

Town of Kiawah Island
SATAx Funding Recommenations
FY 2021-2022

Category #	Project	Applicant Sponsor	2019/2020 Funded Amount	2020/2021 Funded Amount	2021/2022 Application Request	SATAx Committee Funding Recommendation	Ways & Means Funding Recommendation	Percentage
2	Events Promotion	Freshfields Village	\$ 15,000	\$ 11,357	\$ 30,000	\$ 30,000	\$ 30,000	2%
1	Marketing & Advertising Promoting Tourism	Freshfields Village	\$ 33,000	\$ 32,071	\$ 58,000	\$ 58,000	\$ 58,000	4%
1	Public Access Events	Kiawah Island Golf Resort	\$ 435,000	\$ 332,143	\$ 435,000	\$ 435,000	\$ 435,000	28%
1	Wedding Destination Marketing & Advertising	Andell Inn	\$ -	\$ -	\$ 47,764	\$ 47,764	\$ 47,764	0%
4	Beach Patrol	Town of Kiawah Island	\$ 100,000	\$ 48,429	\$ 100,000	\$ 100,000	\$ 100,000	7%
4	Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 382,000	\$ 186,000	\$ 423,000	\$ 423,000	\$ 423,000	28%
	2021 PGA Championship	Professional Golfer's Association of America	\$ 120,000	\$ 120,000	\$ -	\$ -	\$ -	
		Totals for Year Ending	\$ 1,085,000	\$ 730,000	\$ 1,093,764	\$ 1,093,764	\$ 1,093,764	68%

Total Available for Funding	\$ 730,000 \$ 1,530,000 \$ 1,530,000 \$ 1,530,000 \$ -
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Total in excess of Funding	\$ 436,236 \$ (436,236) \$ (436,236) \$ -
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State Guidelines for each category:

Tourism-related expenditures include:

- 1 advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
- 2 promotion of the arts and cultural events
- 3 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
- 4 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 tourists
- 5 public facilities such as restrooms, dressing rooms, parks, and parking lots
- 6 tourist shuttle transportation
- 7 control and repair of waterfront erosion
- 8 operating visitor information centers