



Pawleys Island
A-tax Advisory Committee Meeting
Tuesday, Nov. 18, 2025, at 9:30 a.m.
Pawleys Island Town Hall

Board Member Attendees:

Robert Levine (Chair) _____ Betsy Altman _____ Kathy Besse _____ Will Dieter _____ Sassy Henry _____
Bruce Taylor _____ 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 Freedom of Information Act
- III. Motion to approve agenda
- IV. Motion to approve minutes from last meeting
- V. Review A-Tax funding requests – Daniel Newquist – *ACTION, if needed*
- VI. Tourism Report – Mark Stevens
- VII. Financials – Beth Stedman
- VIII. Presentation and approval of 2025 Marketing Budget –
Beth Stedman and Mark Stevens – *ACTION*
- IX. Old Business
- X. New Business
 - a) Set calendar for 2026 – *ACTION*
- XI. Adjournment



MINUTES

MINUTES

Town of Pawleys Island

Accommodations Tax Advisory Committee

August 26, 2025, at 9:30 a.m.

Pawleys Island Town Hall

In attendance:

Pawleys Island A-tax Advisory Committee members: Robert Levine (chair), Betsy Altman, Sassy Henry, and Kathy Besse

Chamber staff: Director of Tourism Development Mark A. 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: T.J. Fletcher with Madden Media; and Julianna Nadel with Pineapple Public Relations

The meeting was called to order by Robert Levine at 9:33 a.m. A quorum was present. Levine made the statement of FOIA compliance. Betsy Altman made a motion to approve the minutes from the last meeting. Sassy Henry seconded the motion. All in favor. Motion passed. Betsy Altman made a motion to approve the agenda for this meeting. Kathy Besse seconded the motion. All in favor. Motion passed.

Mark Stevens led the presentation of tourism reports. Julianna Nadel with Pineapple gave the Social Media and Email Marketing Report for January to July 2025. She said:

- Social media highlights showed 41,800 Facebook followers, 2.5 million Facebook views, 43,300 Facebook interactions, 39,000 Facebook link clicks, and 8.4 percent current Facebook engagement rate, 19,000 Instagram followers, and a 5 percent current Instagram engagement rate.
- The top Instagram posts were Pawleys Chapel with 32,500 views, a couple on the beach with 11,400 views, and Pawleys Island Tavern with 11,300 views.
- Social media advertising results showed 14 total boosted post campaigns, with 13,800 total impressions and a total reach of 92,800 people.
- The email overview showed an average open rate of 34.4 percent and an average click rate of 11.66 percent (both about industry standard). The highest performing emails were June 2025 with the highest open rate of 38.6 percent and January 2025 with the highest click rate of 14.5 percent.
- The Welcome Email, active since December 2023, includes: Explore Pawleys, Book Your Stay, Play, and Dine. The email has been sent to 10,900 new subscribers as of July 31, 2025.

T.J. Fletcher with Madden Media presented the Website Performance Report for OnlyPawleys.com from January to July 2025. He said:

- There were 82,800 total users and over 102,000 sessions. Users have increased by 30 percent and sessions have improved by 44 percent year-over-year. Engaged sessions have increased by

48 percent -- a strong indicator of reaching highly engaged users through the lifts in website traffic.

- The homepage was the top page with 38,900 total users with 79 percent of traffic delivered through paid media efforts. The largest YoY increase came from the beach cam page. There was a 350-percent increase in users primarily driven by Organic Search. The top markets for website traffic are Atlanta, Charlotte, Raleigh, New York, Nashville and Charleston.
- Organic Search sessions improved by over 200 percent YoY. June and July experienced the highest volume of Organic Search sessions. Top pages are the beach cam, dining, stay and 20 FAQs. Atlanta, Charlotte and Raleigh are leading markets for Organic Search.
- For paid media, Atlanta, Raleigh and Charlotte continue to be the top markets throughout the year. Paid Social is the top traffic driver for the website, followed by Organic Social and then Paid Search. The engagement rate on the paid social campaign has improved YoY.

Stevens presented the Tourism Report stating that:

- The state Accommodations Tax report showed for June 2024 to May 2025 a record amount of \$3.6 million and the quarterly distribution also shows that Pawleys Island is up by 16.9 percent.
- The Georgetown County Chamber of Commerce was a part of the Hammock Day Festival in July at the Hammock Shops Village near the island.
- Earned media included a piece in Coastal Living Magazine – a cover story about the best places to live on the East Coast, and a piece in Travel + Leisure that referred to Pawleys Island as “a gem.”
- Pawleys Island’s video through Our State Magazine was completed, and Mark showed the board the video. The video went live in July and is also now being used as the main video on the OnlyPawleys website.

There was no old business, but there was new business. Daniel Newquist shared information about a new water safety video that is being produced by the Town of Pawleys Island. It will educate people about the dangers of rip currents and other water safety topics. Stevens said the Atax Committee can’t use Accommodations Tax funds for the project but could use TAG grant funds. After discussion, Altman made a motion to approve using \$5,000 in TAG funds for the video. Henry seconded the motion. All in favor. Motion passed.

Newquist also mentioned that committee member Mary Nash has moved away from the island, so they need to fill that position. He said he would accept nominations for the seat. The next meeting was set for Nov. 18.

The meeting was adjourned at 10:19 a.m.



A-TAX
APPLICATIONS



Town of
Pawleys Island
SOUTH CAROLINA

323 Myrtle Ave
Pawleys Island, SC 29585

November 18, 2025

Pawleys Island Accommodations Tax Committee
Town of Pawleys Island
323 Myrtle Ave
Pawleys Island, SC 29585

Per state law requirements, on September 17, 2025 the Town of Pawleys Island published a public notice on the Town's website and in the Coastal Observer soliciting funding requests of State A-Tax dollars received in 2024 for tourism-related activities here on Pawleys Island. As of the November 3, 2025 deadline no requests have been received. Attached is a summary breakdown of the State A-tax funds collected in 2024 with a breakdown of funds that are disbursed to our tourism marketing partner-Georgetown County Chamber of Commerce. The remaining balance of the 2024 collected funds is \$329,821.14. As such, the Town is requesting that those funds be used in the Town's General fund for allowable tourism-related expenses such as Administrative/Law Enforcement staff salary and employee benefits, beautification activities such as trash removal and routine landscaping, and the upkeep of the Town's website and maintenance of the Town Hall facility.

Each of these important resources and activities ensures that the Town is providing sufficient and high-quality services to both our residents and visitors. Thank you for your consideration of this request.

Sincerely,

Daniel Newquist
Town Administrator
dnewquist@townofpi.com

TOWN A-TAX 2024

MEMO TO: Robert Levine
Pawleys Island A-Tax Advisory Committee

FROM: Daniel Newquist
Town Administrator

DATE: November 18, 2025

SUBJECT: 2024 Accommodations Tax for 4 Quarters

	1st Quarter	\$	12,261.58	
	2nd Quarter	\$	127,127.66	
	3rd Quarter	\$	307,942.89	
	4th Quarter	\$	85,085.03	
#1	TOTAL	\$	532,417.16	
#2	LESS: First \$25,000	\$	25,000.00	
#3		\$	507,417.16	
#4	LESS: 5% to General Fund	\$	25,370.86	
#5	30% to Adv. & Prom.	\$	152,225.15	
		\$	177,596.02	
#6	65% Bal. for Tourism Related Exp.	\$		329,821.14
	LESS: Approved Allocations :			
	None			
	Bal. to Town of Pawleys Island for Tourism Related Expenses			\$ 329,821.14

TOWN TOURIST RELATED ACTIVITIES

Town Administration	\$	102,574.37	
Utilities	\$	3,628.03	
Internet & Website	\$	989.48	
Police		\$157,654.50	
Insurance	\$	25,726.05	
Telephone		\$4,287.67	
General Maint. & Trash Pickup	\$	12,863.02	
Municipal Court Judge	\$	22,098.02	
			\$ 329,821.14



FINANCIALS

4305 Mayfair St, Myrtle Beach, SC 29576
T: 843-497-4877 ❖ F: 843-497-4876
accountingservices@venningadvisors.com

Independent Accountants' Compilation Report

To the Board of Directors
Georgetown County Chamber / Pawleys Island
Georgetown, SC 29440

Management is responsible for the accompanying financial statements of the Georgetown County Chamber of Commerce – Town of Pawleys Island Marketing (a not-for-profit organization) which comprise the balance sheets as of September 30, 2025, and 2024, the related statements of activities for the nine months ended. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the tax basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit the statement of cash flows and substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the tax basis of accounting. If the statement of cash flows and omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, and equity, revenue and expenses, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The accompanying schedule of profit & loss budget performance - tax basis is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information is the responsibility of management. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

The financial statements of Georgetown County Chamber of Commerce - Town of Pawleys Island Marketing as of September 30, 2024 were compiled by other accountants whose report dated October 22, 2024, stated that they have not audited or reviewed the September 30, 2024 financial statements, and accordingly, do not express an opinion, a conclusion, nor provide any form of assurance about whether the financial statements are in accordance with accounting principles generally accepted in the United States of America.

V enning

Myrtle Beach, SC
October 21, 2025

Georgetown County Chamber of Commerce - Town of Pawleys
Balance Sheets - Tax Basis
As of September 30, 2025 and 2024

	Sep 30, 25	Sep 30, 24
ASSETS		
Current Assets		
Checking/Savings		
First Citizens Operating-PI Mar	111,790.35	78,885.23
Total Checking/Savings	111,790.35	78,885.23
Total Current Assets	111,790.35	78,885.23
TOTAL ASSETS	111,790.35	78,885.23
LIABILITIES & EQUITY		
Equity		
32000 - Unrestricted Net Assets	57,536.67	166,726.38
Net Income	54,253.68	-87,841.15
Total Equity	111,790.35	78,885.23
TOTAL LIABILITIES & EQUITY	111,790.35	78,885.23

Georgetown County Chamber of Commerce - Town of Pawleys
Statements of Activities - Tax Basis
 January through September 2025 and 2024

	<u>Jan - Sep 25</u>	<u>Jan - Sep 24</u>
Ordinary Income/Expense		
Income		
42035 · 30% A tax	156,313.05	0.00
42050 · SCPRT Grant	23,865.93	38,078.27
Total Income	<u>180,178.98</u>	<u>38,078.27</u>
Expense		
62040 · Admin Expense	4,400.00	4,950.00
63200 · Bank Charges	544.72	0.00
63900 · Marketing		
63903 · Website	13,972.49	4,429.03
63916 · Print & Digital Compnents	40,439.99	47,264.99
63917 · Creative/Production Rack Card	8,000.00	0.00
63923 · Digital	29,411.42	34,033.68
63924 · Social Media Marketing	16,912.50	19,375.00
63925 · Email Marketing	9,013.50	11,970.81
63928 · Collateral	530.68	950.82
63900 · Marketing - Other	0.00	520.09
Total 63900 · Marketing	<u>118,280.58</u>	<u>118,544.42</u>
64700 · Administrative	550.00	0.00
64705 · Accounting	2,150.00	425.00
64710 · Audit	0.00	2,000.00
Total Expense	<u>125,925.30</u>	<u>125,919.42</u>
Net Ordinary Income	<u>54,253.68</u>	<u>-87,841.15</u>
Net Income	<u><u>54,253.68</u></u>	<u><u>-87,841.15</u></u>

**Georgetown County Chamber of Commerce - Town of Pawleys
Schedule of Profit & Loss Budget Performance - Tax Basis**

July through September 2025 & January through September 2025

	Jul - Sep 25	Budget	Jan - Sep 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
42035 · 30% A tax	0.00	23,750.00	156,313.05	71,249.00	95,000.00
42050 · SCPRT Grant	23,865.93	9,000.00	23,865.93	27,000.00	35,000.00
Total Income	<u>23,865.93</u>	<u>32,750.00</u>	<u>180,178.98</u>	<u>98,249.00</u>	<u>130,000.00</u>
Expense					
62040 · Admin Expense	1,100.00	1,575.00	4,400.00	5,250.00	7,500.00
63200 · Bank Charges	0.00		544.72		
63900 · Marketing					
63903 · Website	1,144.37	3,100.00	13,972.49	9,200.00	12,200.00
63916 · Print & Digital Compnents	8,628.33	11,885.00	40,439.99	38,885.00	44,885.00
63917 · Creative/Production Rack Card	8,000.00	0.00	8,000.00	7,750.00	7,750.00
63923 · Digital	13,213.32	10,545.00	29,411.42	31,623.00	42,165.00
63924 · Social Media Marketing	6,975.00	5,250.00	16,912.50	15,750.00	21,000.00
63925 · Email Marketing	3,342.00	3,000.00	9,013.50	9,600.00	12,600.00
63928 · Collateral	530.68	0.00	530.68	0.00	0.00
63900 · Marketing - Other	0.00	0.00	0.00	0.00	0.00
Total 63900 · Marketing	<u>41,833.70</u>	<u>33,780.00</u>	<u>118,280.58</u>	<u>112,808.00</u>	<u>140,600.00</u>
64700 · Administrative	550.00		550.00		
64705 · Accounting	775.00	0.00	2,150.00	400.00	400.00
64710 · Audit	0.00	500.00	0.00	1,000.00	1,500.00
Total Expense	<u>44,258.70</u>	<u>35,855.00</u>	<u>125,925.30</u>	<u>119,458.00</u>	<u>150,000.00</u>
Net Ordinary Income	<u>-20,392.77</u>	<u>-3,105.00</u>	<u>54,253.68</u>	<u>-21,209.00</u>	<u>-20,000.00</u>
Other Income/Expense					
Other Income					
42015 · Prior Year Surplus -Roll Over	0.00	15,000.00	0.00	45,000.00	50,000.00
Total Other Income	<u>0.00</u>	<u>15,000.00</u>	<u>0.00</u>	<u>45,000.00</u>	<u>50,000.00</u>
Other Expense					
62050 · Current Year Surplus-Roll Over	0.00	9,000.00	0.00	27,000.00	30,000.00
Total Other Expense	<u>0.00</u>	<u>9,000.00</u>	<u>0.00</u>	<u>27,000.00</u>	<u>30,000.00</u>
Net Other Income	<u>0.00</u>	<u>6,000.00</u>	<u>0.00</u>	<u>18,000.00</u>	<u>20,000.00</u>
Net Income	<u><u>-20,392.77</u></u>	<u><u>2,895.00</u></u>	<u><u>54,253.68</u></u>	<u><u>-3,209.00</u></u>	<u><u>0.00</u></u>



BUDGET

Town of Pawleys Island Tourism Marketing
DRAFT Budget January - December 2026

INCOME	2026 Draft Budget	2025 Budget
30% Tax Estimate	\$ 135,000.00	\$ 95,000.00
SCPRT Grants	\$ 35,000.00	\$ 35,000.00
Carry-over from FY 2025	\$ 90,000.00	\$ 50,000.00
TOTAL PROJECTED INCOME	\$ 260,000.00	\$ 180,000.00
EXPENSE	2026	2025
Print + Digital Components	\$ 46,885.00	\$ 44,885.00
Digital (<i>Social, Email, Website, SEM, Display, SCPRT</i>)	\$ 96,761.00	\$ 87,965.00
Atlanta Campaign	\$ 46,204.00	\$ -
Creative & Production	\$ 7,750.00	\$ 7,750.00
Administrative, Acct., Audit	\$ 12,400.00	\$ 9,400.00
<i>SUB-TOTAL Total Marketing/Admin Expense</i>	\$ 210,000.00	\$ 150,000.00
Carry Forward	\$ 50,000.00	\$ 30,000.00
TOTAL PROJECTED EXPENSE	\$ 260,000.00	\$ 180,000.00

EXPENSE	2026	2025
Print (+ Digital Components)		
Atlanta Magazine (See Atlanta Campaign below)	\$ -	\$ 13,000.00
City View (Knoxville, Tennessee)	\$ 3,000.00	\$ 3,000.00
Our State (NC)	\$ 15,000.00	-
SCPRT Vacation Guide, <i>all SC Welcome Centers</i>	\$ 8,000.00	\$ 8,000.00
Southern Lady/Taste of the South Magazines	\$ 11,000.00	\$ 11,000.00
Town (Greenville, SC Magazine)	\$ 3,000.00	\$ 3,000.00
Virginia Living Magazine	\$ 6,885.00	\$ 6,885.00
TOTAL PRINT (+ DIGITAL COMPONENTS)	\$ 46,885.00	\$ 44,885.00

Digital		
Email Marketing	\$ 13,860.00	\$ 12,600.00
Social Media Marketing	\$ 23,100.00	\$ 21,000.00
Website (<i>includes SEO, maintenance & hosting</i>)	\$ 13,420.00	\$ 12,200.00
SEM & Digital Display	\$ 46,381.00	\$ 42,165.00
TOTAL DIGITAL	\$ 96,761.00	\$ 87,965.00

Atlanta Campaign		
Includes Print (Atlanta Magazine), Out-of Home, Digital, Geo-Fenced Digital, NPR	\$ 46,204.00	\$ -

TOTAL ATLANTA CAMPAIGN	\$ 46,204.00	\$ -
OTHER - CREATIVE		
Creative & Production	\$ 7,750.00	\$ 7,750.00
TOTAL OTHER	\$ 7,750.00	\$ 7,750.00
ADMINISTRATIVE		
Chamber	\$ 8,250.00	\$ 7,500.00
Accounting	\$ 2,150.00	\$ 400.00
Audit	\$ 2,000.00	\$ 1,500.00
TOTAL ADMINISTRATIVE	\$ 12,400.00	\$ 9,400.00
Carry Forward to 2027	\$ 50,000.00	\$ 30,000.00
TOTAL	\$ 260,000.00	\$ 180,000.00

NOTES:

- Media buys are subject to change. If income does not meet projections, media will be cut from the plan.
- *"Carry Forward" to FY2027 is not reflected in percentage breakouts of expenses in pie chart.

