



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Thursday, October 24, 2024, 9:00 AM

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

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

- 1. Call to Order**
- 2. Adoption of the Agenda**
- 3. New Business**
 - a. Hearing of Applicants - Shena Smith, Finance Assistant
- 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

Staff Report Memo

TO: Accommodations Tax Advisory Committee
FROM: Shena Smith, Finance Assistant
VIA: Adriana Burnett, Finance Director
DATE: October 18, 2024
SUBJECT: Hearing of Applicants

RECOMMENDATION:

Staff recommends that the Accommodations Tax Advisory Committee (ATAC) evaluate applicants during the October 24th hearings for the 2025 Accommodations Tax Grant. These hearings are a crucial part of the grant evaluation process, where applicants will present their funding requests for tourism-related projects and events.

BACKGROUND:

Each year, the Accommodations Tax Advisory Committee is responsible for reviewing applications from organizations seeking funding through the Town's accommodations tax revenue. These funds are allocated to support projects that promote tourism, enhance local cultural offerings, and contribute to the economic vitality of the community.

As part of the grant review process, the Accommodations Tax Advisory Committee holds public hearings where applicants present their proposals and answer questions from committee members. The Committee then uses this information to formulate recommendations for funding allocations, which are presented to Town Council for final approval.

SUMMARY:

- Hearing Date 2: Thursday, October 24, 2024

The 20-minute time slots provide ample time for a comprehensive review and discussion of all scheduled applicants before ATAC submits its funding recommendations to Town Council for final approval. The hearing on October 17, 2024, was the first of two scheduled dates, with the second set for Thursday, October 24, 2024. Both hearings are held in Council Chambers and are open to the public, ensuring full transparency by the Committee.

ATTACHMENTS:

1. Hearing Schedule for Thursday, October 24, 2024

	Thursday October 24, 2024
TIME	APPLICANT
9:10-9:30	Lean Ensemble Theater
9:30-9:50	Arts Center of Coastal Carolina
9:50-10:10	Long Cove Club
10:10-10:30	The Coastal Discovery Museum
10:30-10:50	BREAK
10:50-11:10	Hilton Head Wine & Food
11:10-11:30	The Boys & Girls Club of HHI
11:30-11:50	Hilton Head Island Airport
11:50-12:10	Hilton Head Rhythm & Brews
12:10-1:10	LUNCH
1:10-1:30	Native Island Business Community Affairs Assoc.
1:30-1:50	Hilton Head Dance Theatre
1:50-2:10	Sea Turtle Patrol HHI
2:10-2:30	HHI Bridge Association
2:30-2:50	Rotary Club of Hilton Head
2:50-3:10	BREAK
3:10-3:30	TEDx Hilton Head
3:30-3:50	HHI Land Trust
3:50-4:10	Shelter Cove Harbour Company
4:10-4:30	Harbour Town Merchants Association