



**Pawleys Island
A-tax Advisory Committee Meeting
Tuesday, Nov. 19, 2024,
at 9:30 a.m.
PI Town Hall**

Board Member Attendees:

Robert Levine (Chair) ____ Betsy Altman ____ Kathy Besse ____ Will Dieter ____
Sassy Henry ____ Mary Nash ____ Eddie Wilder ____

Town of Pawleys Island Attendees:

Mayor Brian Henry ____ Daniel Newquist ____ Corey Higdon ____

Georgetown County Chamber of Commerce Attendees:

Beth Stedman ____ Mark A. Stevens ____ Clayton Stairs ____

**Media or the public in
attendance:** _____

AGENDA

- I. Call to Order
- II. Statement of compliance with FOIA
- III. Motion to approve agenda
- IV. Motion to approve minutes
- V. Review A-Tax funding requests – Daniel Newquist – *ACTION, if needed*
- VI. Presentation of 2025 Marketing Budget – Mark Stevens – *ACTION*
- VII. Old Business
- VIII. New Business
 - a) Set calendar for 2025 – *ACTION*
- IX. Adjournment



MINUTES

Town of Pawleys Island

Accommodations Tax Advisory Committee

Oct. 2, 2024, at 9:30 a.m.

Pawleys Island Town Hall

In attendance:

Pawleys Island A-tax Advisory Committee members: Robert Levine (chair), Betsy Altman, Mary Nash, Will Dieter, Eddie Wilder, Sassy Henry, and Kathy Besse (new committee member)

Chamber staff: Director of Tourism Development Mark Stevens and Tourism Manager Clayton Stairs

Media: Charles Swenson (Coastal Observer)

Town of Pawleys Island attendees: Town Administrator Daniel Newquist, Town Clerk Corey Higdon

Presenters: Julianna Nadel with Pineapple Public Relations; and Nicole Klein with Madden Media

The meeting was called to order by Robert Levine at 9:30 a.m. A quorum was present. Levine made the statement of FOIA compliance.

Eddie Wilder made a motion to approve the minutes from the last meeting. Mary Nash seconded the motion. All in favor. Motion passed. Wilder made a motion to approve the agenda for this meeting. Sassy Henry seconded the motion. All in favor. Motion passed.

Levine introduced a new committee member, Kathy Besse, with the Litchfield Company. He also introduced the new town clerk, Corey Higdon.

Mark Stevens led the overview of tourism reports. Julianna Nadel with Pineapple Public Relations presented the Social Media Report for the Only Pawleys website, saying that results from January to September 2024 showed a total of 2.6 million Facebook impressions, 18,000 Instagram followers and 40,000 Facebook followers. She said the top Facebook posts had more than 5,000 engagements and panoramic views of the pier and sunrise were doing well. The engagement rate is up 11 percent and is above the industry average.

Nadel said with boosted campaigns, impressions were up by 2,000, with people liking and sharing content. The email overview showed that the monthly eNewsletter had a 25-percent open rate and is gaining subscribers every week. It also showed a 19.3-percent click through rate, she said.

Nicole Klein with Madden Media presented the Digital/Website Report for Only Pawleys. The website overview for January to September 2024 showed there were 60,000 users and 66,000 sessions. She said the campaign overview also showed positive numbers with Google SEM showing a 13.27 click through rate. Meta Prospecting showed 27,000 link clicks, so people are going deeper into the website pages. And, she said, Meta Remarketing was above benchmark.

Stevens gave the Public Relations Report, saying that Pawleys Island was ranked No. 1 in a USA Today 10 Best contest for Best Beach in South Carolina. He said according to Accommodations Tax numbers from the state, this was a record-setting year for tourism with a total of \$3.4 million collected in state 2% Atax

funds collected in Georgetown County. Since 2010, the total has gone up each year, he said. In other reporting, he said he and Clayton Stairs wrote 28 new stories for the website.

There was no old business. Under new business, the committee set the next meeting for Tuesday, Nov. 19. This will be a budget meeting, Stevens said.

Betsy Altman made a motion to adjourn the meeting. Robert Levine seconded the motion. All in favor. Motion passed. The meeting was adjourned at 10:13 a.m.

Town of Pawleys Island Tourism Marketing
DRAFT Budget January - December 2025

	2025 Budget	2024 Budget
INCOME		
30% Tax Estimate	\$ 95,000.00	\$ 95,000.00
SCPRT Grants	\$ 35,000.00	\$ 35,000.00
Carry-over from FY 2024*	\$ 50,000.00	\$ 50,000.00
Total Projected Income	\$ 180,000.00	\$ 180,000.00
EXPENSE		
	2025	2024
Print + Digital Components	\$ 44,885.00	\$ 53,500.00
Digital (<i>Social, Email, Website, SEM, Display, SCPRT</i>)	\$ 87,965.00	\$ 84,100.00
Creative & Production (Video)	\$ 7,750.00	\$ 3,000.00
Administrative, Acct., Audit	\$ 9,400.00	\$ 9,400.00
Total Marketing/Admin Expense	\$ 150,000.00	\$ 150,000.00
Carry Forward	\$ 30,000.00	\$ 30,000.00
TOTAL EXPENSE	\$ 180,000.00	\$ 180,000.00
EXPENSE		
	2025	2024
Print (+ Digital Components)		
Atlanta Magazine	\$ 13,000.00	\$ 13,000.00
SCPRT Vacation Guide, <i>all SC Welcome Centers</i>	\$ 8,000.00	\$ 8,000.00
Town (Greenville SC magazine)	\$ 3,000.00	
Our State (NC)	-	\$ 20,000.00
City View (Knoxville, Tennessee)	\$ 3,000.00	\$ 12,500.00
Southern Lady/Taste of the South Magazines	\$ 11,000.00	-
Virginia Living Magazine	\$ 6,885.00	
TOTAL PRINT (+ DIGITAL COMPONENTS)	\$ 44,885.00	\$ 53,500.00
Digital		
Email Marketing	\$ 12,600.00	\$ 12,600.00
Social Media Marketing	\$ 21,000.00	\$ 21,000.00
Website (<i>includes SEO, maintenance & hosting</i>)	\$ 12,200.00	\$ 12,200.00
SEM & Digital Display	\$ 42,165.00	\$ 38,300.00
TOTAL DIGITAL	\$ 87,965.00	\$ 84,100.00
OTHER		
Creative & Production (Video)	\$ 7,750.00	\$ 3,000.00
TOTAL OTHER	\$ 7,750.00	\$ 3,000.00

