Great show, thank you!**
- **Great show. Great weather**
- **Great staff and beautiful cars**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- **(2x) Great time!**
- **Great variety of unique cars**
- **Great venue**
- **Great weather also**
- **(2x) Great!**
- **Had a great time!**
- **Having a good time. Good show**
- I miss the driving experience, an additional screen in the food court showing the awards stage would be nice, shirts instead of a koozie for the survey. Just some of the specialness of years past seems to be lacking this year.
- I own a local business in Ohio and I hope as an event you do as much as possible with the local businesses on this Island.
- I wish you'd provide discounts for locals through your sponsors
- I would have liked to see some involvement from local coffee houses to provide a variety of hot beverages. Coffee, tea, etc.
- **Incredible event, very detailed and well executed**
- **Info tent would be better utilized if near event entrance.**
- **It is a great event every year**
- **(2x) It was amazing**
- **It's a great show I come every year and I wouldn't miss it**
- **It's awesome**
- **It's pretty sick**
- **Its a very nice variety of vehicles.**
- **Keep it up**
- Keep the brass cars parking close to the show field.
- **Keep this event coming here!**
- **Keep up the good work**
- **Like newer super and hyper cars**
- **Looking forward to a great day**
- Looking forward to the event . Hopefully will feel even better by the end of the day.
- **Looking forward to this event for the first ti.me**
- **Love it**
- **Love the event**
- **Love this festival!**
- **(2x) Loved it!**
- **Lovely**
- **Lovely selection**, however our collectible is a 67 Datsun Roadster. I would have loved to see a similar one.
- **Lovely.** Improvement point: did not know about parking lot at high school. Would have liked to know beforehand. Nevertheless, that whole operation was efficient.
- More Mercedes Benz cars
- More wayfinding/maps would be great!
- Music is distracting Having BMW WITH VINTAGE CARS WAS ODD
- Need additional seating areas for us old folks.
- Need more restrooms with better signage!
- Need seating in the snowfield, my wife did not attend for lack of seating. Also, food was poor, barbecue tough and cold. Very poor value. Also clothing selections at check in locations ridiculously expensive and of very poor quality.
- Needed two lines at the food court.
- **Nice experience and great variety of classic cars.**
- **Nice venue space lawn area** and lower food and drink prices Need chicken tender food option and more kid food optionsc
- **Nicest**
- No info in brochure on Aero Expo

Assorted comments from the 2025 HHI Concours d'Elegance. Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- Not as big or as nice as 2024 event. *Probably will not attend again for a couple of years. **Staff very friendly and helpful. Was nice to see more seating areas to rest. Transportation to/from parking is appreciated.***
- Not enough Mercedes Benz representation
- *Not sure why you need to know my income and children etc. almost rude to ask. **The show is very good**, however a few key points, *why is there no tea and coffee facilities throughout the day, which is ridiculous. The man on the podium was all most rude, telling people how to pronounce jaguar and Porsche. I didn't take kindly to the man on the till when purchasing food, automatic assuming that he could keep the change, I was going to give it anyway, however they should be trained not to expect it. Marred the experience some what. As it's a nice show, seems a shame.**
- *On Sunday a lot of cars were missing the descriptions, which was unfortunate.*
- *One motorcycle showman was pushing Trump/MAGA at his display site. This should be Apolitical.*
- **One of my favorite events. We bring our son just about every year.** As it's getting more expensive might be a good idea to consider discounts for the under 35 crowd who is not attending with a child. They are priced out of attending, and it would be good to establish them as an annual attendees for the future my personal trainer for instance mention to me that the cost of the tickets was cost prohibitive for her and her husband to attend
- *Please exclude political signage/displays from your participants in future events. Thanks.*
- *Please work on website ease of use. Should be more efficient way to navigate without viewing pictures from previous shows. They are great to see, just should have there own page, not mixed in*
- **Really enjoyed**
- **Really nice event**
- *Saturday event was disappointing. Much fewer cars. Too much focus on hot rods. For the price we expected more cars of quality. **Sunday was good.** Too much time spent introducing judges. A thank you and they're listed in the program would do.*
- *Signage for parking was very poor and should be improved for next year*
- **So cool!!**
- **Thank you**
- **Thank you to the team**
- **(2x) Thanks**
- **The best**
- **The concourse I believe is the best event put on in Buford County, not only financially, but in terms of advertising and tourism this is a great event for anybody to sponsor and really showcase and partner with. Not to mention that it is also benefiting local charities.**
- **The hospitality was stupendous**
- The only issue we experienced was finding the high school for parking. If it was on the website, I couldn't find it.
- The Show isn't as Big as last and in a way that's a disappointment
- *The speakers on the field were too loud for my liking, I could not hear those talking about their cars on display.*

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- The word “receive” is misspelled in your signs. Seriously?
- **This has been a fantastic experience! I have truly enjoyed seeing so many beautiful cars. Some I have never seen before! Fantastic experience!**
- **This is event is always awesome**
- **This is my 6th year coming here, but disappointed that this year is much smaller and less well attended. Why no Saturday evening party, as in past years?? Big bummer. 😞**
- **This is something I look forward to each year**
- **This is wonderful. So happy**
- **This years festival had substantially more traffic in the Red South area, which we greatly appreciated as a “Friends of Showcase” exhibitor on Saturday. The Sunday awards were done very nicely & the announcer is very good.**
- *Too expensive for admission*
- **Very good**
- **Very happy**
- **Very light crowd**
- **(2x) Very nice**
- **(2x) Very nice clean and all was friendly**
- **Very nice as always**
- **Very nice event**
- **Very well organized. Worthwhile.**
- **Very wide variety of autos.**
- **Volunteers are exceptionally nice. Special shoutout re Michael Burger.**
- **Volunteers are the face of the event, and the go to for answering visitor questions. Not just to direct traffic or cart us around. (Thanks for those kind people.) Unfortunately, they aren't able to answer simple questions about navigating the venue or whom to talk to for answers. Please educate the**
- volunteers. A simple set of notes on a clipboard for hospitality workers and handouts for cart drivers, would go a long way.
- **Was a lot of fun**
- **We have been coming to this event for years now, and every year we always hear them say they would like to get more of the youth involved. We have discussed many options on how you might do that and think there is a little room for improvement. Also, my only other quarry is, that *a lot of the cars did not have their description paper in them for displaying the details and facts about the cars that people love to read.* In addition to that, *I did think that the airport portion was my least favorite this year*, which is sad because it has so much potential and is always my favorite part. *The tickets were more expensive this year, but the quality of the airport show did not reflect that.* Thank you so much for taking the time to listen to my commentary. **I hope it is received well because we always enjoy the show no matter what, and it's the only reason we return to the island!****
- **Weather was great**
- ***Website doesn't show any information about parking.* Car shows in Stuart FL at the Elliot museum has similar caliber cars. Entry is free. *Entry price here is ridiculous especially for what you see.***
- **Well lets just say there was cars**
- **What we love is how this is a family event. We love how much you do to encourage the youth. We have started bringing our grandchildren for the last 3 years. We are thankful we can bring them to an event like this!**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- Wish they had a little bit more of the years between sixty seven and seventy seven
- **Wonderful**
- **(2x) Wonderful event**
- Would like to see sport /racing bikes and Lamborghinis. **Otherwise an amazing experience.**
- *You need better direction signage to the event.*
- *You refused to help transfer us to the exhibitors tent for lunch or breakfast and I am handicaped so I don't think we'll be coming again:. That's after coming for 20 years.*



Contact Us:

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THANK YOU!



CENTER FOR LOWCOUNTRY
HOSPITALITY EDUCATION

Hilton Head Island Concours d'Elegance & Motoring Festival
 Annual/Monthly Budget
 Year Ended December 31, 2026

REVENUES	Total	MONTHLY ALLOCATION											
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Ticket revenues	230,000	-	-	-	28,750	28,750	28,750	28,750	28,750	28,750	28,750	28,750	-
Merchandise sales	17,500	-	-	-	-	-	-	-	-	-	-	17,500	-
Parking revenues	16,000	-	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	-
Volunteer shirt revenue	8,200	-	-	-	-	1,640	1,640	1,640	1,640	1,640	-	-	-
Public funding	375,000	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250
Interest income	2,500	208	208	208	208	208	208	208	208	208	208	208	208
Sponsorship revenues	517,150	-	-	-	1,500	192,929	57,159	57,159	55,659	55,659	55,659	41,429	-
Exhibitors	31,375	-	-	-	-	5,229	5,229	5,229	5,229	5,229	5,229	-	-
Charitable Fund	145,000	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	-
TOTAL REVENUES	\$ 1,342,725	\$ 44,640	\$ 44,640	\$ 44,640	\$ 76,890	\$ 275,188	\$ 139,418	\$ 139,418	\$ 137,918	\$ 137,918	\$ 136,278	\$ 134,319	\$ 31,458
EXPENSES													
Administrative Costs	298,812	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901
Concours Charitable Fund Giving	43,000	-	-	-	-	43,000	-	-	-	-	-	-	-
Event Costs													
Production Costs	57,170	-	-	-	-	-	-	10,300	10,300	-	-	18,285	18,285
Facility Costs	223,050	-	-	-	-	-	-	-	-	-	111,525	55,763	55,763
Hospitality Expenses	56,500	-	-	-	-	-	-	-	-	-	28,250	14,125	14,125
Marketing Expenses	300,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	
Merchandise	16,400	-	-	-	-	-	-	-	-	8,200	8,200	-	-
Services	25,000	-	-	-	-	-	-	-	-	12,500	12,500	-	-
Sponsor Solicitation	45,500	-	-	-	-	5,688	5,688	5,688	5,688	5,688	5,688	5,688	5,688
Tickets cost	18,500	-	-	-	-	-	9,250	9,250	-	-	-	-	-
Volunteer expense	12,500	-	-	-	-	-	-	-	-	-	6,250	6,250	-
Total Event Costs	754,620	25,000	25,000	25,000	25,000	30,688	39,938	50,238	40,988	51,388	197,413	125,110	118,860
TOTAL EXPENSES	\$ 1,096,432	\$ 49,901	\$ 49,901	\$ 49,901	\$ 49,901	\$ 98,589	\$ 64,839	\$ 75,139	\$ 65,889	\$ 76,289	\$ 222,314	\$ 150,011	\$ 143,761
NET PROFIT/(LOSS)	\$ 246,293	\$ (5,261)	\$ (5,261)	\$ (5,261)	\$ 26,989	\$ 176,599	\$ 74,579	\$ 64,279	\$ 72,029	\$ 61,629	\$ (86,036)	\$ (15,692)	\$ (112,303)

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	22,302.47
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,661.97
Synovus Bank Checking	0.01
Total Checking/Savings	25,965.61
Accounts Receivable	
Accounts Receivable	17,500.00
Total Accounts Receivable	17,500.00
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	49,423.61
TOTAL ASSETS	49,423.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	256,778.91
Total Accounts Payable	256,778.91
Other Current Liabilities	
Cafeteria Plan	100.00
Payroll Liabilities	5,914.82
Total Other Current Liabilities	6,014.82
Total Current Liabilities	262,793.73
Long Term Liabilities	
SBA - EIDL	121,993.41
Total Long Term Liabilities	121,993.41
Total Liabilities	384,787.14
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	-313,520.86
Net Income	-43,628.50
Total Equity	-335,363.53
TOTAL LIABILITIES & EQUITY	49,423.61

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss
January through February 28, 2026

	<u>Jan - Feb 28, 2026</u>	<u>YTD Budget</u>	<u>Variance</u>
<u>Income</u>			
Public Funding	-	62,500	(62,500)
Concours Charitable Fund	5,000	26,364	(21,364)
Interest income	-	416	(416)
Total Income	5,000	89,280	(84,280)
<u>Expenses</u>			
Administration/Payroll	43,683	49,802	(6,119)
Event Production	1,148	-	1,148
Facilities	583	-	583
Marketing	3,215	50,000	(46,785)
Total Expenses	48,629	99,802	(51,174)
Net Income	(43,629)	(10,522)	(33,107)

Hilton Head Island Concours d'Elegance, Inc.
A/P Aging Summary
As of February 28, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Classic Tents & Events	0.00	0.00	0.00	80,150.83	0.00	80,150.83
Coastal Discovery Museum	0.00	0.00	7,000.00	0.00	0.00	7,000.00
DX Print	0.00	0.00	7,256.66	0.00	0.00	7,256.66
HGC Port Royal LLC	0.00	0.00	0.00	0.00	37,500.00	37,500.00
SERG Catering	0.00	0.00	0.00	62,170.33	0.00	62,170.33
Sun Belt Rentals	0.00	0.00	10,377.66	0.00	0.00	10,377.66
Westin Hilton Head Island Resort	0.00	0.00	52,323.43	0.00	0.00	52,323.43
TOTAL	0.00	0.00	76,957.75	142,321.16	37,500.00	256,778.91

Hilton Head Island Concours d'Elegance, Inc.
 Cash Flow/Burn Projection
 Year: 2026

Calculation

2/28/2026 cash balance	22,302
Cash inflow through 3/26/26	78,584
Cash outflow through 3/26/26	<u>(11,523)</u>
Cash as of 3/26/2026	89,363
Payroll costs 3/27/2026	<u>(7,188)</u>
Projected cash as of 3/31/26	82,175
April 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 4/30/26	64,574
May 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 5/31/26	46,973
June 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 6/30/26	29,372
July 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 7/31/26	11,771
Aug 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 8/31/26	(5,830)

Note #1: this amount includes unavoidable operational costs such as rent, payroll, utilities & telephone, worker's compensation insurance, office supplies & expense and miscellaneous other.

2025

Accommodations Tax Funds Request Application

Organization Name: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday:** Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday:** Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday:** Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday:** Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

2025 Accommodations Tax Funds Request Application

Date Received: 09/06/2024

Time Received: 02:21 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 6, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Contact Name: Robert Lee

Title: Treasurer

Address: 1 Cardinal Ct., Suite 16, Hilton Head Island, SC 29926

Email Address: bob@beaconallied.com

Contact Phone: 843-290-2533

Event Date: October 31 - November 3, 2024

Event Location: Various Locations

Total Budget: \$1,476,000.00

Grant Requested: \$350,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

Our funding strategy aims to elevate our event's profile and attract a diverse audience, boosting local commerce and culture. We'll allocate most of the budget (90%) to creative development, public relations, and digital advertising, targeting attendees from outside the area. A 10% budget share will secure unique vehicles for special exhibits, enhancing interest and will cover ongoing event expenses at Hilton Head Island Airport, ensuring the Island's airport is home to our unique evening as well as daytime events.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

The Festival's marketing strategy aims to attract out-of-town visitors while also promoting locally. Our focus is on drawing visitors to the Island through a strong digital presence, combining paid ads and earned media. We target national media outlets, editors, and influencers in trade, lifestyle, and travel.

We measure success with the following metrics:

- **Overall Attendance:** Total number of attendees.

- **Website Traffic:** Visitors to our online portal.
- **Digital Engagement:** Clicks on digital ads.
- **Social Media Interaction:** Engagement on social platforms.
- **On-Site Surveys:** Data on attendees' length of stay and spending to gauge economic impact.

These metrics help us understand the Festival's impact and refine our strategies to enha

A. Total Number of Physical Tourists Served: 9712

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 4376

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 5612

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 19700

How was the Number of Visitors/Tourists Documented? (250 words or less)

At our organization, we leverage data from our ticketing partner, Saffire, and gather zip codes along with on-site surveys to gain a comprehensive understanding of our audience. This data reveals whether our visitors are tourists, local residents, or out-of-town guests, and provides insights into their spending habits. These insights are crucial for our ATAX applications and sponsor development efforts, helping us better serve our community and stakeholders.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

The Hilton Head Island Concours d'Elegance & Motoring Festival has emerged as one of the East Coast's premier destination events. Amidst over 50 national Concours and numerous automotive gatherings each year, Hilton Head Island consistently ranks among the top events in the country. Industry insiders and collectors recognize it as the quintessential automotive designer's Concours. This event's unique formula sets it apart from other automotive events, as we highlight Hilton Head Island's known attractions as vital components of the overall visitor experience.

Our Festival encompasses a distinct schedule of signature events, including aviation showcases at the Hilton Head Island Airport, the Car Club Showcase, special exhibits, the

Concours d'Elegance, and the exclusive Pinnacle Society donor event. This multifaceted approach integrates Hilton Head Island's renowned hotels, restaurants, and other attractions, crafting an unparalleled experience akin to the prestigious Monterey Car Week, which features the oldest Concours in the country, the Pebble Beach Concours d'Elegance.

Hilton Head Island's multi-day program not only showcases world-class automobiles but also enhances visitor engagement through its exciting destination offerings. Our funding strategy targets auto enthusiasts and destination travelers, aiming to attract national media attention and a demographically desirable audience. The Festival's timing during Hilton Head Island's shoulder season further amplifies its value, drawing both national and regional sponsors, and bolstering the local economy.

For local town officials and stakeholders, the Hilton Head Island Concours d'Elegance & Motoring Festival represents a tradit

2. Describe in detail how the requested grant funding would be used? (250 words or less)

In 2024, 90% of our ATAX budget is allocated to marketing, including creative content, advertising, and PR. An additional 10% is reserved for transporting notable vehicles and covering program expenses at the Hilton Head Island Airport. Our primary goals are to boost out-of-town attendance, increase the length of stay, and attract desirable sponsors and demographics to the Island. Accordingly, 80% of our advertising efforts are focused outside the local area, targeting specific geographic and demographic segments.

To achieve these objectives, we continue to leverage targeted digital advertising designed to attract out-of-market drive and fly visitors. Our content is rooted in research, mobility trends, and results-based insights that drive traffic to our website.

Additionally, we maintain a strong social media presence, with our network of followers growing annually as well as digital partnerships that allow us to collaborate with international brands, influencers, media and more. By investing in comprehensive marketing strategies and leveraging cutting-edge digital tools, we aim to enhance our community's appeal while fostering growth and engagement.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

Securing full funding for our 2025 marketing budget is crucial. With 80% of our budget from Town funding, we can elevate our event to new heights, fostering community engagement, economic growth, and national recognition. Without full funding, we'd face significant cuts to key elements like transportation of noteworthy cars, digital advertising, and exhibitor outreach. Reduced marketing could diminish sponsor participation and

jeopardize our event's national standing. Your support is more than financial; it's an investment in our community's vibrancy and future prosperity.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

In 2024, the event welcomed 19,700 attendees including nearly 10,000 visitors beyond 50 miles. generating \$12.3 million in visitor expenditures. Duane Parrish from SCPRT noted, "The Concours is a premier event for automobile enthusiasts. Since its inception, annual visitor spending in Beaufort County has surged by over 90%. This event plays a pivotal role in driving tourism and will continue to do so."

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

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	90 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	10 %
3 - Tourism-Related Facilities <i>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.</i>	0 %
4 - Tourism-Related Public Services <i>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 tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	0 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

The Hilton Head Island Concours d'Elegance stands as a premier automotive event, seamlessly integrating local businesses and organizations into its strategic framework. This approach sets it apart and enriches the overall attendee experience.

This year's event schedule features activities designed to highlight Hilton Head's unique charm:

- **Restaurant Integration into Flights & Fancy:** Culinary experiences showcasing local flavors.
- **Grand Motoring Film Festival:** Automotive excellence meets cinematic flair at the Arts Center of Coastal Carolina.
- **Nighttime Airport and Donor Event:** Exclusive gatherings featuring iconic destinations and influential cultural figures.

These initiatives draw out-of-town visitors and encourage longer stays, benefiting the local economy.

The Concours has built strong partnerships with local entities to deliver standout experiences:

- HHI Chamber/VCB
- Arts Center of Coastal Carolina
- Coastal Discovery Museum
- Beaufort County Schools
- Local Orchestra and Restaurants
- Youth Charities

These collaborations offer one-of-a-kind experiences that resonate with attendees and the community. This year's festival will feature local artists and crafts at the main grounds, along with exhibitors specializing in motoring art, enriching the cultural tapestry of the event. The festival's website and email blasts prominently feature community partners, promoting local businesses and ensuring visitors have a well-rounded experience. By incorporating Hilton Head businesses and organizations into its schedule and marketing, the Concours d'Elegance sets itself apart, enriching the local community and fostering unity and development.

7. Additional comments. (250 words or less)

Hilton Head Island Concours d'Elegance & Motoring Festival must continue to elevate its brand and sustain its current momentum to remain competitive in an increasingly saturated marketplace. With over 50 Concours events taking place across the US, and new events constantly emerging, it is imperative that we distinguish ourselves to consistently rank among the top 5. To maintain our relevance, it is crucial to offer a variety of experiences from year to year, not only in comparison to other Concours events but also against nationally recognized events outside the automotive industry. This approach ensures sustained interest from both attendees and sponsors.

While we strive to stand out among other Concours events, we face fierce competition for sponsor budgets, which are increasingly being directed towards high-profile national and international events like golf, tennis, and equestrian tournaments. Automotive sponsors are now gravitating away from traditional "car events" and are instead focusing on experiential opportunities, lifestyle events, and digital advertising. They are particularly attracted to smaller, exclusive gatherings where every attendee could potentially be a buyer of their luxury products. To capture and retain the interest of our key audiences, it's crucial that we maintain a dynamic presence and consistently update our content. Our strategy is to market the Concours as more than just an automotive event. We aim to leverage all the incredible amenities that Hilton Head Island has to offer, including its fine dining, luxurious resorts, vibrant arts and culture scene, and various recreational activities.

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

The HHI Concours is financed through four main sources:

1. **Corporate Sponsorships and Event Revenue:** These fund nearly all of our fixed overhead and creation of the festival grounds and festival operational costs.
2. **Tourism/Accommodation Tax Grants:** Expected funds from the Town of HHI, Beaufort County, and SC PRT in 2025 will cover all of our marketing costs and minimal program expenses at the HHI Airport.
3. **Fundraising Events:** These raise money for the Festival's charitable fund, which has donated over \$1 million to local youth charities and automotive scholarship programs.

These funding avenues ensure the HHI Concours continues to thrive and support our community.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>27</u>	Government Sources	<u>7</u>	Private Contributions, Donations and Grants
25	Corporate Support, Sponsors	<u> </u>	Membership, Dues, Subscriptions
41	Ticket Sales, or Sales and Services	<u> </u>	Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes **X** No

If so, please list top 3 sources and amounts.

Beaufort County ATAX

\$38,000.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **January** End Month: **December**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 2

2022- Previous FY 1

2022- Previous FY 1

2023- Previous FY 2

3. The previous two fiscal years and current year-to-date **balance sheets**.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2022 - Previous FY 2

2023 - Previous FY 1

2022 - Previous FY 2

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2020 - Previous FY 2

2021 - Previous FY 1

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2023 or 2024 HHI ATAX funds

1. List any ATAX award amounts received in 2023 and/or 2024.

2021	\$88,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2022	\$307,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2023	\$385,000.00	Hilton Head Concours d'Elegance & Motoring Festival
2024	\$362,000.00	2024 Hilton Head Island Concours d'Elegance & Motoring Festival

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Our funding has been mainly used for marketing and promotions. This includes creating an innovative campaign, running national and regional ads, and maintaining a strong social media presence. We continue to partner with the Hilton Head Island/Bluffton Chamber of Commerce to enhance our advertising and attract top-tier executives through initiatives like guest judging. Part of the funding offsets costs for showcasing prestigious display vehicles and covering production expenses at the Hilton Head Island Airport General Aviation. This ensures we maintain high standards for our Event while fostering community pride and tradition.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

The core indicator of our Event's success is attendance, monitored meticulously through scanned barcodes and pre-established hotel blocks. The University of South Carolina Beaufort's (USCB) marketing research department conducts on-site surveys to differentiate between local attendees and tourists, while also assessing the efficacy of our marketing strategies. This invaluable data allows us to pinpoint the geographic regions our attendees hail from, guiding our decisions on where to focus and expand our marketing efforts.

In recent years, we have strategically shifted the bulk of our advertising budget towards digital and social media platforms. Unlike traditional print media, digital channels offer the advantage of real-time data analysis. This allows us to continuously monitor and adjust our campaigns to optimize performance, measured through impressions and website click-through rates.

Between May and August alone, our digital campaigns garnered over 6.2 million impressions, resulting in more than 40,000 clicks to our website. This ability to adapt our marketing strategies on-the-fly not only maximizes our reach but also ensures we are engaging effectively with our target audiences.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

The 2024 Event is scheduled for the first week of November, so results are still pending. However, early indicators suggest a successful year. Despite some sponsor concerns due to economic uncertainties, we've attracted and are in talks with several new sponsors. Online ticket sales as of August 31 are consistent with previous years, with 69% of online sales coming from visitors located beyond 50 miles and 31% from local ticket buyers.. Typically, visitors purchase early and also secure accommodations and transportation at the same time they purchase their online tickets. Our careful use of grant funding has maintained our Event's esteemed reputation, engaged new sponsors, and ensured continuous promotional efforts. We stay committed to delivering an exceptional experience that honors our rich heritage while fostering community involvement and youth development.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link

on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. (1300 words or less)

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday:** Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday:** Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday:** Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday:** Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty

exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

Signature: Robert Lee

Title/Position: Treasurer

Mailing Address: P.O. Box 21733, Hilton Head Island, SC 29925

Email Address: bob@beaconallied.com

Office Phone Number: 843-785-7469

Home Phone Number: 843-290-2533

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
 January through December 2024

	<u>Jan - Dec 24</u>
Ordinary Income/Expense	
Income	
Award Sponsors	10,000.00
Banner Sales	0.00
Beverage Sales	0.00
Business Expo Tents	0.00
Concours Charitable Fund (DYA)	100,000.00
Driving Tour Tickets	11,000.00
Exhibitor Registration Fees	20,000.00
Hospitality Other - Airport	120,000.00
Interest Income	0.00
Merchandise Sales	22,000.00
Misc Income	0.00
Parking Fees - VIP	7,000.00
Patrons	111,000.00
Program Advertising	33,000.00
Public Funding	395,000.00
Retail Vendor Space	25,000.00
Sponsors	372,000.00
Ticket Sales	<u>250,000.00</u>
Total Income	<u>1,476,000.00</u>
Gross Profit	1,476,000.00
Expense	
Administration	143,200.00
Charitable Fund	18,100.00
Event Production	189,900.00
Facilities	287,100.00
Hospitality	63,000.00
Marketing	373,000.00
Merchandise	19,000.00
Payroll Expenses	259,000.00
Sponsor Solicitation	36,100.00

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
January through December 2024

	<u>Jan - Dec 24</u>
Ticketing	20,000.00
void	0.00
Volunteers	<u>13,700.00</u>
Total Expense	<u>1,422,100.00</u>
Net Ordinary Income	53,900.00
Other Income/Expense	
Other Expense	
CONTRIBUTIONS	48,000.00
InterestExpense	<u>5,200.00</u>
Total Other Expense	<u>53,200.00</u>
Net Other Income	<u>-53,200.00</u>
Net Income	<u><u>700.00</u></u>