



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

**Thursday, September 3, 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. Calendar Year 2027 ATAX Grant Applicant Hearings — 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

TO: Accommodations Tax Advisory Committee
FROM: Dave Byrd, Finance Director
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: September 3, 2026
SUBJECT: Calendar Year 2027 ATAX Grant Applicant Hearings

BACKGROUND:

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

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

RECOMMENDATION:

Staff recommends that the Accommodations Tax Advisory Committee (ATAC) conduct applicant evaluations during September 3, 2026, public hearing for the 2027 Accommodations Tax Grant Program. Following these hearings, ATAC will formulate funding recommendations to be presented to the Finance and Administrative Committee, and subsequently to Town Council for final approval.

NEXT STEPS:

- Hearing Date 1: Thursday, September 3, 2026
- Hearing Date 2: Thursday, September 10, 2026

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

ATTACHMENTS:

1. Hearing Schedule for Thursday, September 3, 2026
2. ATAX Award Comparison by Calendar Year

2027 Accommodations Tax Advisory Committee Applicant Hearings

	Thursday September 3, 2026
TIME	APPLICANT
9:10-9:30	Long Cove Club
9:30-9:50	Lowcountry Gullah
9:50-10:10	The Outside Foundation
10:10-10:30	Lean Ensemble Theater
10:30-10:50	BREAK
10:50-11:10	The First Tee of the Lowcountry
11:10-11:30	Sea Glass Stage Company
11:30-11:50	Gullah Museum of Hilton Head Island
11:50-12:10	Hilton Head Symphony Orchestra, Inc.
12:10-1:10	LUNCH
1:10-1:30	World Affairs Council of Hilton Head
1:30-1:50	Hilton Head Land Trust
1:50-2:10	Mitchelville Preservation Project
2:10-2:30	Hilton Head Island Recreation Association
2:30-2:50	BREAK
2:50-3:10	Hilton Head Choral Society
3:10-3:30	The Sandbox
3:30-3:50	Hilton Head Power and Sail Squadron
3:50-4:10	Hilton Head St. Patrick's Day Parade

**Town of Hilton Head Island
Accommodations Tax Grants
by Calendar Year**

Grantee Agency	2024	2025	2026	2027 Grants			
	Town Council Award	Town Council Award	Town Council Award	Applicant Grant Request	ATAC Recommendation	Finance & Admin Recommendation	Town Council Award
Art League of Hilton Head	75,000	80,000	79,000	80,000			
Arts Center of Coastal Carolina	430,000	447,000	440,000	453,000			
Beach Cat Sailors (Previously Paul Miller Fund)			40,000	183,000			
Community Foundation of the Lowcountry			App Withdrawn				
David M. Carmines Memorial Foundation	181,000	185,000	182,000	185,000			
Gullah Traveling Theater, Inc.			15,000				
Gullah Museum of Hilton Head Island	150,000	180,000	150,000	170,000			
Harbour Town Merchants Association	29,000	29,000	40,000	30,000			
HHI Audubon Society	20,100	21,400	20,000	70,450			
HHI Choral Society	15,000	20,000	18,000	20,000			
HHI Concours d'Elegance	362,000	350,000	340,000	390,000			
HHI Dance Theater	20,000	23,000	18,000	20,000			
Hilton Head Island Airport	150,000	150,000	160,000	170,000			
Hilton Head Island Bridge Association	15,000	15,000	15,000	17,000			
HHI Rec Assoc.(Wingfest & Other Festivals)	60,000	75,000	70,000	75,000			
HHI St. Patrick's Day Parade	74,065	80,000	79,095	100,000			
HH MLK Committee for Justice	4,513	2,980					
HHI Wine & Food,Inc (Rhythm and Brews)	30,000	30,000	25,000	25,000			
HHI Wine and Food Fest	130,000	130,000	125,000	130,000			
Hilton Head Island Land Trust	36,632	47,000	40,000	45,000			
HH Power and Sail Squadron				3,000			
HHI Symphony Orchestra	330,000	350,000	350,000	360,000			
Lean Ensemble Theatre	50,000	55,000	50,000	55,000			
Lowcountry Golf Course Owners Assoc.	100,000	150,000	100,000	150,000			
Long Cove Club (Darius Rucker Intercollegiate)	56,653	61,897	61,897	70,785			
Lowcountry Gullah	100,000	100,000	90,000	100,000			
Mitchelville Preservation Project	190,000	190,000	190,000	200,000			
Native Island Business & Community	225,000	225,000	240,000	320,000			
Palmetto Quilt Guild	7,500		7,000				
Paul Miller Fund (Currently Beach Cat Sailors)	16,500						
Rotary Club of Hilton Head (Quenchbuggy)		40,000					
Sea Glass Stage Company				65,000			
Sea Pines Forest Preserve	40,000		40,000	45,000			
Sea Turtle Patrol HHI	70,000	70,000	65,000	90,000			
Shelter Cove Harbour Company	244,600	293,800	290,000	336,500			
TEDx Hilton Head	45,000	10,000					
The Boys & Girls Club of Hilton Head	40,000	40,000	40,000	46,425			
The Coastal Discovery Museum	375,000	400,000	395,000	450,000			
Coastal Disc. Museum (Honey Horn-CIP)	300,000						
The First Tee of the Lowcountry	40,000	50,000	50,000	50,000			
The Heritage Library	135,000	143,000	125,000	145,000			
The Outside Foundation	72,000	72,000	65,000	78,530			
The Sandbox	60,765	64,000	62,000	64,000			
University of South Carolina	2,000						
World Affairs Council of HHI				32,000			
Subtotal	4,282,328	4,180,077	4,076,992	4,824,690	-	-	-
Total Grants	4,282,328	4,180,077	4,076,992	4,824,690	-	-	-
Total Amount Available to Award	-	-	-	-	-	-	-