Members Present: Lisa Crowley, Chair; Brumby McLeod, Mari Ricozzi, Jennifer Maxwell, Terry Ansley and Richard Giecek

Also Present: John Iacofano, Town Council Liaison

Staff Present: John Greenberg, Staff Liaison; Tammy Harness, Assistant Chief Financial Officer; and Matt Brady, Economic Development Manager

1. Call to order
   
   Ms. Crowley called the meeting to order at 10:00 am.

2. Approval of Minutes from the following meetings:
   
   a. October 13, 2022
   b. October 14, 2022

   Mr. Ansley moved for approval of the minutes as stated; seconded by Mr. Brumby. All present voted in favor.

3. Public Comments
   
   [No public Comments]

4. FY 23/24 Fall Cycle Funding Presentations
   
   a. Mount Pleasant Symphony

   Tyler All, President of the Mount Pleasant Symphony stated he is here with Ron Mendola, Music Director. They just finished their March 2023 concert and have another concert on Mother’s Day, May 14th. He stated that the concert was sold out. He stated that for this funding cycle, they will be performing concerts in October and December and are requesting the same amount of $7,500. He thanked the ATAC members for their support over the years.

   ATAC members had a brief discussion regarding attendance and the opportunity for a larger venue.
Ron Mendola, Music Director, stated that social media and the website are up and running. The Mount Pleasant Symphony is looking at opportunities to utilize the performing arts center at Lucy Beckham High School. He said they have a concert on May 14th. He said the concerts are all free and open to the public.

b. South Carolina Surf Soccer Club (2)

Tiffany Moy, stated that she is a volunteer and serves on the South Carolina Surf Soccer Tournament. She stated that their non-profit soccer club, which is Mount Pleasant Soccer Booster Club, Inc., originated in 1981. She thanked the Town for their long-standing continued partnership. She said they are requesting $5,000 per tournament that will be held here in Mount Pleasant in September and October 2023.

ATAC member continued discussions.

c. The Knights of Columbus

Stephen Thompson, Race Director representing the Thanksgiving Day Turkey Day Run, which is held downtown Charleston on Thanksgiving Day morning. He stated that he has been a member of the Knights of Columbus for over 10 years and this is his 3rd year as the race director. He said the race has been going on for 46 years and has become a Charleston tradition. He said this is a family event. The Knights of Columbus is a charitable organization and the Turkey Day Run is a real sanctioned race. He said it is one of the fastest 5K races in the state and well as the largest. He stated that this is a fundraising opportunity with all the proceeds going to many charities.

ATAC members continued discussions and provided ideas to Mr. Thompson on how he may be able to promote the Town.
5. State Accommodations Tax FY 2024 Budget Review

Tammy Harness, Deputy Chief Financial Officer for the Town, provided the following information to the ATAC members.

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>ACCOUNT DESCRIPTION</th>
<th>AMENDED BUDGET FY 2023</th>
<th>REQUESTED FY 2024</th>
<th>PROPOSED FY 2024</th>
<th>$ CHANGE FROM FY 2023</th>
<th>% CHANGE FROM FY 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>0010-0000-0000</td>
<td>General Government</td>
<td>$1,221,346</td>
<td>$1,274,871</td>
<td>$1,274,871</td>
<td>$53,550</td>
<td>4.5%</td>
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<tr>
<td>0020-0000-0000</td>
<td>Transfer Out</td>
<td>$71,259</td>
<td>$41,500</td>
<td>$45,100</td>
<td>$3,600</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

Total Expenditures & Transfers Out

$2,129,606  $1,191,160  $1,310,851  $1,363,971  ($468,516)  -19%
Committee members discussed the budget information with Ms. Harness.

Mr. Iacofano mentioned remaining funds from the last funding cycle in the amount of $6,000.

Ms. Harness explained the process of where unspent funding goes. She stated that it would need to be a recommendation from ATAC to the Budget Committee.

Mr. Iacofano stated that it was not defined at the last ATAC meeting. He recommended using the funding instead of leaving unspent funds which will then go to another project as defined by the state guidelines.
Ms. Harness stated that the funds may be used for law enforcement, traffic control, public facilities, highway street names, etc. She also indicated that the funding is required to be utilized within two years.

Mr. McLeod stated that he is fine with how the Town manages the present process. He stated that in 2022 when the Town did not collect as much revenue due to COVID, they still provided ATAC with the $150,000 for the two funding cycles.

Mr. McLeod said that the motion should be to roll over the funds into the funding contribution.

▶ Ms. Rocozzi moved to have any unspent funds at the end of the fiscal period roll over into the next funding contributions; seconded by Ms. Ansley.

Mr. McLeod stated that he trusts the Town in using the funds and is not in favor of carrying funds over.

Mr. Ansley stated that until we begin running out of funds before we run out of projects, the formula and the allotment has been good. He said if there comes a time when there are not sufficient funds to support all the applicants that qualify then the committee can make a recommendation to the Budget Council for additional funds.

ATAC Committee members continued discussion regarding funding.

▶ Ms. Ricozzi was in favor; all other opposed. Motion fails.

6. CVB / Explore Charleston FY 2024 Budget Review –

▶ Chris Campbell, Vice President, gave the following presentation:

(Mr. Gieck departed the meeting at 11:09 am and returned at 11:13 am)
TODAY'S OBJECTIVES

I. Explore Charleston: A Destination Marketing & Management Organizational Overview

II. FY23/24 Town of Mount Pleasant Budget - 30% State Atax

MISSION

The mission of Explore Charleston is to unify and lead the local travel industry in marketing the Charleston area as an individual, meeting, incentive, and group destination to both the domestic and international markets.
Fast Facts:

- 501(c)(6)
- Represents 10 local governments across the region
- Serves 847 members, including 102 Mount Pleasant businesses
- Overseen by 32-member Board of Governors, including the Honorable G.M. Whitley
- Annual External Audit, Tax Return (990), Ubit (990-T)

ORGANIZATIONAL OVERVIEW

Revenue
Budget $26.1M

ACCOMMODATIONS TAX
ACCOMMODATIONS TAX

- **State Accommodations Tax**: 2%
- **Charleston County Accommodations Tax**: 2%
- **Local Accommodations Tax**: 1-2%

**13-14% Total taxes paid on accommodations in Charleston County**

*Other tourism related fees/taxes = hospitality fee and admissions tax*

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**Our Strategy is Built on These Pillars:**

- HISTORY
- CULINARY
- FAMILY
- OUTDOOR
- ARTS & CULTURE
- SHOPPING
## Explore Charleston FY23/24 Budget Town of Mount Pleasant

<table>
<thead>
<tr>
<th>FY23/24 Budget Mount Pleasant Advertising &amp; Publications Expense</th>
<th>$545,538</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY23/24 Budget Mount Pleasant Media Efforts</td>
<td>$126,536</td>
</tr>
<tr>
<td>FY23/24 Budget Mount Pleasant Group Sales</td>
<td>$162,991</td>
</tr>
<tr>
<td>FY23/24 Budget Mount Pleasant Visitor Services (Center, Call/Chat Centers)</td>
<td>$188,519</td>
</tr>
</tbody>
</table>
EARNED & SOCIAL MEDIA

Hidden Gems in Charleston: Diving into South Carolina's Largest City
Mount Pleasant Old Village

The Old Village Historic District in Mount Pleasant provides trendy shopping, a main street, and fantastic dining.

"One of my favorite hidden gems is located in Mount Pleasant's adorable Old Village. A short 20-minute drive from the historic peninsula of Charleston, the Old Village has preserved homes dating to the 1700s.

For one of the best views of the Charleston harbor, head down Pitt Street in the Old Village until you find the Pitt Street Bridge. Drive only a car ride from Mount Pleasant to beautiful Sullivan's Island, today it is a pedestrian only area with scenic walkways and benches overlooking the harbor." - written Contempo Mariner, a travel blog.

Pitt Street Bridge

Once a toll bridge that connected Sullivan's Island—now a place for rest, recreation, and relaxation.

Sean James, a local photographer notes, "By favorite place is a beautiful palm tree-lined waterfront, surrounded by a..."
East Cooper Hotel Performance

**HOTEL ROOM INVENTORY**

- 2019: 3,032
- 2020: 3,220
- 2021: 3,396
- 2022: 3,426

**HOTEL OCCUPANCY**

- 2019: 67.2%
- 2020: 44.8%
- 2021: 63.8%
- 2022: 68.2%

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East Cooper Hotel Performance (cont.)

**HOTEL ROOM NIGHTS SOLD**

- 2019: 743,000
- 2020: 512,000
- 2021: 789,000
- 2022: 855,000

**HOTEL AVERAGE DAILY RATE**

- 2019: $124
- 2020: $102
- 2021: $137
- 2022: $155
Ms. Harness stated that since both the Town and CVB budgets have been reviewed, she would request that ATAC make a motion to accept both budgets as presented.

- Ms. Crowley moved to accept the budgets as presented; seconded by Mr. McLeod. All present voted in favor.
- Ms. Crowley called for a break at 11:29 p.m.
- Ms. Crowley reconvened the meeting at 11:46 p.m.

7. FY 23/24 Fall Cycle Funding Committee Evaluations

- Ms. Crowley stated that the Committee will now begin scoring in order to consider funding recommendations for applicants.

**Mount Pleasant Symphony**

**SC SURF Soccer Men’s Select Shootout**

- Mr. McLeod stated that this event has the strongest economic impact and moved to approve at the maximum points; seconded by Ms. Crowley. All present voted in favor.
SC SURF Soccer Women’s Select Shootout

Ms. Maxwell moved to approve the same maximum points; seconded by Ms. Crowley. All present voted in favor.

Knights of Columbus

Ms. Crowley stated that Mount Pleasant was not promoted over the past years that this run has been in existence.

Ms. Ricozzi stated that since this event does not take place in Mount Pleasant and there is no previous knowledge of impact, she recommended that this applicant put the links for Mount Pleasant hotels on his website and come back next year. She stated that Mount Pleasant is not even mentioned on the Turkey Day Run website. She said the marketing plan is non-existent and their budget does not show the ATAX funding they are receiving from the City of Charleston.

Mr. Ansley started that they still need to show the beneficial impact to Mount Pleasant.

Ms. Maxwell made a motion to have the Knights Of Columbus put the links for hotels in Mount Pleasant on their website and come back next year with results; seconded by Ms. Ricozzi.

Mr. McLeod asked if this motion includes no funding at this time.

Ms. Maxwell responded in the affirmative.

Ms. Crowley confirmed that the motion is not to provide funding for this cycle and put parameters in place.

All present voted in favor.

Mr. McLeod stated that he would like to see the Mount Pleasant Symphony’s fall concerts funded at $7,500.

Mr. Ansley agreed.

(Mr. Gieck departed the meeting at 12:00 noon)
Ms. Crowley moved to accept the funding recommendations of $17,500; seconded by Ms. Ricozzi. All present voted in favor.

8. Adjourn

There being no further business, the Committee adjourned at 12:04 p.m.

Respectfully submitted,
Barbara Ashe MacDonald
April 5, 2023