

COUNTY COUNCIL OF BEAUFORT COUNTY
ADMINISTRATION BUILDING
BEAUFORT COUNTY GOVERNMENT ROBERT SMALLS COMPLEX
100 RIBAUT ROAD
POST OFFICE DRAWER 1228
BEAUFORT, SOUTH CAROLINA 29901-1228

D. PAUL SOMMERVILLE
CHAIRMAN

GERALD W. STEWART
VICE CHAIRMAN

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TELEPHONE: (843) 255-2000
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www.bcgov.net

GARY T. KUBIC
COUNTY ADMINISTRATOR

JOSHUA A. GRUBER
DEPUTY COUNTY ADMINISTRATOR
SPECIAL COUNSEL

SUZANNE M. RAINEY
CLERK TO COUNCIL

AGENDA
FINANCE COMMITTEE

Monday, July 20, 2015

1:00 p.m.

Executive Conference Room, Administration Building
Beaufort County Government Robert Smalls Complex
100 Ribaut Road, Beaufort

Committee Members:

Jerry Stewart, Chairman
Steve Fobes, Vice Chairman
Cynthia Bensch
Rick Caporale
Brian Flewelling
William McBride
Stu Rodman

Staff Support:

Suzanne Gregory, Employee Services Director
Alicia Holland, CPA, Assistant County Administrator, Finance
Chanel Lewis, CPA, Controller

1. CALL TO ORDER – 1:00 P.M.

2. CONSIDERATION / FISCAL YEAR 2016 CONTRACT RENEWALS (backup)

- A. Republic Services - \$850,000
- B. A & B Cleaning Service, Inc. - \$585,828
- C. Clarke Mosquito Control Products, Inc. - \$315,000
- D. CompuCom - \$186,677
- E. South Coast Logging - \$180,000
- F. Manatron (Aumentum) - \$177,975
- G. Taylor Technologies - \$85,381
- H. Hilton Head Humane Association - \$85,000
- I. Care Environmental Corp. - \$80,000
- J. Pictometry International Corporation - \$70,444
- K. South Carolina Judicial Department - \$60,000
- L. Strickland Electric Recycling - \$60,000
- M. Hewlett-Packard Company - \$54,022
- N. New Vision System - \$51,028
- O. Republic Services - \$50,000

3. CONSIDERATION / CONTRACT AWARDS

- A. Mosquito Control Department Two New 2015/2016 Chevrolet 4x4 ½-Ton Trucks from State Contract (backup)
- B. Bluffton Township Fire District Fire Apparatus Trucks (backup)
- C. Benefits Consulting Services (backup)



4. CONSIDERATION / PROPOSED HANGAR RATE INCREASES AT HXD 3% AND ARW 5%
5. SOUTHERN BEAUFORT COUNTY CORRIDOR BEAUTIFICATION BOARD / REQUEST TO USE TREE REFORESTATION FUNDS FOR U.S. 278 BEAUTIFICATION PROJECTS
([backup](#))
6. PRESENTATIONS / DESIGNATED MARKETING ORGANIZATIONS' 2015-2016 BUDGET OF PLANNED EXPENDITURES ([beaufort](#)) ([hilton head island/bluffton](#))
7. CONSIDERATION / LOCAL 3% ACCOMMODATIONS TAX
8. DEMONSTRATION / NEW CITIZEN TRANSPARENCY INTERACTIVE WEBSITE
9. CONSIDERATION OF REAPPOINTMENTS AND APPOINTMENTS
 - A. Airports Board
 - B. Tax Equalization Board
10. ADJOURNMENT



COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT
106 Industrial Village Road, Building 2
Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

TO: Councilman Jerry W. Stewart, Chairman, Finance Committee
FROM: Dave Thomas, CPPO, Purchasing Director *DT*
SUBJ: **Recommendation for Beaufort County Departmental Contract Renewals**
DATE: July 20, 2015

In order to improve our process for renewing annual contracts I have provided a summary sheet (see the attached excel sheet) for your committee's review and approval. The summary sheet provides the vendor name, purpose, department, account name and number, prior and current contract cost, term, and remarks. The department head responsible for the contract or their representative will be available for questions during the Committee meeting.

FOR ACTION: Finance Committee meeting occurring July 20, 2015.

RECOMMENDATION: The Purchasing Department recommends that the Finance Committee approve and recommend to County Council, approval of the contract renewals (Items 1 – 6) as stated in the attached summary. The Purchasing Department also recommends that the Finance Committee approve the contract renewals (Items 7 – 15) as stated in the attached summary.

CC: Gary Kubic, County Administrator *GKubic*
Josh Gruber, Deputy Administrator *JG*
Alicia Holland, Asst. Co. Administrator, Finance *AH*

Att: Contract Renewal Summary and Pricing Information Backup

Beaufort County, South Carolina
Fiscal Year 2016 Contract Renewals
Finance Committee, July 20, 2015

	Vendor	Purpose	Department	Account	FY 2016 Cost	FY 2015 Cost	Term (Beg/End)
1	Republic Services Beaufort, South Carolina	Hauling Services for Solid Waste Department	Solid Waste	Solid Waste Hauling Services 10001340-51165	\$ 850,000	\$ 818,100	7/1/2015 thru 6/30/2016
	Note: Increase of \$1.00 per haul as compared to Fiscal Year 2015.						
2	A & B Cleaning Service, Inc. Greenville, North Carolina	Janitorial Services for County Facilities	Facilities Management Lady's Island Airport Hilton Head Island Airport	Cleaning Services 10001310-51210 51000011-51210 54000011-51210	\$ 585,828	\$ 585,828	7/1/2015 thru 6/30/2016
3	Clarke Mosquito Control Products, Inc. St. Charles, Illinois	Public Health Insecticide for Mosquito Control	Mosquito Control	Public Health Products 10001400-52320	\$ 315,000	\$ 315,676	8/1/2015 thru 7/31/2016
	Note: The State Contract unit pricing has not increased as compared to Fiscal Year 2015.						
4	CompuCorn Dallas, Texas	Microsoft Licensing including SQL Server licenses for Beaufort County	MIS	Maintenance Contracts 10001150-51110	\$ 186,677	\$ 139,468	7/1/2015 thru 6/30/2016
	Note: State Contract vendor - the price increase is attributable to an increase in servers and enterprise products.						
5	South Coast Logging Savannah, Georgia	Solid Waste Disposal	Solid Waste	Solid Waste Disposal 10001340-51166	\$ 180,000	\$ 153,195	7/1/2015 thru 6/30/2016
6	Manatron (Aumentum) Chicago, Illinois	Property Assessment and Tax Software and Support for the Assessor, Auditor and Treasurer's Offices	Assessor, Auditor and Treasurer	Maintenance Contracts 10001150-51110	\$ 177,975	\$ 163,630	7/1/2015 thru 6/30/2016
7	Tyler Technologies Dallas, Texas	Annual support and license agreement for Munis	Finance Purchasing Business License Employee Services Building Codes Local Accomm. Tax Hospitality Tax Admissions Fees	Maintenance Contracts 10001111-51110 10001116-51110 10001134-51110 10001160-51110 10001260-51110 20010011-51110 20020011-51110 20100011-51110	\$ 85,381	\$ 78,744	7/1/2015 thru 6/30/2016
8	Hilton Head Humane Association Hilton Head Island, South Carolina	Provides Veterinary and Spay/Neuter Services for the County Animal Shelter	Animal Services	Professional Services Spay/Neuter 10001270-51160 10001270-51165	\$ 85,000	\$ 85,000	7/1/2015 thru 6/30/2016
9	Care Environmental Corp. Dover, New Jersey	Hazardous Waste Collection Services	Solid Waste	Professional Services 10001340-51160	\$ 80,000	\$ 82,957	7/1/2015 thru 6/30/2016
10	Pictometry International Corporation Rochester, New York	License Image Software/Aerial Photos	GIS	Aerial Photos 10001152-51250	\$ 70,444	\$ 67,819	7/1/2015 thru 6/30/2016
11	South Carolina Judicial Department Columbia, South Carolina	Court Management System Support	Clerk of Court Magistrate	Maintenance Contracts 10001030-51110 10001081-51110	\$ 60,000	\$ 60,000	7/1/2015 thru 6/30/2016
12	Strickland Electric Recycling North, South Carolina	Electronic Waste Recycling Services	Solid Waste	Ewaste 10001340-51164	\$ 60,000	\$ 45,213	9/1/2015 thru 8/31/2016
13	Hewlett-Packard Company Roseville, California	Hardware and Software Support and Training	MIS	Maintenance Contracts 10001150-51110	\$ 54,022	\$ 67,262	9/1/2015 thru 8/31/2016
14	New Vision Systems New Canaan, Connecticut	Official Records Software and Maintenance Support	Register of Deeds	Maintenance Contracts 10001122-51110	\$ 51,028	\$ 51,028	7/1/2015 thru 6/30/2016
15	Republic Services Beaufort, South Carolina	Hauling Services for Solid Waste Department (Daufuskie)	Solid Waste	Solid Waste Hauling Services 10001340-51165	\$ 50,000	\$ 43,650	7/1/2015 thru 6/30/2016
	Note: Increase of \$1.00 per haul as compared to Fiscal Year 2015.						

Note: Items 1, 3, 5, 8, 9, 12 and 15 are estimated costs. The volume demanded of these services depends on various factors throughout each fiscal year.

MIS - Management Information Systems
GIS - Geographical Information Systems



COUNTY COUNCIL OF BEAUFORT
Beaufort County Purchasing Department
Post Office Drawer 1228
Beaufort, South Carolina 29901-1228
Telephone (843) 255-2353 ♦ FAX (843) 255-9437

Dave Thomas, CPPO, CPPB
Purchasing Director
E-Mail: dthomas@bcgov.net

May 28, 2015

Republic Services, Inc.
Mr. Randy Dixon, Municipal Services Manager
425 GA Hwy 292
Vidalia, GA 30474

Re: Contract Renewal for RFP 3962/110442, Hauling Services for Beaufort County Solid Waste Department

Dear Mr. Dixon,

We have reviewed your request and would like to counter offer your company with an adjustment of \$1.00 per haul increase to reflect in the contract renewal. All other terms and conditions remain the same. The contract renewal period will commence on July 1, 2015, and extend through June 30, 2016. Please sign below and return to this office as soon as possible.

Also, kindly forward an updated Certificate of Insurance at your earliest convenience.

Please let me know of any questions or concerns. We look forward to your continued success during the contract period.

Respectfully,

Dave Thomas

Dave Thomas, CPPO, CPPB

The signature below authorizes the renewal of the aforementioned Contract for an additional one (1) year term with an adjustment of \$1.00 per haul increase. All other terms and conditions found in the original contract remain the same.

RANDY DIXON - MUNICIPAL MANAGER

Authorized Printed Name and Title to Bind Company

Signature/Date

cc: Jim Minor

[Handwritten signature] 6/1/15



Dave Thomas, CPPO, CPPB
 Purchasing Director
 E-Mail: dthomas@bcgov.net

COUNTY COUNCIL OF BEAUFORT
 Beaufort County Purchasing Department
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 Beaufort, South Carolina 29901-1228
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May 26, 2015

A & B Cleaning Services, Inc.
 Attn: Mr. Marvin McKesson
 610-B Lynndale Court
 Greenville, SC 27858

Re: Contract Renewal for RFP 140305, Janitorial Services for Beaufort County

Dear Mr. McKesson,

It is with great pleasure to inform you that Beaufort County wishes to renew the above mentioned contract with you in accordance with the original contract for RFP 140305, Janitorial Services for Beaufort County. The contract renewal period will commence on July 1, 2015, and extend through June 30, 2016, and will include approved amendments and compensation based on your last contract term. Please sign below and return to this office as soon as possible.

Also, kindly forward an updated Certificate of Insurance at your earliest convenience.

We look forward to your continued success during the contract period. Please contact Linda Maietta at 843-255-2353 or lmaietta@bcgov.net if you have any questions.

Sincerely,

Dave Thomas

Dave Thomas, CPPO, CPPB

The signature below authorizes the renewal of the aforementioned Contract for an additional one (1) year term pursuant to amendments, original contract, and Terms and Conditions found in the original solicitation.

 Authorized Printed Name and Title to Bind Company

Marvin - McKesson 5-26-15

 Signature/Date

cc: Mark Roseneau



Non-Competitive Purchases Form

This form shall be completed for any non-competitive purchase over \$2,500 that is not exempt.

(a) A County contract may be awarded without competition when the Purchasing Director determines in writing, after conducting a good faith review of available sources, that there is only one source for the required supply, service, or construction item. The Purchasing Director shall conduct negotiations, as appropriate, as to price, delivery, and terms. A record of sole source procurements shall be maintained as public record and shall list each contractor's name, the amount and type of each contract, a listing of the items procured under each contract, and the identification of each contract file.

(b) Sole source procurement of a used item from the open market may only be considered, provided that:

(1) The using agency recommends purchase; (2) condition of the item is verified by appropriate County official; and (3) price analysis justifies purchase when the following factors are considered: (a) new acquisition price; (b) current book value; and (c) maintenance costs.

Code 1982 SS 12-19 Sec. 2-518 Sole source procurement

The County Council may by resolution, exempt specific supplies or services from the purchasing procedures required in the Code. The following supplies and services shall be exempt from the purchasing procedures required in this division; however, the Purchasing Director for just cause may limit or withdraw any exemption provided for in this section. (1) Works of art for museum and public display (2) Published books, library books, maps, periodicals, technical pamphlets (3) Copyrighted educational films, filmstrips, slides and transparencies (4) Postage stamps and postal fees (5) Professional dues, membership fees and seminar registration fees (6) Medicine and drugs (7) Utilities including gas, electric, water and sewer (8) Advertisements in professional publications or newspapers (9) Fresh fruit, vegetables, meats, fish, milk, bread and eggs (10) Oil company credit cards (11) Articles for commercial sale by all governmental bodies

Code 1982 SS 12-14 Ord. No. 2000-1 5 1, 1-1-0-2000 Sec. 2-514 Exemption from procedures

Notwithstanding any other section of this division, the Purchasing Director may make or authorize others to make emergency procurements of supplies, services, or construction items when there exists a threat to the functioning of county government; for the preservation or protection of property; or for the health, welfare or safety of any person, provided that such emergency procurements shall be made with such competition as is practicable under the circumstances. A written determination of the basis for the emergency and for the selection of the particular contractor shall be included in the contract file. As soon as practicable, a record of each emergency procurement shall be made and shall set forth the contractor's name, the amount and type of the contract, a listing of the items procured under the contract, and the identification number of the contract file.

Code 1982 SS 12-20 Sec. 2-519 Emergency procurements

Requesting Department: Mosquito Control Requested Account Code: 10001400-52320

Description of Requested Services:

Please provide a listing of the items purchased, if additional pages are necessary please attach to this form:
UP TO FIVE (5) 275-GALLON TOTES OF ANVIL 10+10 MOSQUITO ADULTICIDE

Cost of Requested Services: 283,952.85

Requested Vendor Name: CLARKE MOSQUITO CONTROL

Requested Vendor Address: 159 NORTH GARDEN AVE, PO BOX 72197, ROSELLE IL 60172

Requested Vendor Phone Number: (704) 756-5837 Requested Vendor Email Address: JOESTRICKHOUSER@CLA...

Type of Service Requested (Please check one) Construction Service Supply/Good

Please attach any documentation provided by the vendor that provides back up for the claims in this document.



Non-Competitive Purchases Form - New Form

Please select a reason below as to why this is a non-competitive purchase and provide a brief explanation.

- It is not possible to obtain competition. There is only one source available for the supply, service, or construction item.
- The procurement is for a used item from the open market. The item may only be considered if, (1) the using agency recommends purchase, (2) condition of the item is verified by appropriate County official, (3) Price analysis justifies purchase when the following factors are considered: (a) new acquisition price; (b) current book value; and (c) maintenance costs.
- The item is a single source purchase. Other sources may be available but purchases are directed to one source because of factors unique to Beaufort County. Please select an option below:
 - Standardization
 - Warranty
 - Other, if selected please specify below.

STATE CONTRACT PRICING: STATE CONTRACT #4400003968

- An emergency exists that threatens the functioning of County government.
- An emergency exists that threatens the preservation or protection of County property.

What steps have been taken to verify that these features are not available elsewhere?

- Other brands/manufacturers were examined (please list names and contact information, and explain why they are not suitable for use by the County-attach additional pages as necessary):
- Other vendors were contracted (please list names and contact information and explain why those contacted did not meet the needs of the County-attach additional pages as necessary):

Requester Name: GREGG J. HUNT Requester Signature: _____ Date: 6/19/2...
Department Head Name: ~~GREGG J. HUNT~~ Department Head Signature:  Date: 06-19-15



Non-Competitive Purchases Form



For Purchasing Completion only:

Date Received in Purchasing Department: _____

- Reviewed by Purchasing Department for completeness

Date: _____

Non-Competitive Purchases Form - New Form

Reviewed by: _____

Verified that this is the only source: Yes No

Comments: _____

Purchasing Director or His Designee Approval Signature: _____

Associated Purchase Orders Number: _____

Associated Contract Number: _____

**COMBINED VENDOR LIST OF MOSQUITO CONTROL PESTICIDE PRODUCTS FOR
2011 CONTRACT BID SUBMISSION**

<u>Item No.</u>	<u>Percentage of active ingredient</u>	<u>Size of container</u>	<u>Adapco, Inc</u>	<u>Clarke</u>	<u>Gil Manufacturing</u>	<u>Univar USA</u>
130	100% Poly (oxy-1,2-ethanediyl), α -(C16-20 branched and linear alkyl)- ω -hydroxy (100%)	2x2.5 gl	\$214.27			AGNIQUE MMF LIQUID
131	100% Poly (oxy-1,2-ethanediyl), α -(C16-20 branched and linear alkyl)- ω -hydroxy (100%)	12 x 1 LTR	\$213.53			AGNIQUE MMF LIQUID
132	100% Poly (oxy-1,2-ethanediyl), α -(C16-20 branched and linear alkyl)- ω -hydroxy (100%)	53 gl DR	\$2,109.41			AGNIQUE MMF LIQUID
133	100% Poly (oxy-1,2-ethanediyl), α -(C16-20 branched and linear alkyl)- ω -hydroxy (100%)	263 gl TOTE	\$10,331.19			AGNIQUE MMF LIQUID
134	5% PYRETHRIN; 25% PBO	5 gl PL	\$1,357.70			PYROCID 7067 5+25
135	5% PYRETHRIN; 25% PBO	30 gl DR	\$6,903.60			PYROCID 7067 5+25
136	5% PYRETHRIN; 25% PBO	55 gl DR	\$12,087.90			PYROCID 7067 5+25
137	5% PYRETHRIN; 25% PBO	275 gl DR				
138	4.14% RESMETHRIN; 12.42% PBO	5 gl PL	\$558.26			SCOURGE 4-12
139	4.14% RESMETHRIN; 12.42% PBO	55 gl DR	\$6,065.93			SCOURGE 4-12
140	4.14% RESMETHRIN; 12.42% PBO	275 gl TOTE	\$30,207.39			SCOURGE 4-12
141	18% RESMETHRIN; 54% PBO	5 gl PL	\$2,293.69			SCOURGE 18-54
142	18% RESMETHRIN; 54% PBO	55 gl DR	\$24,361.78			SCOURGE 18-54
143	2% Sumethrin	2X2.5 gl Case		\$255.16		
144	2% Sumethrin	30 gl drum		\$1,531.00		
145	2% Sumethrin	55 gl drum		\$2,806.82		
146	2% Sumethrin	275 gl tote		\$14,034.10		
147	10% Sumethrin	2X2.5 gl Case		\$1,069.55		
148	10% Sumethrin	30 gl drum		\$6,366.52		
149	10% Sumethrin	55 gl drum		\$11,589.80		
150	10% Sumethrin	275 gl tote		\$53,576.01		Anvil 10+10 ULV
151	5% Sumethrin + 1% Pralethrin	2X2.5 gl Case		\$972.06		
152	5% Sumethrin + 1% Pralethrin	30 gl drum		\$5,609.11		
153	5% Sumethrin + 1% Pralethrin	55 gl drum		\$9,768.93		
154	5% Sumethrin + 1% Pralethrin	275 gl tote		\$48,871.09		
155	0.5% Spinosad	40 lb bag		\$219.64		
156	2.5% Spinosad	40 lb bag		\$537.43		
157	6.25% Spinosad	220 Tablet Case		\$862.27		
158	8.33% Spinosad	400 Tablet Case		\$548.05		
159	20.6% Spinosad	2X2.5 gl Case		\$4,038.94		
160	22.3% TAU-FLUVALINATE	12x8OZ CS	\$365.39			MAVRK PERIMETER

Kristen Gordon, Procurement Manager
E-Mail: kgordon@mimo.sc.gov
Telephone: (803) 737-2772

Materials Management Office
1201 Main Street, Suite 600
Columbia, South Carolina 29201

Section: P
Page: 53
Date: 8/01/06

Contractor: ADAPCO, INC.
Contact: Kathy Russell
Email: bids@myadapco.com
Address: 550 Aero Lane
Sanford, FL 32771
Telephone: (800) 367-0659
Fax: (866) 330-9888
Vendor #: 7000073003
FEIN #: 59-2574523
Contract #: 4400003967

24 Hour Emergency Number
(800) 252-8500

Distributor: ADAPCO, INC.
Contact: Trey English
Telephone: (866) 829-0275
Email: tenglish@myadapco.com

Contractor: Clarke Mosquito Control Products, Inc.
Contact: Gabriela Simone
E-Mail: Gsimone@clarkemosquito.com
Address: 110 E. Irving Park Road, 4th Fl
Roselle, IL 60172
Telephone: (630) 671-3187
Vendor #: 7000033604
FEIN#: 36-3672438
Contract # 4400003968

24 Hour Emergency Numbers
(800) 535-5053

Distributor: Clarke Mosquito Control
Products, Inc.
Contact: Gabriela Simone
E-Mail: Gsimone@clarkemosquito.com
Telephone: (630) 671-3187
Fax: (630) 894-1774
Control Consultant:
Joe Strickhouser
Telephone: (704) 756-5837
Email: Jstrickhouser@clarke.com

CompuCom.

The Leading IT Outsourcing Specialist

CompuCom Systems, Inc.
7171 Forest Lane
Dallas, TX 75230

Client: Mike Devore
Beaufort County MIS
100 Ribaut Road
Beaufort, SC 29902-4453
(843) 255-7006
mdevore@bcgov.net
Enrollment # 6504128 (7/01/2012 - 6/30/2015)

Quote # 4021337
Quote Date: 4/3/2015
Valid Through: 7/31/2015

Prepared by:
David Williams
CompuCom Systems, Inc.
Software Solutions Specialist
(704) 469-5103
David.Williams@CompuCom.com

Final

Qty	Part #	Item Name	Offering	Level	Product Type	Product Family	Unit Price	Extended Price
<i>Microsoft EA Renewal Estimate:</i>								
1,550	76A-00034	EntCAL ALNG SA MVL UsrCAL wSrvcs	Enterprise	D	Software Assurance	Enterprise CAL	\$94.88	\$147,064.00
4	312-02257	ExchgSvrStd ALNG SA MVL	Additional Product	D	Software Assurance	Exchange Server - Standard	\$114.68	\$458.72
1	5HU-00216	LyncSvr ALNG SA MVL	Additional Product	D	Software Assurance	Lync Server	\$590.70	\$590.70
1	H04-00268	SharePointSvr ALNG SA MVL	Additional Product	D	Software Assurance	SharePoint Server	\$1,100.55	\$1,100.55
1	228-04433	SQLSvrStd ALNG SA MVL	Additional Product	D	Software Assurance	SQL Server Standard Edition	\$145.20	\$145.20
30	7NQ-00292	SQLSvrStdCore ALNG SA MVL 2Lic CoreLic	Additional Product	D	Software Assurance	SQL Svr Standard Core	\$580.80	\$17,424.00
1	9JD-00053	VSUltwMSDN ALNG SA MVL	Additional Product	D	Software Assurance	Visual Studio Ultimate w/MSDN	\$1,852.95	\$1,852.95
10	6VC-01254	WinRmtDsktpSrvcsCAL ALNG SA MVL Usr	Additional Product	D	Software Assurance	Win Rmt Dsktp Svcs CAL	\$18.98	\$189.80
10	P71-07282	WinSvrDataCtr ALNG SA MVL 2Proc	Additional Product	D	Software Assurance	Windows Server Datacenter	\$997.43	\$9,974.30
<i>Microsoft Subscription Pricing:</i>								
120	4ZF-00019	VDA ALNG SubsVL MVL PerDvc	Additional Product	D	Monthly Subscriptions-VolumeLicense	VDA	\$65.64	\$7,876.80
							Total:	\$186,677.02

- Notes:
1. CompuCom reserves the right to amend pricing subject to changes in the publisher's discounts, pricing or programs.
 2. Sales tax is not included on quotes. Please add the appropriate sales tax to your Purchase Order, if applicable.
> If your order is exempt from SC Sales Tax, please indicate 'ESD - Electronic Software Delivery' on your Purchase Order.
 3. Please address your PO to CompuCom Systems, Inc., and email it to David.Williams@compucom.com
 4. SC State Contract Number: 4400003937, CompuCom Vendor # 7000040970

4



Dave Thomas, CPPO, CPPB
 Purchasing Director
 E-Mail: dthomas@bcgov.net

COUNTY COUNCIL OF BEAUFORT
 Beaufort County Purchasing Department
 Post Office Drawer 1228
 Beaufort, South Carolina 29901-1228
 Telephone (843) 255-2353 ♦ FAX (843) 255-9437

April 29, 2015

South Coast Logging, Inc.
 Mr. Larry P. Simpson
 P. O. Box 14419
 Savannah, GA 31416

Re: Contract Renewal for RFP 1333290010913, Disposal and Recycling Services

Dear Mr. Simpson,

It is a great pleasure to inform you that Beaufort County wishes to renew the above mentioned contract with you in accordance with the original contract for RFP 133329001091, Disposal and Recycling Services. The contract renewal period will commence on July 1, 2015, and extend through June 30, 2016, and will include approved amendments and compensation based on your last contract term. Please sign below and return to this office as soon as possible.

Also, kindly forward an updated Certificate of Insurance at your earliest convenience.

We look forward to your continued success during the contract period. Please contact Linda Maietta at 843-255-2353 or lmaitta@bcgov.net if you have any questions.

Sincerely,

Dave Thomas

Dave Thomas, CPPO, CPPB

The signature below authorizes the renewal of the aforementioned Contract for an additional one (1) year term pursuant to amendments, original contract, and Terms and Conditions found in the original solicitation.

Larry P Simpson

Authorized Printed Name and Title to Bind Company

Larry P Simpson 5/27/15
 Signature/Date

cc: Jim Minor

MANATRON

A Thomson Reuters Business

Maintenance and Support Schedule and/or Note Schedule

For Internal Use Only

0019705

7/15/2015

MAN07ANN-Y

ACCT# 4007000

BEAUFORT COUNTY ADMINISTRATION
P.O. DRAWER 1228
100 RIBAUT ROAD

BEAUFORT SC 29901-1228

THIS IS NOT AN INVOICE!

JULY-JUNE

1.00 SY	ANNUAL MAINTENANCE & SUPPORT	\$0.00	\$0.00
1.00 PER	THE PERIOD 7/1/15-6/30/16 FOR	\$0.00	\$0.00
1.00 CON	CONTRACT #SC2007.001.01 FOR	\$0.00	\$0.00
1.00 PAPP-S	PROVAL PLUS SUPPORT	\$33,198.72	\$33,198.72
1.00 AUMTAX-S	Aumentum Tax System Support	\$96,940.31	\$96,940.31
1.00 AUMRECEE-S	Aumentum Records Admin Enterprise Spt *Includ	\$0.00	\$0.00
1.00 AUMAA-S	Aumentum Assmt Admin Spt	\$0.00	\$0.00
1.00 AUMPP-S	Aumentum Personal Prop Admin Sys Spt	\$0.00	\$0.00
1.00 PROPERTYMAX-S	Valuation eGOV System Spt	\$7,529.48	\$7,529.48
1.00 WEBHOSTPROPERTY-S	WEBHOSTING OF PROPERTY SITES	\$4,183.04	\$4,183.04
1.00 PROPERTYMAX-DATA-S	PropertyMax Data Extract Spt	\$5,019.65	\$5,019.65
1.00 COLLECTMAX-S	TAX EGOV System Spt	\$7,529.48	\$7,529.48
1.00 WEBHOSTCOLLECT-S	TAX EGOV HOSTING SPT	\$4,127.60	\$4,127.60
1.00 COLLECTMAX-DATA-S	CollectMax Data Extract Spt	\$5,019.65	\$5,019.65
1.00 GEOANALYST-S	PV GeoAnalyst Support	\$6,627.10	\$6,627.10

Subtotal 170,175.03

Tax \$0.00

Total \$170,175.03

MANATRON

For Internal Use Only
0028397
1/15/2016
MAN14710QTR

Maintenance and Support Schedule and/or Note Schedule

ACCT# 4007000

BEAUFORT COUNTY ADMINISTRATION
P.O. DRAWER 1228
100 RIBAUT ROAD

BEAUFORT SC 29901-1228

THIS IS NOT AN INVOICE!

JAN-DEC

1.00	SQ	QUARTERLY MAINTENANCE & SUPPORT	\$0.00	\$0.00
1.00	PER	THE PERIOD 1/1/16-3/31/16 for	\$0.00	\$0.00
1.00	CON	CONTRACT #SC2007.001.02 for	\$0.00	\$0.00
1.00	MANAGED SUPPORT SERVICES-	Managed Support Services Aumentum/PV for One (1) instance/seven (7) servers - application patching and DB requests covered for test servers	\$7,800.00	\$7,800.00

Subtotal	\$7,800.00
Tax	\$0.00
Total	\$7,800.00

RECEIVED
BEAUFORT COUNTY FINANCE

2015 MAY 26 PM 2:43



One Tyler Drive
Yarmouth, ME 04096

P: 800.772.2260
F: 207.781.2459

www.tyler.com

Greetings:

Enclosed is your Annual Support Agreement and License Agreement for Munis® Software for the upcoming renewal period.

You will note that this renewal form is different from the forms you may have received in the past. The biggest change we have made is to align you with our current, Tyler-wide practice of setting the term for maintenance and support as automatically renewable, in one-year increments. That means that, after you sign this renewal form, in subsequent years you will only receive an invoice from us reflecting our then-current maintenance and support fees.

We are taking this step to simplify the administration of your contract – a change we believe benefits us both. This change does not mean, though, that you are forever bound to a maintenance and support agreement with Tyler. If you choose to, you may terminate the agreement, effective as of the last date of the then-current term, by providing us at least fifteen days' notice of your intent to do so.

Please do not hesitate to contact Nicole Beaudette, Revenue Specialist, at (800) 772-2260 extension 4692 or nicole.beaudette@tylertech.com with any questions or concerns.

Sincerely,

Abigail Diaz
Associate General Counsel

Enclosure

Annual Support Agreement and License Agreement for Munis® Software

This Annual Support Agreement and License Agreement for Munis® Software ("Support Agreement") is made by and between Tyler Technologies, Inc. with offices at One Tyler Drive, Yarmouth, Maine 04096 ("Tyler") and the client named in the attached invoice ("Client").

WHEREAS, Tyler and Client are parties to an original agreement ("Agreement"); and

WHEREAS, Tyler and Client desire to renew the maintenance services term under the Agreement;

NOW THEREFORE, in consideration of the mutual promises hereinafter contained, Tyler and Client agree as follows:

1. Tyler shall provide maintenance services to Client, as specified in the Agreement and Tyler's then-current support call process, during the period set forth in the attached invoice.
2. Client shall remit to Tyler maintenance fees in the amount set forth in the attached invoice. Tyler reserves the right to suspend Client access to maintenance services in the event the Client fails to pay undisputed maintenance fees within thirty (30) days of the payment due date.
3. Maintenance services will renew automatically for additional one (1) year terms at Tyler's then-current maintenance fees unless terminated in writing by either party at least fifteen (15) days prior to the end of the then-current term.
4. This Support Agreement shall be governed by and construed in accordance with the terms and conditions of the Agreement.
5. All other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Support Agreement as of the dates set forth below.

Tyler Technologies, Inc.
ERP and School Division

Client: _____

By: 

By: _____

Name: Christopher P. Hepburn

Name: _____

Title: Senior Vice President

Title: _____

Date: _____



Empowering people who serve the public®

RECEIVED
BEAUFORT COUNTY FINANCE
2015 MAY 26 PM 2:42

Remittance:
Tyler Technologies, Inc.
(FEIN 75-2303920)
P.O. Box 203556
Dallas, TX 75320-3556

Invoice

Invoice No	Date	Page
045-134788	06/01/2015	1 of 3

Questions:

Tyler Technologies - ERP & Schools
Phone: 1-800-772-2260 Press 2, then 1
Fax: 1-866-673-3274
Email: ar@tylertech.com



Bill To: BEAUFORT COUNTY
ATTN: FINANCE DEPARTMENT
PO DRAWER 1228
BEAUFORT, SC 29901-1228

Ship To: BEAUFORT COUNTY
ATTN: FINANCE DEPARTMENT
PO DRAWER 1228
BEAUFORT, SC 29901-1228

Customer No.	Ord No	PO Number	Currency	Terms	Due Date
1033	65414		USD	NET30	07/01/2015

Date	Description	Units	Rate	Extended Price
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - ACCTG/GL/BUDGET/AP	1	14,589.62	14,589.62
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - ACCOUNTS RECEIVABLE	1	3,071.50	3,071.50
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - BID MANAGEMENT	1	1,675.13	1,675.13
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - BUSINESS LICENSES	1	2,792.76	2,792.76
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - CONTRACT MANAGEMENT	1	1,646.98	1,646.98
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - FIXED ASSETS	1	3,350.24	3,350.24
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - GENERAL BILLING	1	1,396.38	1,396.38
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - HUMAN RESOURCES MANAGEMENT	1	5,584.18	5,584.18
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - CRYSTAL REPORTS	1	3,627.63	3,627.63
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - MUNIS OFFICE	1	2,373.32	2,373.32
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - PAYROLL	1	9,214.50	9,214.50
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - PURCHASE ORDERS	1	3,350.24	3,350.24
	Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016			
Contract No.: BEAUFORT COUNTY, SC	SUPPORT & UPDATE LICENSING - REQUISITIONS	1	2,792.76	2,792.76



Remittance:
 Tyler Technologies, Inc.
 (FEIN 75-2303920)
 P.O. Box 203556
 Dallas, TX 75320-3556

Invoice

Invoice No 045-134788	Date 06/01/2015	Page 2 of 3
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Empowering people who serve the public^o

Questions:

Tyler Technologies - ERP & Schools
 Phone: 1-800-772-2260 Press 2, then 1
 Fax: 1-866-673-3274
 Email: ar@tylertech.com

Bill To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

Ship To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

Customer No. 1033	Ord No 65414	PO Number	Currency USD	Terms NET30	Due Date 07/01/2015
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Date	Description	Units	Rate	Extended Price
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC TYLER FORM PROCESSING SUPPORT	1	3,102.33	3,102.33
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - EMPLOYEE SELF SERVICE	1	3,375.63	3,375.63
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - TYLER CONTENT MANAGER SE	1	4,725.89	4,725.89
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - ROLE TAILORED DASHBOARD	1	1,771.17	1,771.17
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - CITIZEN SELF SERVICE	1	1,375.26	1,375.26
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - MAPLINK GIS INTEGRATION	1	1,771.17	1,771.17
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - PERMITS & CODE ENFORCEMENT	1	5,093.55	5,093.55
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - APPLICANT TRACKING	1	1,833.68	1,833.68
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				
	Contract No.: BEAUFORT COUNTY, SC SUPPORT & UPDATE LICENSING - TYLER CASHIERING	1	4,167.45	4,167.45
Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016				



Remittance:
 Tyler Technologies, Inc.
 (FEIN 75-2303920)
 P.O. Box 203556
 Dallas, TX 75320-3556

Invoice

<i>Invoice No</i>	<i>Date</i>	<i>Page</i>
045-134788	06/01/2015	3 of 3

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Questions:

Tyler Technologies - ERP & Schools
 Phone: 1-800-772-2260 Press 2, then 1
 Fax: 1-866-673-3274
 Email: ar@tylertech.com

Bill To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

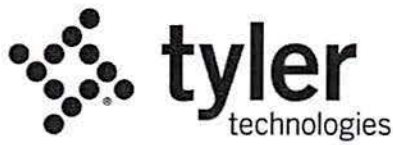
Ship To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

<i>Customer No.</i>	<i>Ord No</i>	<i>PO Number</i>	<i>Currency</i>	<i>Terms</i>	<i>Due Date</i>
1033	65414		USD	NET30	07/01/2015

<i>Date</i>	<i>Description</i>	<i>Units</i>	<i>Rate</i>	<i>Extended Price</i>
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****ATTENTION****
 Order your checks and forms from
 Tyler Business Forms at 877-749-2090 or
 tylerbusinessforms.com to guarantee
 100% compliance with your software.

Subtotal	82,681.37
Sales Tax	0.00
Invoice Total	82,681.37



Remittance:
 Tyler Technologies, Inc.
 (FEIN 75-2303920)
 P.O. Box 203556
 Dallas, TX 75320-3556

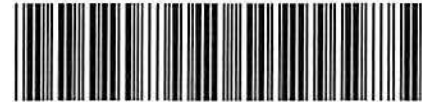
Invoice

<i>Invoice No</i>	<i>Date</i>	<i>Page</i>
045-134787	06/01/2015	1 of 1

Empowering people who serve the public®

Questions:

Tyler Technologies - ERP & Schools
 Phone: 1-800-772-2260 Press 2, then 1
 Fax: 1-866-673-3274
 Email: ar@tylertech.com



Bill To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

Ship To: BEAUFORT COUNTY
 ATTN: FINANCE DEPARTMENT
 PO DRAWER 1228
 BEAUFORT, SC 29901-1228

<i>Customer No.</i>	<i>Ord No</i>	<i>PO Number</i>	<i>Currency</i>	<i>Terms</i>	<i>Due Date</i>
1033	65141		USD	NET30	07/01/2015

Date	Description	Units	Rate	Extended Price
Contract No.: BEAUFORT COUNTY, SC MUNIS GUI SITE LICENSE SUPPORT Maintenance: Start: 01/Jul/2015, End: 30/Jun/2016		1	2,700.00	2,700.00

RECEIVED
 BEAUFORT COUNTY FINANCE
 2015 MAY 26 PM 2:42

****ATTENTION****
 Order your checks and forms from
 Tyler Business Forms at 877-749-2090 or
 tylerbusinessforms.com to guarantee
 100% compliance with your software.

Subtotal	2,700.00
Sales Tax	0.00
Invoice Total	2,700.00



May 19, 2015

County Council of Beaufort County
Attn: Mr. Philip A. Foot
Public Safety Director
P.O. Drawer 1228
Beaufort, SC 29901

Re: Contract renewal/Veterinarian Services for Beaufort County Animal Services
Department contract #13431800712011201.

Dear Mr. Foot,

This letter is to confirm the renewal of our contract for the 2015-2016 periods. The contents of the contract may remain the same except for the number of hours billed to the county involving onsite veterinarian visits. 5 hours per week was allocated; 3 hours is sufficient moving forward, with exceptions for emergencies.

Thank you.

Sincerely,

Franny Gerthoffer
Executive Director
Hilton Head Humane Association



Dave Thomas, CPPO, CPPB
 Purchasing Director
 E-Mail: dthomas@bcgov.net

COUNTY COUNCIL OF BEAUFORT
 Beaufort County Purchasing Department
 Post Office Drawer 1228
 Beaufort, South Carolina 29901-1228
 Telephone (843) 255-2353 ♦ FAX (843) 255-9437

RECEIVED
 BEAUFORT COUNTY FINANCE
 2015 MAY 26 PM 2: 20

April 29, 2015

Care Environmental Corporation
 Mr. Frank J. McKenna, Jr.
 10 Orben Drive 4999 Carolina Forest Blvd.
 Landing, NJ 07850 Suite 21
 Myrtle Beach, SC 29579

Re: Contract Renewal for IFB 022614, Household Hazardous Waste Collection Services for Beaufort County, Public Works, Solid Waste Disposal

Dear Mr. McKenna,

It is with great pleasure to inform you that Beaufort County wishes to renew the above mentioned contract with you in accordance with the original contract for IFB 022614, Household Hazardous Waste Collection Services. The contract renewal period will commence on July 1, 2015, and extend through June 30, 2016, and will include approved amendments and compensation based on your last contract term. Please sign below and return to this office as soon as possible.

Also, kindly forward an updated Certificate of Insurance at your earliest convenience.

We look forward to your continued success during the contract period. Please contact Linda Maietta at 843-255-2353 or lmaietta@bcgov.net if you have any questions.

Sincerely,

Dave Thomas

Dave Thomas, CPPO, CPPB

The signature below authorizes the renewal of the aforementioned Contract for an additional one (1) year term pursuant to amendments, original contract, and Terms and Conditions found in the original solicitation.

Francis J. McKenna, Jr. / President

Authorized Printed Name and Title to Bind Company

Signature/Date

cc: Jim Minor

INVOICE



Invoice #: INV013713
 Invoice Date: 3/26/2015

Pictometry International Corp.
 100 Town Centre Drive, Suite A
 Rochester, NY 14623
 Phone 585.486.0093 Fax 585.486.0098

Beaufort County, SC
 Arthur Horne Building
 104 Ribaut Road
 Beaufort, SC 29902

Proj Name: 2015 Beaufort, SC
 Proj Description:

PO Number	Payment Terms	Salesperson	Shipping Method	VIA	Project
YEAR 2	Net 365	EF	PICTOMETRY	Pictometry	15BEAUSC001
Item					Extended Price

Image Library - Licensed Images/Software, etc...
 License payment 2 of 2 per the Image Library License \$70,443.75

Due at First Anniversary of Shipment of Imagery - 03/26/2016 *Fy 16* \$0.00

Due This Project: \$70,443.75

Tax: \$0.00
 Subtotal: \$70,443.75

Total Tax This Invoice: \$0.00
 Freight: \$0.00
 Miscellaneous: \$0.00

Total Due This Invoice: \$70,443.75

Maietta, Linda

From: Morgan, Daniel
Sent: Friday, May 22, 2015 9:34 AM
To: Maietta, Linda
Subject: RE: FY 2016 Renewals
Attachments: SC Judicial Invoice_FY15.pdf

Linda,

Attached you will find the SC Judicial Invoice for FY15. In speaking with the Technology Department yesterday they do not send out the invoices until the end of July. She did state that amount will stay the same for FY16.

If you have any further questions please let me know.

Best regards,
 Dan



Daniel R. Morgan

Mapping and Applications Director
 Beaufort County Information Technology
 (843) 255-2535 (Office)
 (843) 597-8201 (Mobile)

danielm@bcgov.net

From: Maietta, Linda
Sent: Friday, May 15, 2015 1:26 PM
To: Morgan, Daniel
Subject: FW: FY 2016 Renewals

Dan:

Just a reminder – the written estimates are due to Purchasing on May 22, 2015. Already received CompuCom from Andrew.

Linda Maietta
Administrative Tech
Finance Department
 255-2297
lmaietta@bcgov.net

From: Maietta, Linda
Sent: Thursday, April 23, 2015 12:03 PM
To: Dalkos, Andrew; Morgan, Daniel
Cc: Polite, Shakeeya
Subject: RE: FY 2016 Renewals

Andrew, Dan:

I also need to ask you to forward a WRITTEN estimate for FY 2016 from the companies you want renewed:

This will be the same amount for FY16.

ED



State of South Carolina

Remit To:
JUDICIAL DEPARTMENT
FINANCE & PERSONNEL
1015 SUMTER STREET, SUITE 101
COLUMBIA SC 29201
USA

Mail To:
BEAUFORT COUNTY
PO Box 1228
BEAUFORT SC 29901-1228

Invoice

Invoice Date
07/30/2014
SAP Invoice Number
2000292817
Legacy Information
2000292817
Customer Number
1007007
Amount
60,000.00

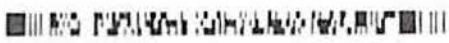
ITEM	ITEM DESCRIPTION	AMOUNT
001	Court CMS Support July 1, 2014- June 30, 2015	60,000.00

Spalte Date 11/17/14
20150564 LIQ: Y N
 CMS support

Accounting	Amount(s):
10001030-5110	19,000
10001081-5110	19,200
10001082-5110	14,800
10001085-5110	4,200
Total \$ 60,000	

*clerk of Court Jer
Beaufort Magistrate
Bluffton Magistrate
Magistrate*

Date 11/17/14



Inv# 2000292817 \$ 60,000.00
 SC JUDICIAL DEPARTMENT
 07/30/2014 # Pages 1 FP1 D0C52S4978
 PO# 20150564

PAYMENT TERMS
Pay immediately w/o deduction

TOTAL
60,000.00

CONTRACT FOR SERVICES FOR BEAUFORT COUNTY

THIS AGREEMENT (the "Agreement") is made this 5 day of September, 2014, by and between Beaufort County, a political subdivision of the State of South Carolina (hereinafter referred to as "County") and Strickland Electronic Recycling, LLC (hereinafter referred to as "Contractor").

WITNESSETH:

WHEREAS, the Contractor and the County desire to enter into an agreement relating to the Electronic Waste Transportation and Recycling Services for Beaufort County's Solid Waste Department, subject to the terms, specifications, conditions and provisions of the Invitation to Bid # 080614 as heretofore mentioned.

NOW, THEREFORE, the Contractor and the County agree to all of these terms, conditions, specifications, provisions and the special provisions as listed below:

- A. This Agreement is deemed to be under and shall be governed by and construed according to the laws of the State of South Carolina.
- B. Any litigation arising out of this Agreement shall be held only in a circuit court of Beaufort County, Beaufort, South Carolina in the Fourteenth Judicial Circuit.
- C. The Contractor shall not sublet, assign, nor by means of a stock transfer sale of its business, assign or transfer this Agreement without the written consent of the County.
- D. This Agreement, including the terms, conditions, specifications and provisions listed herein makes up the entire agreement between the Contractor and County. No other Agreement, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or bind either party hereto.
- E. It is understood that this Agreement shall be considered exclusive between the parties.
- F. Any provisions of this Agreement found to be prohibited by law shall be ineffective, to the extent of such prohibition, without invalidating the remainder of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

**ARTICLE 1
DESCRIPTION**

The Contractor has made an offer to the County for the purpose of providing the Services

as contained and described in this Agreement. This Agreement hereby incorporates herein by reference the terms, conditions, scope of work, specifications and provisions contained in IFB # 0080614 (not otherwise modified by this Agreement or Appendix B), which is attached hereto as Appendix A, and Contractor's Bid dated August 6, 2014, which is attached hereto as Appendix B. In the event of an inconsistency or a conflict between this Agreement and any of the terms contained in Appendix A or Appendix B, the terms and provisions of this Agreement shall control. The provisions and language contained in Appendix B shall supersede and replace the provisions contained in Appendix A to the extent of an inconsistency or a conflict.

ARTICLE 2 DEFINITIONS

RECYCLABLE MATERIALS See the description on page 3 of IFB under the **General and Scope of Work** paragraphs.

EXCLUDED MATERIALS shall mean hazardous waste or other waste that is prohibited from being received, managed or disposed of at a transfer, storage or disposal facility or Recyclables Materials processing facility by federal, state or local law, regulation, ordinance, permit or other legal requirement.

FORCE MAJEURE shall have the meaning set forth in Appendix B.

UNACCEPTABLE MATERIALS shall mean any materials that are not included in the definition of Recyclable Materials above, or any material that, as delivered to a Recyclable Materials processing center, cannot otherwise be, re-used, re-purposed, recovered, sold, marketed or processed as a Recyclable Material.

ARTICLE 3 LIABILITY

The County and Contractor shall not be responsible to each other for any incidental, indirect or consequential damages incurred by either Contractor or County or for which either party may be liable to any third party which damages have been or are occasioned by the Services performed or reports prepared or other work performed hereunder.

ARTICLE 4 INDEMNIFICATION AND HOLD HARMLESS

A. **GENERAL INDEMNITY.** The Contractor does hereby agree to indemnify and save harmless the County, its officers, agents and employees from and against any and all liability, claims, demands, damages, fines, fees, expenses, penalties, suits, proceedings, actions and cost of actions, including attorney's fees for trial and on appeal (collectively, "Liabilities") which the County may hereafter suffer, incur, be responsible for or pay out for personal, bodily injury (including death) of any County officer, agent or employee, or damage to property owned, leased, rented or hired by the County, to the extent caused by the negligent performance of the Agreement, by Contractor, its agents, servants or employees. Proposer hereby agrees to

indemnify, hold harmless and defend the County, its officers, agents, and employees, from and against any and all liabilities, penalties, fines, forfeitures, fees, demands, claims, causes of action, suits, judgments and costs and expenses incidental thereto, including attorneys' fees (collectively, "Liabilities"), which the County may hereafter suffer, incur, be responsible for or pay out for personal, bodily injury (including death) of any County officer, agent or employee, or damage to property owned, leased, rented or hired by the County, to the extent caused by: (i) the Contractor's breach of any representations, covenants or warranties set forth in this Agreement; or (ii) the Contractor's or its employees', agents' or subcontractors' (and their subcontractors at any tier) negligent acts or omissions, willful misconduct or violations of an obligation imposed by law in the performance of the contract.

Notwithstanding anything stated herein, the County, its officers, agents and its employees shall not be entitled to the benefits of this indemnity with respect to any Liabilities to the extent they arise as a result of any gross negligence or willful or reckless misconduct of the County, its officers, agents or employees.

B. ENVIRONMENTAL INDEMNITY. Contractor agrees to indemnify, hold harmless and defend the County, its officers, agents, and employees from and against any and all Liabilities which any or all of them may hereafter suffer, incur, be responsible for or pay out as a result of contamination or adverse effects on the environment including any Liabilities for removal or remedial actions under the Comprehensive Environmental Response, Compensation and Liability Act of 1980 (also known as Superfund) or comparable state law, caused by the Services provided by the Contractor under this Agreement with respect to the County's conforming waste materials; provided, however, the obligation of the Contractor to indemnify the County shall not apply to any Liabilities relating to Excluded Materials or involving waste products disposed of or handled in facilities that are designated for use by the County or designated by state, county or local law or ordinance.

ARTICLE 5 ASSIGNMENT

Contractor shall not assign or subcontract any its rights or duties of this Agreement, except to an affiliated company, without the expressed written consent of the County, which consent shall not be unreasonably withheld, conditioned or delayed. Any assignment or subcontract without the written consent of County shall be void and this Agreement shall terminate at the option of the County.

ARTICLE 6 TERM

The initial term of this Agreement shall be one year (1) year beginning September 1, 2014 and ending August 31, 2015, with four additional one year terms not to exceed five (5) years ; provided however, that the term of this Agreement shall automatically extend without

additional terms of one (1) year each, maximum five (5) year renewals, unless, not less than sixty (60) days before the termination of the then current term, one party advises the other in writing of its desire to terminate the Contract at the conclusion of the then current term of the Contract. In no event shall the total term of this Agreement (including all renewals or extensions) extend beyond that allowed by applicable State law.

ARTICLE 7 COMPENSATION

Compensation is based on Contractor's proposed fee as outlined in their bid. The County shall pay the container rental fee set forth in Appendix B. The County agrees to pay the Contractor for Services rendered monthly, in arrears, within thirty (30) days of receipt of Contractor's invoice. The County's total estimated cost of this Agreement through the first year will not exceed \$34,000, subject to the terms and conditions of this Agreement, varying Recyclable Services at the contractor's annual cost of \$33,744*. (*Cost based on estimated cost which may vary based on actual tonnage of material handled.)

ARTICLE 8 INSURANCE

Contractor does hereby covenant, agree and hereby represent to the County that it has obtained workmen's compensation insurance, general liability and automobile liability insurance, as well as providing coverage against potential liability arising from and in any manner relating to the Contractor's use or occupation of the premises during the course of performing the contracted Services, all in accordance with and as described in the County's IFB # 080614.

ARTICLE 9 DEFAULT

In the event of default or breach of any condition of this Agreement resulting in litigation, the prevailing party would be entitled to reasonable attorneys' fees fixed by the Court. The remedies herein given to County shall be cumulative, and the exercise of any one remedy by the County shall not be to the exclusion of any other remedy.

ARTICLE 10 TERMINATION

In the event that Contractor fails to perform (or fails to commence the cure of any breach, which shall be diligently prosecuted in good faith) the Services described within five (5) business days of its receipt of a written demand from the County, County may terminate the contract immediately upon notice provided such notice is at least five (5) business days following the County's notice of nonperformance. In the event that the County breaches any of the terms of this Agreement including, but not limited to, non-payment, and fails to cure such breach within fifteen (15) business days of its receipt of a written demand from the Contractor, Contractor may terminate the contract immediately upon notice, provided such notice is at least fifteen (15) business days following the Contractor's notice of breach..

**ARTICLE 11
COUNTY RESPONSIBILITIES**

The County will be responsible to provide the Contractor reasonable access to County locations when necessary, ensure cooperation of County employees in activities reasonable and appropriate under the project, and obtain authorization for access to third party sites, if required.

**ARTICLE 12
FORCE MAJEURE**

Should Contractor's performance of the Services be materially affected by causes beyond its reasonable control, a Force Majeure results. Force Majeure includes, but is not restricted to, acts of God, acts of a legislative, administrative or judicial entity, acts of Contractors other than subcontractors of Contractor, fires, floods, labor disturbances, and unusually severe weather. Contractor will be granted a time extension and the parties will negotiate an adjustment to the fee, where appropriate, based upon the effect of the Force Majeure upon Contractor's performance.

**ARTICLE 13
SEVERABILITY**

Every term or provision of this Agreement is severable from others. Notwithstanding any possible future finding by a duly constituted authority that a particular term or provision is invalid, void, or unenforceable, this Agreement has been made with the clear intention that the validity and enforceability of the remaining parts, terms and provisions shall not be affected thereby.

**ARTICLE 14
INDEPENDENT CONTRACTOR**

The Contractor shall be fully independent in performing the Services and shall not act as an agent or employee of the County. As such, the Contractor shall be solely responsible for its employees, subcontractors, and agents and for their compensation, benefits, contributions and taxes, if any.

**ARTICLE 15
NOTICE**

The Contractor and the County shall notify each other of service of any notice of violation of any law, regulation, permit or license relating to the Services; initiation of any proceedings to revoke any permits or licenses which relate to such Services; revocation of any permits, licenses or other governmental authorizations relating to such Services; or

commencement of any litigation that could affect such Services. Such notice shall be personally delivered or sent by U.S. Mail, Certified Mail, Return Receipt Requested with proper postage affixed thereto, or by nationally recognized courier and addressed as follows:

County: Beaufort County Administrator
P. O. Drawer 1228
Beaufort, SC 29901-1228

Beaufort County
Attn: Beaufort County Purchasing Director
P. O. Drawer 1228
Beaufort, SC 29901-1228

Contractor: Strickland Electronic Recycling, LLC
1009 Bedford Ave
North, SC 29112
Attention: Mr. Blake Strickland
Phone: 803-860-2233
Email: SERLLC@yahoo.com

ARTICLE 16 INVOICES

All invoices for work done under this contract should be directed to the County Representative, electronically or by mail to:

Public Works Department
Solid Waste & Recycling Section
120 Shanklin Rd.
Beaufort, SC 29906

Invoices should include:

- a) Period of time covered by the invoice
- b) Detail of work performed
- c) Purchase order and Contract Number
- d) Tax Identification Number

ARTICLE 17 HOLIDAYS

The Contractor may observe any or all of the following holidays by suspension of the Services on the holiday:

New Year's Day	Labor Day
Memorial Day	Thanksgiving Day
Independence Day	Christmas Day

In the event that any scheduled Services fall on a holiday, Contractor shall provide the Services on the next business day following the holiday.

**ARTICLE 18
ENTIRE AGREEMENT**

This Agreement constitutes the entire agreement between the parties hereto. No representations, warranties or promises pertaining to this Agreement have been made or shall be binding upon any of the parties, except as expressly stated herein.

This Agreement shall be construed in accordance and governed by the laws of the State of South Carolina.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year first above written.

WITNESSES:

Cheryl Harris
Amy Burt

BEAUFORT COUNTY, a political sub-division of the State of South Carolina

By: Gary Kubic
Name: Gary Kubic or authorized representative
Title: County Administrator
Address: P.O. Drawer 1228
Beaufort, SC 29901-1228
Phone: (843) 255-2026
Fax: (843) 255-9403
Date: 9/15/2014

WITNESSES:

Steve Strickland
Pat Zick

**STRICKLAND ELECTRONIC
RECYCLING, LLC**

By: Blake Strickland
Name: Blake Strickland
Title: Owner
Address: 1009 Federal Ave, North,
SC 29112
Phone: 1-803-247-5140
Fax: 1-803-247-5144
Tax ID Number: 46-1707889
Date: 9-5-16



HEWLETT-PACKARD COMPANY
8000 Foothills Blvd, MS 5509
ROSEVILLE CA 95747

ANDREW DALKOS
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

05/08/2015

Support Account Reference: BEAUFORT6363065696
HP Reference Number: 46215060

Dear ANDREW DALKOS:

Enclosed is a Hewlett-Packard support service quote for your products. Review the services, support items, coverage dates, addresses, and company contacts for accuracy. Please advise HP of any changes prior to submitting your purchase order or authorization. To order support services detailed in this package, please return billing authorization by choosing one of the following convenient options. Subject to HP Single Order Terms for Support or purchase agreement with HP and if applicable, Exhibit E24.

Option 1: Provide an open-ended purchase order. An open-ended purchase order allows HP to add products to your agreement as necessary, as well as renew your support from year to year. Cancellation of the support service agreement requires a 30-day written notice.

Option 2: Provide a PO for the coverage dates specified in the enclosed referenced proposal.

Your PO must note at least one of the following, along with the support coverage period:

- 1. HP Reference (quote) number(s),
- 2. Support Account Reference(s) (SAR)
- 3. Service Agreement ID(s) (SAID)
- 4. AMP ID(s)

* If there is an approval signature section on your PO then it should be signed/approved before sending to HP. Please indicate if you are taxable or tax exempt. If your organization is Tax Exempt, please send a copy of your Tax Exemption Certificate with your PO. Include your billing frequency and current invoice-to address.

Option 3: Sign and return the attached Signature Authorization Form (SAM).

* If you provide authorization via the SAM form (Signature Authorization Method), please insure that all of the applicable boxes are checked on the form, along with the printed name and signature of the authorizing party.

Note: If the information in Options 1 through 3 is not included in your PO or SAM Form then HP will need to contact you to collect this missing data, which will cause a delay in activating your support contract(s). HP requires these details for audit purposes.

Hewlett-Packard values your business and looks forward to providing you with continued support. If you require further assistance, please contact your Contract Administrator at 1 800 386 1115 OPT-4-4-2. You can send your PO or SAM to your Support Services Representative, or FAX it to 1 800 307 0361.

Sincerely,
Public Sector Contractual Services
Contract Admin.



SIGNATURE AUTHORIZATION METHOD (SAM)

The Signature Authorization Method (SAM) may be used to order Hewlett-Packard Company (HP) Support Services **ONLY IF A PURCHASE ORDER IS NOT REQUIRED TO AUTHORIZE SERVICE DELIVERY AND REMIT PAYMENT.** This SAM form, including the quotation(s) and governing terms referenced herein shall be referred to collectively as the "Support Agreement."

(1) Customer Information:

Company Name
Beaufort County Management Information Systems

Invoice to Address
Beaufort SC 29901-1228

(2) Contract Information: Unless otherwise notified all quotes under the AMP ID below will be renewed:

Initial Quote Number:46215060 ** AMP ID: 13513076001FCP
Support Account Reference: BEAUFORT6363065696 **Coverage Period:** 09/01/2015 - 08/31/2016

***The enclosed Support Account Overview dated 05/08/2015 summarizes the quotes contained within the above AMP ID.
This quote bundle is valid until: 08/31/2015

Check as applicable if your authorization is open-ended.

The following term applies only to open-ended support agreements. This Support Agreement is for the period stated on HP's quote. It will be extended without modification by consecutive terms of 12 months unless one of the parties gives written notice in accordance with the underlying business terms prior to the end of the respective 12 months. If modifications of the Support Agreement are necessary, HP will notify Customer in writing 60 days before the modifications are effective. Customer may terminate this Support Agreement within 30 days from receipt of notice. If Customer does not exercise this right of termination, this Support Agreement will be continued to the end of the current term with the modifications, and extended by consecutive 12-month terms. Re-pricing will occur automatically without further authorization.

(3) REQUIRED- Tax Information:

Taxable OR Tax Exempt Exemption # _____ (Attach copy of exemption certificate)

(4) REQUIRED- Billing Frequency: Do not enclose Payment. Please select one of the following:

Please bill me: Pre-Pay up front for the entire coverage term
 Annually
 Quarterly (Total annual amount must exceed \$2400)
 Semi-Annually (Total annual amount must exceed \$2400)
 Monthly (Total annual amount must exceed \$2400)
 Charge my credit card. Check one: Visa MasterCard American Express

For your protection, please call your HP Sales Representative or Contract Admin with the credit card number.

Cardholder Name (Print) _____

Cardholder's Signature _____

Credit Card Invoice-To Address _____

(5) REQUIRED- Service Authorization and Terms and Conditions:

Customer's signature on this form constitutes authorization for HP to invoice Customer for the HP support services represented in this Support Agreement. This support agreement will be governed by the following: i) The purchase agreement currently in effect between Customer and HP that includes the delivery of Support Services, or if none, the HP Customer Terms-Support (CTSP01), the Supplemental Data Sheet (CTDS01); and ii) any applicable Transaction Documents thereto.

Authorized Signature and Date

Printed Name, Title and Phone Number

(6) Completed form should be returned to:

Hewlett-Packard Company
Public Sector Contractual Services
8000 Foothills Blvd, MS 5509
ROSEVILLE, CA 95747

TEL:1 800 386 1115 OPT-4-4-2
FAX:1 800 307 0361

Support Account Overview



AMP ID: 13513076001FCP
Special Terms and Conditions No: 5000008963

Customer Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Hewlett-Packard Address:
HEWLETT-PACKARD COMPANY
8000 Foothills Blvd, MS 5509
ROSEVILLE CA 95747

Customer Contact:
ANDREW DALKOS
Tel: (843) 255-7008
Fax: (843) 255-9402
E-mail andrewd@bcgov.net

HP Contact:
Public Sector Contractual Serv
Tel: 1 800 386 1115 OPT-4-4-2
Fax: 1 800 307 0361
E-mail ams.supportcontracts@hp.com

This quote is valid until 08/31/2015

This order is governed by the specific agreement referenced below in the comment section. If none is identified, then HP's standard terms, as indicated below for the services you purchased will apply. Either one is the "Agreement". Multi-year support renewals are governed by the Exhibit E24 in addition to the Agreement unless otherwise specified.

HP Standard Terms:

For HP Software Support terms and datasheets, visit http://support.openview.hp.com/support_options.jsp

For HP terms for Software-as-a-Service, visit <http://link.hp.com/u/j50>

For all other support terms and datasheets, including information on the format of this document, visit:

<http://h20219.www2.hp.com/services/w1/en/always-on/hardware-support-documentation.html>

Your Support Access Options for Service Agreement Customers:

Support Contract Assistant(SCA) - manage your service agreement online, visit www.esca.hp.com

HP Support Center - <http://www.hp.com/go/hpsc>

HP Software Support Online <http://support.openview.hp.com/>

Please have your Service Agreement ID and Product/Serial available to expedite your support experience.
For Support, please call: 800-633-3600

Support Account Reference	Service Agreement ID	Coverage Period		Description	Contract Total/USD
		From:	To:		
BEAUFORT6363065696	1040 7915 6829	09/01/2015	08/31/2016	8-6363065696	19,270.80
BEAUFORVMWARE	1039 7858 9399	09/01/2015	08/31/2016	BEAUFORVMWARE	1,402.43
BEAUFORVMWARE01	1039 7858 9459	09/01/2015	08/31/2016	BEAUFORVMWARE01	1,402.43
BEAUFORVMWARE02	1040 4408 9448	11/01/2015	08/31/2016	BEAUFORVMWARE02	346.40
BUFRTCNTYMISVMWARE05	1038 2028 5957	09/01/2015	08/31/2016	BUFRTCNTYMISVMWARE05	20,361.60
SGA947025W-EDU	1036 5194 4994	09/01/2015	08/31/2016	EDUCATION	4,704.36
USE91119WR	1035 5521 2400	09/01/2015	08/31/2016	USE91119WR	3,476.16
Total Excluding Taxes 104 Ribaut Rd Beaufort					50,964.18

Support Account Overview



AMP ID: 13513076001FCP

Customer Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Hewlett-Packard Address:
HEWLETT-PACKARD COMPANY
8000 Foothills Blvd, MS 5509
ROSEVILLE CA 95747

Support Account Reference	Coverage Period From: To:	Description	Contract Total/USD
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Summary of Charges	
Hardware Support	20,583.36
Software Helpdesk Services	1,549.44
Software Support-Labor	11,668.32
Software Support-Materials	12,458.70
Training	4,704.36
Total Excluding Taxes	50,964.18

Total excludes all taxes. If applicable, taxes will be added at the time of invoicing at the current tax rate.
Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.
Refer to the detail document for any applicable state & local tax

Support Account Detail



Special Terms and Conditions No: 5000008963
Your PO Reference:
CCRN Number: 0407915682

Support Account Reference:
BEAUFORT6363065696

HP Reference Number: 46215060

Equipment Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Software Update Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Hardware Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

Software Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

This quote is valid until 08/31/2015
Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1040 7915 6829 For Support, please call: 800-633-3600

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Comment: WSCAIII Master Price Agreement (5000008963) must be cited on purchase order.

For detailed information on service deliverables in zoning refer to www.hp.com/hps/custdocs/us

H7J34AC HP Foundation Care 24x7 Service
***** Hardware Support *****

HP Hardware Maintenance Onsite Support

- Hardware Problem Diagnosis
- Onsite Support
- Parts and Material provided
- 4 Hr Onsite Response
- 24 Hrs Std Office Days
- 24 hrs, Day 6
- 24 hrs, Day 7
- Holidays Covered
- Travel Zone 4

399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BR	1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE838N0HR	1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BT	1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE825N8LX	1	44.87
391835-B21	HP DL380G5 CTO Chassis	USE810N7PS	1	63.76
399524-B21	HP DL360G5 4M CTO Chassis	USE752N187	1	44.87
AG815B	HP DL380 G5 Base Storage Server	2UX83504XB	1	60.61
Please note HP can no longer support this item from: 12/31/2016				
399524-B21	HP DL360G5 4M CTO Chassis	USE752N186	1	44.87
391835-B21	HP DL380G5 CTO Chassis	USE815N0N8	1	63.76
391835-B21	HP DL380G5 CTO Chassis	USE823N5ZQ	1	63.76



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0407915682

Product No.	Description	Serial No.	Coverage Period		Qty	Price/USD
			from:	to:		
399524-B21	HP DL360G5 4M CTO Chassis	USE723N104			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BN			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE719N117			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE719N115			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE719N118			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE719N116			1	44.87
391835-B21	HP DL380G5 CTO Chassis	USE719N5XH			1	63.76
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BP			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE825N5TX			1	44.87
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BQ			1	44.87
391835-B21	HP DL380G5 CTO Chassis	USE949N0Q1			1	63.76
494329-B21	HP OEM DL380G6 CTO Server	USE947NBDM			1	55.89
494329-B21	HP OEM DL380G6 CTO Server	USE007N179			1	55.89
484184-B21	HP OEM DL360G6 CTO Server	USE943N93A			1	45.66
494329-B21	HP OEM DL380G6 CTO Server	USE003N3S6			1	55.89
494329-B21	HP OEM DL380G6 CTO Server	USE003N3S7			1	55.89
583914-B21	HP DL380G7 SFF CTO Server	USE038NF55			1	68.49
583914-B21	HP DL380G7 SFF CTO Server	USE038NF54			1	68.49

HP Collaborative Remote Support

Basic Software Phone Support

Collaborative Call Managemnt

24 Hours, Day 1-7 Phone Supp

Standard Response Time

399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BR			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE838N0HR			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BT			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE825N8LX			1	3.94
391835-B21	HP DL380G5 CTO Chassis	USE810N7PS			1	4.72
399524-B21	HP DL360G5 4M CTO Chassis	USE752N187			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE752N186			1	3.94
391835-B21	HP DL380G5 CTO Chassis	USE815N0N8			1	4.72
391835-B21	HP DL380G5 CTO Chassis	USE823N5ZQ			1	4.72
399524-B21	HP DL360G5 4M CTO Chassis	USE723N104			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BN			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE719N117			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE719N115			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE719N118			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE719N116			1	3.94
391835-B21	HP DL380G5 CTO Chassis	USE719N5XH			1	4.72
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BP			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE825N5TX			1	3.94
399524-B21	HP DL360G5 4M CTO Chassis	USE810N3BQ			1	3.94
391835-B21	HP DL380G5 CTO Chassis	USE949N0Q1			1	4.72
494329-B21	HP OEM DL380G6 CTO Server	USE947NBDM			1	4.72
494329-B21	HP OEM DL380G6 CTO Server	USE007N179			1	4.72
484184-B21	HP OEM DL360G6 CTO Server	USE943N93A			1	3.94



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0407915682

Product No.	Description	Serial No.	Coverage Period		Qty	Price/USD
			from:	to:		
494329-B21	HP OEM DL380G6 CTO Server	USE003N3S6			1	4.72
494329-B21	HP OEM DL380G6 CTO Server	USE003N3S7			1	4.72
583914-B21	HP DL380G7 SFF CTO Server	USE038NF55			1	4.72
583914-B21	HP DL380G7 SFF CTO Server	USE038NF54			1	4.72

Discounts

Government Header Discount % -18%	359.82-
Pre Payment HdrDisc% -4%	65.56-

***** Software Support *****

HP Software Technical Unlimited Support

- SW Technical Support
- SW Electronic Support
- 24 Hrs Std Office Days
- 24 Hrs Day 6
- 24 Hrs Day 7
- Holidays Covered
- Standard Response

AG815B	HP DL380 G5 Base Storage Server	2UX83504XB	1	32.28
	Please note HP can no longer support this item from: 12/31/2016			

HP Software Updates Service

- License to Use & SW Updates
- HP Recommended SW Upd Method
- HP Recommended Doc Upd Method

Discounts

Government Header Discount % -18%	7.38-
Pre Payment HdrDisc% -4%	1.34-

Summary of Charges

Hardware Support	1,458.66
Hardware Support Tax SC	0.00
Software Helpdesk Services	114.96
Software Helpdesk Services Tax SC	0.00
Software Support-Labor	32.28
Software Support-Labor Tax SC	1.94
TOTAL INCLUDING TAX	1,607.84

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing. Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 5000008963
Your PO Reference:
CCRN Number: 0397858931

Support Account Reference:
BEAUFORVMWARE

HP Reference Number: 46337016

Equipment Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Software Update Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Hardware Contact:
 Mike DeVore
 Tel: 943 255 7006
 Fax:

Software Contact:
 Mike DeVore
 Tel: 943 255 7006
 Fax:

This quote is valid until 08/31/2015
Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1039 7858 9399

Product No.	Description	Serial No.	Coverage Period		Qty	Price/USD
			from:	to:		

Comment: WSCAIII Master Price Agreement (5000008963) must be cited on purchase order.

H7J34AC HP Foundation Care 24x7 Service

*** Software Support ***

HP Software Technical Unlimited Support

SW Technical Support
 SW Electronic Support
 24 Hrs Std Office Days
 24 Hrs Day 6
 24 Hrs Day 7
 Holidays Covered
 Standard Response

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 21.96

5122Q-4JKVN-P8L6C-9T10P-0E0LM

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 21.96

5122Q-4JKVN-P8L6C-9T10P-0E0LM

HP Software Updates Service

License to Use & SW Updates
 HP Recommended SW Upd Method
 HP Recommended Doc Upd Method

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 24.40

5122Q-4JKVN-P8L6C-9T10P-0E0LM

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 24.40

5122Q-4JKVN-P8L6C-9T10P-0E0LM



Special Terms and Conditions No: 500008963
 Your PO Reference:
 CCRN Number: 0397858931

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Discounts

Government Header Discount % -18%	21.20-
Pre Payment HdrDisc% -4%	3.88-

***** Software Support *****

HZ845AC	VMware SW Upd and STS Return to Supp Return to support has been charged from 06/01/2015 to 08/31/2015	09/30/2015	289.79
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Discounts

Government Header Discount % -18%	63.61-
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Summary of Charges

Software Support-Labor	43.92
Software Support-Labor Tax SC	2.64
Software Support-Materials	338.59
Software Support-Materials Tax SC	20.31
TOTAL INCLUDING TAX	405.46

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.
 Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 500008963
 Your PO Reference:
 CCRN Number: 0397858941

Support Account Reference:
BEAUFORVMWARE01

HP Reference Number: 46337017

Equipment Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Software Update Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Hardware Contact:
 Mike DeVore
 Tel: 943 255 7006
 Fax:

Software Contact:
 Mike DeVore
 Tel: 943 255 7006
 Fax:

This quote is valid until 08/31/2015
Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1039 7858 9459

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Comment: WSCAIII Master Price Agreement (500008963) must be cited on purchase order.

H7J34AC HP Foundation Care 24x7 Service

*** Software Support ***

HP Software Technical Unlimited Support

- SW Technical Support
- SW Electronic Support
- 24 Hrs Std Office Days
- 24 Hrs Day 6
- 24 Hrs Day 7
- Holidays Covered
- Standard Response

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 21.96

506C7-4JKPQ-K8V6A*

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 21.96

112CQ-4JKP5-28K63*

HP Software Updates Service

- License to Use & SW Updates
- HP Recommended SW Upd Method
- HP Recommended Doc Upd Method

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 24.40

506C7-4JKPQ-K8V6A*

BD715AAE VMw vSphere EntPlus 1P 3yr E-LTU 1 24.40

112CQ-4JKP5-28K63*



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0397858941

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
-------------	-------------	------------	------------------------------	-----	-----------

Discounts

Government Header Discount % -18%

21.20-

Pre Payment HdrDisc% -4%

3.88-

***** Software Support *****

HZ845AC VMware SW Upd and STS Return to Supp
Return to support has been charged from 06/01/2015 to 08/31/2015

09/30/2015

289.79

Discounts

Government Header Discount % -18%

63.61-

Summary of Charges

Software Support-Labor 43.92

Software Support-Labor Tax SC 2.64

Software Support-Materials 338.59

Software Support-Materials Tax SC 20.31

TOTAL INCLUDING TAX 405.46

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.
Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 5000008963
Your PO Reference:
CCRN Number: 0404408941

Support Account Reference:
BEAUFORVMWARE02

HP Reference Number: 46336356

Equipment Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Software Update Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Hardware Contact:
Mike DeVore
Tel: 943 255 7006
Fax:

Software Contact:
Mike DeVore
Tel: 943 255 7006
Fax:

This quote is valid until 10/31/2015
Coverage from: 11/01/2015 to: 08/31/2016

Service Agreement ID: 1040 4408 9448

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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H7J34AC **HP Foundation Care 24x7 Service**
***** Hardware Support *****

HP Hardware Maintenance Onsite Support

Hardware Problem Diagnosis
Onsite Support
Parts and Material provided
4 Hr Onsite Response
24 Hrs Std Office Days
24 hrs, Day 6
24 hrs, Day 7
Holidays Covered

HP Collaborative Remote Support

Basic Software Phone Support
Collaborative Call Managemnt
24 Hours, Day 1-7 Phone Supp
Standard Response Time

***** Software Support *****

HP Software Technical Unlimited Support

SW Technical Support
SW Electronic Support
24 Hrs Std Office Days
24 Hrs Day 6
24 Hrs Day 7
Holidays Covered
Standard Response



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0404408941

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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BD690AAE	VMw View Prm Str Kt 10Pk 3yr E-LTU			1	17.32
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N568L-0XKLI-78A93-90200-CWYH4

Please note HP can no longer support this item from: 09/30/2016

HP Software Updates Service

License to Use & SW Updates

HP Recommended SW Upd Method

HP Recommended Doc Upd Method

BD690AAE	VMw View Prm Str Kt 10Pk 3yr E-LTU			1	17.32
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N568L-0XKLI-78A93-90200-CWYH4

Please note HP can no longer support this item from: 09/30/2016

Discounts

Government Header Discount % -18%

7.92-

Pre Payment HdrDisc% -4%

1.44-

Summary of Charges

Software Support-Labor 17.32

Software Support-Labor Tax SC 1.04

Software Support-Materials 17.32

Software Support-Materials Tax SC 1.04

TOTAL INCLUDING TAX 36.72

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.

Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 5000008963
 Your PO Reference:
 CCRN Number: 0382028594

Support Account Reference:
BUFRTCNTYMISVMWARE05

HP Reference Number: 46216464

Equipment Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Software Update Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Hardware Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

Software Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

This quote is valid until 08/31/2015
Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1038 2028 5957 For Support, please call: 800-633-3600

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Comment: WSCAIII Master Price Agreement (5000008963) must be cited on purchase order.

H7J34AC HP Foundation Care 24x7 Service

*** Software Support ***

HP Software Technical Unlimited Support

- SW Technical Support
- SW Electronic Support
- 24 Hrs Std Office Days
- 24 Hrs Day 6
- 24 Hrs Day 7
- Holidays Covered
- Standard Response

BD710A	VMw vSphere Std 1P 1yr SW			1	8.03
		51482-0E29P-N8K42-09200-2D0J1			
BD710A	VMw vSphere Std 1P 1yr SW			1	8.03
		N0682-4EJ56-J834A-0L0H4-3JY5H			
BD710A	VMw vSphere Std 1P 1yr SW			1	8.03
		N4212-4E11P-58C43-01002-A9P7M			
BD710A	VMw vSphere Std 1P 1yr SW			1	8.03
		N021H-4EL9M-J8243-0J9K6-3DD7H			
BD685A	VMw View Ent Str Kt 10Pk 1yr SW			4	34.80
		X0086-0G38H-48370-0D2H6-31ZHH			
	Please note HP can no longer support this item from: 09/30/2016				
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		1501K-4825L-58K4E-0U8UH-CJKJ1			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		11410-08283-18L44-088UH-CMR31			



Special Terms and Conditions No: 500008963

Your PO Reference:

CCRN Number: 0382028594

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		1H40K-08H11-N8K4E-0U82H-C1R15			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		M4610-08HE3-J8T4D-00124-A8F2M			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		H429K-08281-18H4D-010H2-A460H			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		J1282-48KE3-58R4E-0K904-A8FKM			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		1J69H-08KEL-18T4D-0U986-2XWKM			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		J568H-08HEL-18H4D-0J104-C4D2H			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		1H03L-28H8H-58J45-0JA22-9NDJ4			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		5M0CJ-6808H-J8R4E-00286-98P10			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		004A1-28K82-J8U4E-0CCRP-0JUM5			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		044C3-2809H-J8V44-09AUP-0W061			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		414A3-28H80-N8V4E-0922M-880M1			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		51221-280DH-58H44-0A00K-81Q6M			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		516AL-2805K-18J45-0C9KP-0DQ4H			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		J022P-F8247-68R45-0C286-1HQ10			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		N42AM-A8K17-68T45-09280-9DXJ4			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		4H68N-08052-K8445-02AUP-A4VPI			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		4M605-08H42-K8E44-0LCUH-ATCM1			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	20.75
		0M68N-0804K-P854E-022RK-2N145			
TD444AAE	VMw View Pm Addon 10Pk 1y9x5 E-LTU			14	253.54
		HH4A1-DELD3-68HYJ-APKR6-85W0N			
	Please note HP can no longer support this item from: 09/30/2016				
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	20.75
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	20.75
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	20.75
		506C7-4JKPQ-K8V6A*			
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	20.75
		112CQ-4JKP5-28K63*			
D8A87AAE	VMw Horizon View 10Pk 1yr E-LTU		11/01/2015	1	14.72
		N568L-0XKLI-78A93-90200-CWYH4			



Special Terms and Conditions No: 5000008963
 Your PO Reference:
 CCRN Number: 0382028594

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
	HP Software Updates Service				
	License to Use & SW Updates				
	HP Recommended SW Upd Method				
	HP Recommended Doc Upd Method				
BD710A	VMw vSphere Std IP 1yr SW			1	9.45
		51482-0E29P-N8K42-09200-2D0J1			
BD710A	VMw vSphere Std IP 1yr SW			1	9.45
		N0682-4EJ56-J834A-0L0H4-3JY5H			
BD710A	VMw vSphere Std IP 1yr SW			1	9.45
		N4212-4E11P-58C43-01002-A9P7M			
BD710A	VMw vSphere Std IP 1yr SW			1	9.45
		N021H-4EL9M-J8243-0J9K6-3DD7H			
BD685A	VMw View Ent Str K1 10Pk 1yr SW			4	40.92
		X0086-0G38H-48370-0D2H6-31ZHH			
	Please note HP can no longer support this item from: 09/30/2016				
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		I501K-4825L-58K4E-0U8UH-CJKJ1			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		I1410-08283-18L44-088UH-CMR31			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		I140K-08H11-N8K4E-0U82H-C1R15			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		M4610-08HE3-J8T4D-00124-A8F2M			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		H429K-08281-18H4D-010H2-A460H			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		J1282-48KE3-58R4E-0K904-A8FKM			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		I169H-08KEL-18T4D-0U986-2XWKM			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		J568H-08HEL-18H4D-0J104-C4D2H			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		I1H03L-28H8H-58J45-0JA22-9NDJ4			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		5M0CJ-6808H-J8R4E-00286-98P10			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		004A1-28K82-J8U4E-0CCRP-0JUM5			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		044C3-2809H-J8V44-09AUP-0W061			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		414A3-28H80-N8V4E-0922M-880M1			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		51221-280DH-58H44-0A00K-81Q6M			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		516AL-2805K-18J45-0C9KP-0DQ4H			
BD714A	VMw vSphere EntPlus IP 1yr SW			1	24.40
		J022P-F8247-68R45-0C286-1HQ10			



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0382028594

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	24.40
		N42AM-A8K17-68T45-09280-9DXJ4			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	24.40
		4H68N-08052-K8445-02AUP-A4VP1			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	24.40
		4M605-08H42-K8E44-0LCUH-ATCM1			
BD714A	VMw vSphere EntPlus 1P 1yr SW			1	24.40
		0M68N-0804K-P854E-022RK-2N145			
TD444AAE	VMw View Pm Addon 10Pk 1y9x5 E-LTU			14	187.32
		HH4A1-DELD3-68HYJ-APKR6-85WON			
	Please note HP can no longer support this item from: 09/30/2016				
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	24.40
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	24.40
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	24.40
		506C7-4JKPQ-K8V6A*			
BD715AAE	VMw vSphere EntPlus 1P 3yr E-LTU			1	24.40
		112CQ-4JKP5-28K63*			
D8A87AAE	VMw Horizon View 10Pk 1yr E-LTU		11/01/2015	1	17.32
		N568L-0XKLI-78A93-90200-CWYH4			
Discounts					
Government Header Discount % -18%					389.13-
Pre Payment HdrDisc% -4%					70.83-

Summary of Charges

Software Support-Labor	833.18
Software Support-Labor Tax SC	49.98
Software Support-Materials	868.96
Software Support-Materials Tax SC	52.15
TOTAL INCLUDING TAX	1,804.27

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.
Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 5000008963
 Your PO Reference:
 CCRN Number: 0365194492

Support Account Reference:
SGA947025W-EDU

HP Reference Number: 46216467

Equipment Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Software Update Address:
 Beaufort County
 Management Information Systems
 104 RIBAUT RD
 BEAUFORT SC 29902

Hardware Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

Software Contact:
 ANDREW DALKOS
 Tel: (843) 255-7008
 Fax: (843) 255-9402

This quote is valid until 08/31/2015
 Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1036 5194 4994 For Support, please call: 800-633-3600

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Comment: WSCAIII Master Price Agreement (5000008963) must be cited on purchaseorder.

*** Environmental Services ***

HA167AC	HP Education Services Total Education Units			6	392.03
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Discounts

Government Header Discount % -18%	89.64-
Pre Payment HdrDisc% -4%	16.33-

Summary of Charges

Training	392.03
Training Tax SC	23.52
TOTAL INCLUDING TAX	415.55

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.
 Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Support Account Detail



Special Terms and Conditions No: 5000008963
Your PO Reference:
CCRN Number: 0355521246

Support Account Reference: USE91119WR
HP Reference Number: 46216468

Equipment Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Software Update Address:
Beaufort County
Management Information Systems
104 RIBAUT RD
BEAUFORT SC 29902

Hardware Contact:
ANDREW DALKOS
Tel: (843) 255-7008
Fax: (843) 255-9402

Software Contact:
ANDREW DALKOS
Tel: (843) 255-7008
Fax: (843) 255-9402

This quote is valid until 08/31/2015
Coverage from: 09/01/2015 to: 08/31/2016

Service Agreement ID: 1035 5521 2400 For Support, please call: 800-633-3600

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Comment: WSCAIII Master Price Agreement (5000008963) must be cited on purchaseorder.

For detailed information on service deliverables in zoning refer to www.hp.com/hps/custdocs/us

The following product(s) will be Automatically REPLACED:

T5494A HP CV EVA 8.0 Rep Sol Mgr 4.0 Media Kit with system -> T5494D HPCV EVA 9.1 Rep Sol Mgr 5.0 Media Kit

T5495A HP Command View EVA 4400 1TB LTU with system -> T5495B HP CommandView EVA4400 1TB Software LTU

T5505A HP Smart Start for EVA Storage with system -> T5505E HPSmartstart for EVA V3.1 Media Kit

Config Notes for TD416A has been replaced by mtl BD724A

Config Notes for TD418A; has been replaced by mtl BD712A

H7J34AC HP Foundation Care 24x7 Service
***** Hardware Support *****

HP Hardware Maintenance Onsite Support

- Hardware Problem Diagnosis
- Onsite Support
- Parts and Material provided
- 4 Hr Onsite Response
- 24 Hrs Std Office Days
- 24 hrs, Day 6
- 24 hrs, Day 7
- Holidays Covered
- Travel Zone 4



Special Terms and Conditions No: 5000008963

Your PO Reference:

CCRN Number: 0355521246

Product No.	Description	Serial No.	Coverage Period		Qty	Price/USD
			from:	to:		

391835-B21	HP DL380G5 CTO Chassis	USE911N48D			1	63.76
391835-B21	HP DL380G5 CTO Chassis	USE911N48F			1	63.76
391835-B21	HP DL380G5 CTO Chassis	USE911N4GR			1	63.76
AG823A	HP MSA60 w/12 750GB SATA LFF 9TB Bundle	SGA91000ND			1	65.34

HP Collaborative Remote Support

Basic Software Phone Support
Collaborative Call Managemnt
24 Hours, Day 1-7 Phone Supp
Standard Response Time

391835-B21	HP DL380G5 CTO Chassis	USE911N48D			1	4.72
391835-B21	HP DL380G5 CTO Chassis	USE911N48F			1	4.72
391835-B21	HP DL380G5 CTO Chassis	USE911N4GR			1	4.72

Discounts

Government Header Discount % -18%	61.92-
Pre Payment HdrDisc% -4%	11.30-

***** Software Support *****

HP Software Technical Unlimited Support

SW Technical Support
SW Electronic Support
24 Hrs Std Office Days
24 Hrs Day 6
24 Hrs Day 7
Holidays Covered
Standard Response

C6N27A	HP Insight Control Lic	SS9100279			1	2.36
C6N27A	HP Insight Control Lic	SS910027A			1	2.36
C6N27A	HP Insight Control Lic	SS9100277			1	2.36

HP Software Updates Service

License to Use & SW Updates
HP Recommended SW Upd Method
HP Recommended Doc Upd Method

C6N27A	HP Insight Control Lic	SS9100279			1	3.94
C6N27A	HP Insight Control Lic	SS910027A			1	3.94
C6N27A	HP Insight Control Lic	SS9100277			1	3.94

Discounts

Government Header Discount % -18%	4.32-
Pre Payment HdrDisc% -4%	0.78-



Special Terms and Conditions No: 500008963
Your PO Reference:
CCRN Number: 0355521246

Product No.	Description	Serial No.	Coverage Period from: to:	Qty	Price/USD
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Summary of Charges		
Hardware Support		256.62
Hardware Support Tax SC		0.00
Software Helpdesk Services		14.16
Software Helpdesk Services Tax SC		0.00
Software Support-Labor		7.08
Software Support-Labor Tax SC		0.42
Software Support-Materials		11.82
Software Support-Materials Tax SC		0.71
TOTAL INCLUDING TAX		290.81

Taxes have been added at current rate, however, tax rates will be those in effect at the time of invoicing.
Total price includes all additions, deletions, warranties, discounts and adjustments if applicable.

Payment Schedule as of 05/08/2015

AMP ID: 13513076001FCP

Settlement Period from: From: 09/01/2015 to: 08/31/2016

Support Account Reference	09/01/2015	08/31/2016
BEAUFORT6363065696	19,270.80	
BEAUFORVMWARE	1,402.43	
BEAUFORVMWARE01	1,402.43	
BEAUFORVMWARE02	346.40	
BUFKTCNTYMISVMWARE05	20,363.60	
SGA947025W-EDU	4,704.36	
USE911VWR	3,476.16	
Total for the period		
104 Ribaut Rd Beaufort	50,964.18	

Applicable tax to be added to the invoice.

Fiscal Year 2016 NewVision Maintenance

QTY	SOFTWARE MAINTENANCE SUPPLIED TO BEAUFORT COUNTY	RENEWAL PRICE (7/1/2015 TO 6/30/2016)
	OFFICIAL RECORDS SYSTEM SOFTWARE (RECORDSNG)	
1	NEWVISION RECORDSNG SYSTEM FOR PROCESSING UP TO 100,000 OFFICIAL RECORDS PER YEAR INSTALLED AS PART OF AN EXTENDED MAINTENANCE AGREEMENT. RECORDSNG MAINTENANCE PRICE INCLUDES UNLIMITED NUMBER OF WORKSTATIONS AND FEATURES ITEMIZED ABOVE	\$30,167
	MAINTENANCE FOR SOFTWARE SUPPLIED TO BEAUFORT COUNTY NOT INCLUDED WITH RECORDSNG	
3	NEWVISION INDEX/VERIFY SOFTWARE - AUDITOR AND ASSESSOR WORKSTATIONS	\$2,301
1	TAX ASSESSOR MODULE (OCCASIONAL USE) PO20110277	\$184
1	NEWVISIONIMAGE WRITER RUNTIME SOFTWARE	\$988
17	ORACLE (OR SQL SERVER) RDBMS FURNISHED BY THE COUNTY - NEWVISION DATABASE TABLE MAINTENANCE	\$6,205
1	NEWVISION PRINT QUEUE MANAGEMENT SOFTWARE	\$820
1	PROBLEM DETERMINATION – HW & SW	\$4,863
1	BACKFILE DATA ENTRY PROGRAM	\$3,096
1	ELECTRONIC RECORDING	\$2,406
	TOTAL SW MAINTENANCE FOR INSTALLED SYSTEM	\$51,028



Dave Thomas, CPPO, CPPB
 Purchasing Director
 E-Mail: dthomas@bcgov.net

COUNTY COUNCIL OF BEAUFORT
 Beaufort County Purchasing Department
 Post Office Drawer 1228
 Beaufort, South Carolina 29901-1228
 Telephone (843) 255-2353 ♦ FAX (843) 255-9437

May 28, 2015

Republic Services, Inc.
 Mr. Randy Dixon, Municipal Services Manager
 425 GA Hwy 292
 Vidalia, GA 30474

Re: Contract Renewal for RFP 3962/110442, Hauling Services for Beaufort County Solid Waste Department

Dear Mr. Dixon,

We have reviewed your request and would like to counter offer your company with an adjustment of \$1.00 per haul increase to reflect in the contract renewal. All other terms and conditions remain the same. The contract renewal period will commence on July 1, 2015, and extend through June 30, 2016. Please sign below and return to this office as soon as possible.

Also, kindly forward an updated Certificate of Insurance at your earliest convenience.

Please let me know of any questions or concerns. We look forward to your continued success during the contract period.

Respectfully,

Dave Thomas

Dave Thomas, CPPO, CPPB

The signature below authorizes the renewal of the aforementioned Contract for an additional one (1) year term with an adjustment of \$1.00 per haul increase. All other terms and conditions found in the original contract remain the same.

RANDY DIXON - MUNICIPAL MANAGER
 Authorized Printed Name and Title to Bind Company

Signature/Date

cc: Jim Minor



**COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT**

Building 2, 106 Industrial Village Road
Post Office Drawer 1228, Beaufort, SC 29901-1228
Phone: (843) 255-2353 Fax: (843) 255-9437

TO: Councilman Jerry Stewart, Chairman, Finance Committee
FROM: Dave Thomas, CPPO, Purchasing Director *DT*
SUBJ: **Request to Purchase Two New 2015/2016 Chevrolet 4x4 ½-Ton Trucks from State Contract for Beaufort County's Mosquito Control Department.**
DATE: July 10, 2015

BACKGROUND: The Purchasing Department received a request from the Mosquito Control Department to purchase two new 2015 or 2016 Chevrolet Silverado 4x4 ½-ton trucks, with winches and tow packages, from Love Chevrolet, a State contract vendor. The trucks will be used to support Mosquito Control (property inspections, surveillance, and application of public health insecticides) and Emergency Management (hurricane evacuation with trailers/equipment/supplies and recovery). The new vehicles will replace a 2007 Ford F-150 4x4 ½-ton truck with 210,861 miles and a 1999 Dodge Ram 4x2 ½-ton truck with 173,314 miles. First Vehicle Services recommends replacing these vehicles due to high mileage and repair costs (see attached reports).

STATE CONTRACT VENDOR INFORMATION:

Love Chevrolet, Columbia, SC

COST

\$26,662 each
(With tax and delivery)

FUNDING: Account # 10001400-54000, Vehicle Purchases. *AH*

FY 2015 COST: N/A

FOR ACTION: Finance Committee meeting occurring July 20, 2015.

RECOMMENDATION: The Purchasing Department recommends that the Finance Committee approves the purchase of two vehicles from the aforementioned vendor for a total amount of \$53,324.

CC: Gary Kubic, County Administrator *GKUBIC*
Joshua Gruber, Deputy County Administrator *JG*
Alicia Holland, Chief Financial Officer *AH*
Philip Foot, Public Safety Director *PF*
Gregg Hunt, Mosquito Control Director

Attachments: State Contract Pricing, First Vehicle Maintenance Reports

REQ. # 160110

Chevrolet Silverado 2wd Regular Cab

State Contract #4400009467

Love Chevrolet Company

803-794-9004 Phone

803-926-7467 Fax

governmentsales@loveauto.com

Don Shumpert
Commercial & Fleet Sales
Cell: 803-518-1989

(att: Don Shumpert)

Base Price - \$19042.00

\$19042⁰⁰

Adds -

Larger Engine (5.3L) - \$998.00

998⁰⁰

8' Bed - \$398.00

Locking Rear Differential - \$369.00

369⁰⁰

Tow Package - \$360.00

360⁰⁰

Electric Brake Control - \$220.00

Cloth Seats (10-way Driver) - \$395.00

Carpet w/ Mats - \$95.00

Bluetooth Radio - \$145.00

Deep Tinted Glass - \$95.00

4x4 - \$3693.00

3693⁰⁰

9000lb winch - \$1825.00

1825⁰⁰

Work Ready Equipment -

Plastic Bed Liner - \$210.00

Plastic Bed Liner (8') - \$310.00

Spray-in Liner - \$425.00

Cam Locker Tool Box - \$410.00

Rubber Bed Mat - \$95.00

\$26287⁰⁰

plus tax

Deducts -

Fleet Convenience Pkg - \$425.00

- Power Windows

- Power Heated Mirrors

- Keyless Entry

PER DONNA @
Love Chevrolet:
Delivery fee for
3 People = \$150.00
TOTAL.

Other options available upon request.

Colors - White, Black, Red, Gray, Silver metallic, Deep Ruby,
Brownstone

First Vehicle Services

First Vehicle Services
Beaufort County Division
P.O. Box 6016
Beaufort, SC 29902-6016

To: Gregg Hunt

Department: Mosquito Control

Subject: Evaluation of Equipment #23134

Subject equipment was evaluated on Date: January 21, 2015
Inspection Sheet is attached.

It is our opinion at First Vehicle Services that if the cost of repair exceeds one third of the assets value consideration for removal and or replacement should be taken. Yearly cost evaluation will accompany any evaluation requiring consideration.

Kelly Blue book value of this unit is \$5,733.00

Total repair cost to date for the unit is \$15,878.32

Estimate future and present repair cost are \$7,800.00

This unit exceeds APWA guidelines for replacement, based on present condition and mileage (210,861).

FVS recommends replacement of this unit.



Brian Freeman, Region Maintenance Manager

Quality Assurance- FVS/Beaufort Co.

FirstGroup vehicle Equipment inspection Report

Dept.# 10001400 Asset #23134 Make - Ford Model - F-150

Type of Eq - Pickup Miles - 202423 Year - 2007

Component	Remarks or Condition	Est. Cost Of Repair
Engine	CEL activated - Low flow through convertors, low compression cylinders 3,5 & 6. Intake, fuel system requires service.	\$4,600.00
Transmission	Difficulty shifting on time when cold, soft shift after warm up. Will required overhaul in near future.	\$1,545.00
3rd member	Minor play in pinion shaft, noise excessive backlaash or noise at this time. Willneed bearing and shims to correst.	\$410.00
Suspension/Steering	Shocks and body bushings need replacing.	\$340.00
Brakes	Brake need repair	\$305.00
Body	Minor body damage. Interior needs cosmetic repair.	\$600.00
Electrical And Hydraulics	No problems noted at this time.	\$0.00
Total		\$7,800.00

Inspected By: Danny Williams

Recommended for replacement

yes

XXXXXXX

NO

Date: 01/21/2015 Signed: 

First Vehicle Services

First Vehicle Services
Beaufort County Division
P.O. Box 6016
Beaufort, SC 29902-6016

To: Gregg Hunt

Department: Mosquito Control

Subject: Evaluation of Equipment #19473

Subject equipment was evaluated on Date: February 6, 2015
Inspection Sheet is attached.

It is our opinion at First Vehicle Services that if the cost of repair exceeds one third of the assets value consideration for removal and or replacement should be taken. Yearly cost evaluation will accompany any evaluation requiring consideration.

Kelly Blue book value of this unit is \$1,263.00

Total repair cost to date for the unit is \$7,422.92

Estimate future and present repair cost are \$6,450.00

This unit exceeds APWA guidelines for replacement, based on age (16 years), present condition and mileage (173,314).

FVS recommends replacement of this unit.



Brian Freeman, Region Maintenance Manager

Quality Assurance- FVS/Beaufort Co.+

FirstGroup vehicle Equipment inspection Report

Dept.#10001400 Asset # 19473 Make - Dodge Model - Ram 1500


Type of Eq - Pickup Miles - 171933 Year - 1999

Component	Remarks or Condition	Est. Cost Of Repair
Engine	Weak performance, low compression on all cylinders, requires overhaul or replacement.	\$3,300.00
Transmission	Weak/spongy shift, slips under pressure.	\$950.00
3rd member	Back-lash present but not excessive, no action required at this time.	\$0.00
Suspension/Steering	Springs weak and will require replacing to improve ride height and stability.	\$300.00
Brakes	Good, no action required at this time	\$0.00
Body	Hood rusting and requires painting. Headliner and dash in need of repair.	\$1,900.00
Electrical And Hydraulics	No problems noted at this time.	\$0.00
Total		\$6,450.00

Inspected By: Randy Gardner

Recommended for replacement
 yes

Recommended for replacement
 NO

Date: 02-06-2015 Signed: 



COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT
106 Industrial Village Road, Building 2
Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

TO: Councilman Jerry W. Stewart, Chairman, Finance Committee
FROM: Dave Thomas, CPPO, Purchasing Director *DT*
SUBJECT: RFP#032015 Bluffton Township Fire District Fleet Replacement (10 Fire Trucks)
DATE: July 20, 2015

BACKGROUND: The Bluffton Township Fire District (the District) is a full service fire department providing service to all areas of Southern Beaufort County with the exception of Hilton Head Island and Daufuskie Island. The District covers a geographical area of approximately 250 square miles with eight (8) strategically located fire stations. The District is a career fire department with 130 full-time personnel. The District responded to 5,188 and 5,192 emergency incidents in 2013 and 2014, respectively. The District currently operates eight (8) engine companies, one (1) truck company, and one (1) service/support unit. Three (3) of the engine companies are staffed as Advanced Life Support (ALS) engines. Emergency medical services are currently provided by Beaufort County's Emergency Medical Services (EMS) division which is not affiliated with the District. EMS crews share space in three (3) of the District's fire stations.

SCOPE OF WORK: The District's strategic five year master plan identified the need to purchase a new fire engine each year beginning in Fiscal Year 2015 through Fiscal Year 2024, with the exception of Fiscal Years 2016 and 2023. The District realized a potential savings could occur if all identified units (10) were replaced at one time. This would allow multiple unit discounts, prepayment savings and would help in standardizing our equipment operationally and mechanically. The Beaufort County Procurement Department worked with the District to issue a Request for Proposal (RFP) to evaluate fire truck vendors and select one that would best suit Bluffton Township Fire District. This fleet replacement is part of the capital plan that contains three (3) projects. In Fiscal Year 2015, County Council approved this capital plan and an ordinance (#2015/3) to issue bonds in the amount of \$8.5 million to fund this capital plan.

VENDOR NAME AND FINAL RANKING:

1. Spartan Fire and Emergency Apparatus, Inc., Roebuck, South Carolina;
Manufacturer: Pierce Manufacturing, Appleton, Wisconsin
a. Score 95 out of 100 total points
2. Fire Line, Inc., Winder, Georgia;
Manufacturer: Emergency One (E-One) Fire Apparatus, Ocala, Florida
a. Score 93 out of 100 total points
3. Phoenix Fire Apparatus, Sumter, South Carolina;
Manufacturer: Ferrara Fire Apparatus, Holden, Louisiana
a. Score 91 out of 100 total points

AA **FUNDING:** Bluffton Township Fire District account# 73040011-57800; Available balance as of the date of this memo is \$5.5 million.

PROPOSED COST: \$3,701,920 – this price was negotiated with the vendor to meet the operational needs of the district along with the budget created for this project.

FOR ACTION: Finance Committee Meeting occurring on July 20, 2015.

RECOMMENDATION: The Purchasing Department recommends that the Finance Committee approve and recommend to County Council to proceed with the contract with Spartan Fire and Emergency Apparatus Inc./Pierce Manufacturing.

CC: Gary Kubic, County Administrator *GKubic*
Josh Gruber, Deputy County Administrator/Special Counsel *JG*
Alicia Holland, Assistant County Administrator, Finance *AH*
John Thompson, Fire Chief, Bluffton Township Fire District

Att: RFP Scoring Summary Sheet

Evaluation Criteria: Spartan Fire & Emergency Apparatus inc.(Pierce)

The criteria to be used in the evaluation of proposals will be/ but not limited to the following: Priorities and Weights will be assigned to the categories listed below:

1. Overall responsiveness to the Request for Proposal. Proposals must be neat, complete, and fully address technical, cost, warranty, proposer's qualifications, references, and proposal questionnaire. (Weighted points 0-10 points)

Points Awarded (10)

2. Vendors experience and expertise in the subject industry. Recent experience as a vendor/equipment provider within the last five (5) years, comparable to the proposed specifications and requirements. Quality of the product, service and reliability are a prime consideration. This should include examples of comparable equipment, and services provided at other agencies. The Fire District may check referenced projects. (Weighted points 0-20 points)

Points Awarded (20)

3. Vendors response to a proposal questionnaire (Exhibit 'B') (Weighted points 0-20 points)

Points Awarded (20)

4. Vendors service and equipment performance references (Exhibit 'C'). (A minimum of five is required) (Weighted points 0-20 points)

Points Awarded (20)

5. Costs. (Proposals will be evaluated on the proposer's demonstrated ability to provide suitability to purpose, quality service, discounts, warranty, previous experience, price, ability to deliver, or any other factor deemed by the County and the Bluffton Fire District to be in the best interest of the County, not just low price) (Weighted points 0-30 points)

Points Awarded (25)

Total possible points equal 100 points. Actual Total Score (95)

Evaluation Criteria: Fire Line inc.(E-One)

The criteria to be used in the evaluation of proposals will be/but not limited to the following: Priorities and Weights will be assigned to the categories listed below:

1. Overall responsiveness to the Request for Proposal. Proposals must be neat, complete, and fully address technical, cost, warranty, proposer's qualifications, references, and proposal questionnaire. (Weighted points 0-10 points)

Points Awarded (10)

2. Vendors experience and expertise in the subject industry. Recent experience as a vendor/equipment provider within the last five (5) years, comparable to the proposed specifications and requirements. Quality of the product, service and reliability are a prime consideration. This should include examples of comparable equipment, and services provided at other agencies. The Fire District may check referenced projects. (Weighted points 0-20 points)

Points Awarded (20)

3. Vendors response to a proposal questionnaire (Exhibit 'B') (Weighted points 0-20 points)

Points Awarded (18)

4. Vendors service and equipment performance references (Exhibit 'C'). (A minimum of five is required) (Weighted points 0-20 points)

Points Awarded (20)

5. Costs. (Proposals will be evaluated on the proposer's demonstrated ability to provide suitability to purpose, quality service, discounts, warranty, previous experience, price, ability to deliver, or any other factor deemed by the County and the Bluffton Fire District to be in the best interest of the County, not just low price) (Weighted points 0-30 points)

Points Awarded (25)

Total possible points equal 100 points. **Actual Total Score (93)**

Evaluation Criteria: Phoenix Fire Apparatus (Ferrara)

The criteria to be used in the evaluation of proposals will be/but not limited to the following: Priorities and Weights will be assigned to the categories listed below:

1. Overall responsiveness to the Request for Proposal. Proposals must be neat, complete, and fully address technical, cost, warranty, proposer's qualifications, references, and proposal questionnaire. (Weighted points 0-10 points)

Points Awarded (10)

2. Vendors experience and expertise in the subject industry. Recent experience as a vendor/equipment provider within the last five (5) years, comparable to the proposed specifications and requirements. Quality of the product, service and reliability are a prime consideration. This should include examples of comparable equipment, and services provided at other agencies. The Fire District may check referenced projects. (Weighted points 0-20 points)

Points Awarded (20)

3. Vendors response to a proposal questionnaire (Exhibit 'B') (Weighted points 0-20 points)

Points Awarded (18)

4. Vendors service and equipment performance references (Exhibit 'C'). (A minimum of five is required) (Weighted points 0-20 points)

Points Awarded (20)

5. Costs. (Proposals will be evaluated on the proposer's demonstrated ability to provide suitability to purpose, quality service, discounts, warranty, previous experience, price, ability to deliver, or any other factor deemed by the County and the Bluffton Fire District to be in the best interest of the County, not just low price) (Weighted points 0-30 points)

Points Awarded (23)

Total possible points equal 100 points. Actual Total Score (91)



BLUFFTON TOWNSHIP FIRE DISTRICT

**357 Fording Island Rd
Bluffton, South Carolina 29909**

Memorandum

TO: Dave Thomas, Beaufort County Purchasing Director

FROM: John W. Thompson, Jr., Bluffton Fire Chief

DATE: June 23, 2015

RE: RFP #032015

The Bluffton Township Fire District is complete with its review of the submittals for the above referenced RFP for new fire apparatus. There were five (5) vendors who provided a submittal for this RFP. They are (in alphabetical order):

Atlantic Coast Fire Trucks, 216 Two Pond Loop, Ladson, SC: Manufacturer-Smeal Fire Apparatus, P.O. Box 8, Snyder, NE: Representing Smeal Fire Apparatus

Fire Line, Incorporated, 725 Patrick Industrial Lane, Winder, GA: Manufacturer: Emergency One (E-One) Fire Apparatus, Ocala, FL

Phoenix Fire Apparatus, 3325 Carter Road, Sumter, SC: Representing Ferrara Fire Apparatus, Holden, LA

Safe Industries, 116 Connector Park Court, Piedmont, SC: Representing Kovatch Mobile Equipment (KME), One Industrial Complex, Nesquehoning, PA

Spartan Fire and Emergency Apparatus, Incorporated, 319 Southport Road, Roebuck, SC: Representing Pierce Manufacturing, Appleton, WI

After an initial review of the submittals, a short list of three vendors was created. Those vendors were Fire Line Incorporated (E-One), Phoenix Fire Apparatus (Ferrara), and Spartan Fire and Emergency Apparatus (Pierce). Atlantic Coast (Smeal) and Safe Industries (KME) were eliminated due to the costs being proposed. Even with proposed discounts both vendors exceeded the project's budget. The short listed vendors were then invited to an

interview in which they could present in detail a representative fire apparatus for further review by the staff of the Fire District. All three vendors participated by bringing in fire trucks the vendors felt were similar to the specifications provided in the RFP documents. Upon completion of this process Fire District staff (RFP/Specification Committee Members, Operations Deputy Fire Chief, Administrative Deputy Fire Chief, and Fire Chief) re-evaluated the proposals and a final ranked list was compiled as follows:

1. Spartan Fire and Emergency Apparatus, Incorporated: 95 points
2. Fire Line, Incorporated: 93 points
3. Phoenix Fire Apparatus, 91 points

The District began negotiations with Spartan Fire and Emergency Apparatus on June 18, 2015 for ten (10) new fire engines. It was determined that any of the three vehicles presented on the short list would serve the needs of the District. Of the three vehicles presented the Pierce (Spartan Fire and Emergency Apparatus) had the lowest base price and is substantially under the budgeted \$4,000,000.

Base Price Comparisons* – Short Listed Vendors

Vendor	Manuf.	Single Unit Price	Less Multi-Unit Discount	Less Pre-Pay Discount	Less Trade Allowance	Total Base Cost	Cost for 10 Trucks
Spartan Fire and Emergency Apparatus	Pierce	\$441,862	\$44,891	\$16,905	\$39,500	\$340,566	\$3,405,660
Fire Line Incorporated	E-One	\$428,289	\$6,900	\$11,400	\$35,475	\$374,514	\$3,745,140
Phoenix Fire Apparatus	Ferrara	\$467,950	\$41,317	\$10,250	\$40,150	\$376,233	\$3,762,330

*Base price includes only the price of the vehicle and does not include any associated equipment or available options.

*Performance bond amount calculated as \$3.00 per \$1000.00 of cost.

Options and Equipment

As a component of the RFP vendors were asked to quote the costs for several options and additional equipment to complete the vehicles if there were funds available. Spartan Fire and Emergency Apparatus’ low base cost allows the District to utilize many of these options as follows:

1. Upgrade to the next level of cab and chassis for the truck providing for more option for the configuration of the vehicle and its systems. This includes a raised cab for more headroom for personnel.
2. Addition of a “Command Light” tower to the vehicles. This option allows for greater scene visibility which increases overall safety for all those involved on an emergency scene.
3. Addition of aluminum tread plate hose bed and cross lay covers. This option allows for the entire top of the vehicle to become a stable and safer work area. The option also protects the hose and promotes longer hose service life which reduces long term operating costs.

4. Upgrade to the axles and brakes on the vehicle which provide for longer wear, ease of maintenance, and better performance.
5. Addition of reflective chevron striping to the front bumpers of the vehicles to increase visibility and safety.

Current Fleet Trade In Program

As indicated above one of the key components to the financing of the project is the value the District will receive back for the current fleet. Spartan provided an amount of \$395,000 in its RFP submittal. However, Palmetto Fire Apparatus out of Hardeeville, SC has agreed to enter into a contract with the County and pay the District \$425,000 for the fleet. It is understood the full payment will be due to the District from Palmetto Fire Apparatus as soon as the District takes delivery of the first new engine from Pierce.

Net Cost of the Project

Spartan Pre-Negotiation Price Less Options and Upgrades	\$3,405,660
ADD Pierce Trade-In Allowance	\$395,000
ADD Selected Options/Upgrades	\$309,720
ADD Contingency	\$15,000
ADD Performance Bond	\$12,360
Subtract Additional Pre-Pay Allowance (Negotiated)	<u><\$10,820></u>
Total Spartan Fire Apparatus Contract	\$4,126,920
Less Total Trade-In Contract with Palmetto Fire Apparatus	<u><\$425,000></u>
Net Project Cost	<u>\$3,701,920</u>

Recommendation

It is my recommendation that a contract be signed with Spartan Fire and Emergency Apparatus in the amount of \$4,126,920 to construct and deliver to the Bluffton Township Fire District ten (10) new fire engines as indicated in the attached quotation. Subsequently the District will enter into a County approved contract with Palmetto Fire Apparatus to purchase the current Bluffton engine fleet for \$425,000 with the full amount becoming due and payable to the Fire District upon the delivery of the first new fire engine from Spartan Fire and Emergency Apparatus.



PERFORM LIKE NO OTHER.

This Purchase Agreement (together with all attachments referenced herein, the "Agreement"), made and entered into by and between Pierce Manufacturing Inc., a Wisconsin corporation ("Pierce"), and Bluffton Township Fire District, a Career Fire Department ("Customer") is effective as of the date specified in Section 3 hereof.

1. Definitions.

- a. "Product" means the fire apparatus and any associated equipment manufactured or furnished for the Customer by Pierce pursuant to the Specifications.
- b. "Specifications" means the general specifications, technical specifications, training, and testing requirements for the Product contained in the Pierce Proposal for the Product prepared in response to the Customer's request for proposal.
- c. "Pierce Proposal" means the proposal provided by Pierce attached as Exhibit C prepared in response to the Customer's request for proposal.
- d. "Delivery" means the date Pierce is prepared to make physical possession of the Product available to the Customer.
- e. "Acceptance" The Customer shall have fifteen (15) calendar days of Delivery to inspect the Product for substantial conformance with the material Specifications; unless Pierce receives a Notice of Defect within fifteen (15) calendar days of Delivery, the Product will be deemed to be in conformance with the Specifications and accepted by the Customer.

2. Purpose. This Agreement sets forth the terms and conditions of Pierce's sale of the Product to the Customer.

3. Term of Agreement. This Agreement will become effective on the date it is signed and approved by Pierce's authorized representative pursuant to Section 22 hereof ("Effective Date") and, unless earlier terminated pursuant to the terms of this Agreement, it will terminate upon the Customer's Acceptance and payment in full of the Purchase Price.

4. Purchase and Payment. The Customer agrees to purchase the Product specified on Exhibit A for the total purchase price of \$4126920.00 ("Purchase Price"). Prices are in U.S. funds.

5. Future Changes. Various state or federal regulatory agencies (e.g. NFPA, DOT, EPA) may require changes to the Specifications and/or the Product and in any such event any resulting cost increases incurred to comply therewith will be added to the Purchase Price to be paid by the Customer. In addition, any future drive train upgrades (engine, transmission, axles, etc.), or any other specification changes have not been calculated into our annual increases and will be provided at additional cost. To the extent practicable, Pierce will document and itemize any such price increases for the Customer.

6. Agreement Changes. The Customer may request that Pierce incorporate a change to the Products or the Specifications for the Products by delivering a change order to Pierce; provided, however, that any such change order must be in writing and include a description of the proposed change sufficient to permit Pierce to evaluate the feasibility of such change ("Change Order"). Within [seven (7) business days] of receipt of a Change Order, Pierce will inform the Customer in writing of the feasibility of the Change Order, the earliest possible implementation date for the Change Order, of any increase or decrease in the Purchase Price resulting from such Change Order, and of any effect on production scheduling or Delivery resulting from such Change Order. Pierce shall not be liable to the Customer for any delay in performance or Delivery arising from any such Change Order. A Change Order is only effective when counter-signed by Pierce's authorized representative.

7. Cancellation/Termination. In the event this Agreement is cancelled or terminated by a party before completion, Pierce may charge a cancellation fee. The following charge schedule based on costs incurred may be applied: (a) 10% of the Purchase Price after order is accepted and entered by Pierce; (b) 20% of the Purchase Price after completion of approval drawings, and; (c) 30% of the Purchase Price upon any material requisition. The cancellation fee will increase accordingly as costs are incurred as the order progresses through engineering and into manufacturing. Pierce endeavors to mitigate any such costs through the sale of such Product to another purchaser; however Customer shall remain liable for the difference between the Purchase Price and, if applicable, the sale price obtained by Pierce upon sale of the Product to another purchaser, plus any costs incurred by Pierce to conduct any such sale.

8. Delivery, Inspection and Acceptance. (a) Delivery. Delivery of the Product is scheduled to be within 9 - 10 Months of the Effective Date of this Agreement, F.O.B. Pierce's plant, Appleton, WI. Risk of loss shall pass to Customer upon Delivery. (b) Inspection and Acceptance. Upon Delivery, Customer shall have fifteen (15) days within which to inspect the Product for substantial conformance to the material Specifications, and in the event of substantial non-conformance to the material

Specifications to furnish Pierce with written notice sufficient to permit Pierce to evaluate such non-conformance ("Notice of Defect"). Any Product not in substantial conformance to material Specifications shall be remedied by Pierce within thirty (30) days from the Notice of Defect. In the event Pierce does not receive a Notice of Defect within fifteen (15) days of Delivery, Product will be deemed to be in conformance with Specifications and Accepted by Customer.

9. Notice. Any required or permitted notices hereunder must be given in writing at the address of each party set forth below, or to such other address as either party may substitute by written notice to the other in the manner contemplated herein, by one of the following methods: hand delivery; registered, express, or certified mail, return receipt requested, postage prepaid; or nationally-recognized private express courier:

Pierce Manufacturing, Inc.
Director of Order Management
2600 American Drive
Appleton WI 54912
Fax (920) 832-3080

Customer
Bluffton Township Fire District
357 Fording Island Road
Bluffton, SC 29910

10. Standard Warranty. Any applicable Pierce warranties are attached hereto as Exhibit B and made a part hereof. Any additional warranties must be expressly approved in writing by Pierce's authorized representative.

a. Disclaimer. OTHER THAN AS EXPRESSLY SET FORTH IN THIS AGREEMENT, NEITHER PIERCE, ITS PARENT COMPANY, AFFILIATES, SUBSIDIARIES, LICENSORS OR SUPPLIERS, THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, AGENTS OR REPRESENTATIVES, MAKE ANY EXPRESS OR IMPLIED WARRANTIES WITH RESPECT TO THE PRODUCTS PROVIDED HEREUNDER OR OTHERWISE REGARDING THIS AGREEMENT, WHETHER ORAL OR WRITTEN, EXPRESS, IMPLIED OR STATUTORY. WITHOUT LIMITING THE FOREGOING, ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABILITY, THE IMPLIED WARRANTY AGAINST INFRINGEMENT, AND THE IMPLIED WARRANTY OR CONDITION OF FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED AND DISCLAIMED. STATEMENTS MADE BY SALES REPRESENTATIVES OR IN PROMOTIONAL MATERIALS DO NOT CONSTITUTE WARRANTIES.

b. Exclusions of Incidental and Consequential Damages. In no event shall Pierce be liable for consequential, incidental or punitive damages incurred by Customer or any third party in connection with any matter arising out of or relating to this Agreement, or the breach thereof, regardless of whether such damages arise out of breach of warranty, tort, contract, strict liability, statutory liability, indemnity, whether resulting from non-delivery or from Pierce's own negligence, or otherwise.

11. Insurance. Pierce maintains the following limits of insurance with a carrier(s) rated A- or better by A.M. Best:

Commercial General Liability Insurance:

Products/Completed Operations Aggregate: \$1,000,000
Each Occurrence: \$1,000,000

Umbrella/Excess Liability Insurance:

Aggregate: \$25,000,000
Each Occurrence: \$25,000,000

The Customer may request: (x) Pierce to provide the Customer with a copy of a current Certificate of Insurance with the coverages listed above; (y) to be included as an additional insured for Commercial General Liability (subject to the terms and conditions of the applicable Pierce insurance policy); and (z) all policies to provide a 30 day notice of cancellation to the named insured

12. Indemnity. ~~The Customer shall indemnify, defend and hold harmless Pierce, its officers, employees, dealers, agents or subcontractors, from any and all claims, costs, judgments, liability, loss, damage, attorneys' fees or expenses of any kind or nature whatsoever (including, but without limitation, personal injury and death) to all property and persons caused by, resulting from, arising out of or occurring in connection with the Customer's purchase, installation or use of goods sold or supplied by Pierce which are not caused by the sole negligence of Pierce.~~ **BTFD cannot indemnify Pierce Manufacturing.**

13. Force Majeure. Pierce shall not be responsible nor deemed to be in default on account of delays in performance due to causes which are beyond Pierce's control which make Pierce's performance impracticable, including but not limited to civil wars, insurrections, strikes, riots, fires, storms, floods, other acts of nature, explosions, earthquakes, accidents, any act of government, delays in transportation, inability to obtain necessary labor supplies or manufacturing facilities, allocation

regulations or orders affecting materials, equipment, facilities or completed products, failure to obtain any required license or certificates, acts of God or the public enemy or terrorism, failure of transportation, epidemics, quarantine restrictions, failure of vendors (due to causes similar to those within the scope of this clause) to perform their contracts or labor troubles causing cessation, slowdown, or interruption of work.

14. Default. The occurrence of one or more of the following shall constitute a default under this Agreement: (a) the Customer fails to pay when due any amounts under this Agreement or to perform any of its obligations under this Agreement; (b) Pierce fails to perform any of its obligations under this Agreement; (c) either party becomes insolvent or become subject to a bankruptcy or insolvency proceedings; (d) any representation made by either party to induce the other to enter into this Agreement is false in any material respect; (e) the Customer dissolves, merges, consolidates or transfers a substantial portion of its property to another entity; or (f) the Customer is in default or has breached any other contract or agreement with Pierce.

15. Manufacturer's Statement of Origin. It is agreed that the manufacturer's statement of origin ("MSO") for the Product covered by this Agreement shall remain in the possession of Pierce until the entire Purchase Price has been paid. If more than one Product is covered by this Agreement, then the MSO for each individual Product shall remain in the possession of Pierce until the Purchase Price for that Product has been paid in full. In case of any default in payment, Pierce may take full possession of the Product, and any payments that have been made shall be applied as payment for the use of the Product up to the date of taking possession.

16. Independent Contractors. The relationship of the parties established under this Agreement is that of independent contractors and neither party is a partner, employee, agent, or joint venturer of or with the other.

17. Assignment. Neither party may assign its rights and obligations under this Agreement unless it has obtained the prior written approval of the other party.

18. Governing Law; Jurisdiction. Without regard to any conflict of laws provisions, this Agreement is to be governed by and under the laws of the state of South Carolina.

19. Facsimile Signatures. The delivery of signatures to this Agreement by facsimile transmission shall be binding as original signatures.

20. Entire Agreement. This Agreement shall be the exclusive agreement between the parties for the Product. Additional or different terms proposed by the Customer shall not be applicable, unless accepted in writing by Pierce's authorized representative. No change in, modification of, or revision of this Agreement shall be valid unless in writing and signed by Pierce's authorized representative.

21. Conflict. In the event of a conflict between the Customer Specifications and the Pierce Proposal, the Pierce Proposal shall control. In the event there is a conflict between the Pierce Proposal and this Agreement, the Pierce Proposal shall control.

22. Signatures. This Agreement is not effective unless and until it is approved, signed and dated by Pierce Manufacturing, Inc.'s authorized representative.

Accepted and agreed to:

PIERCE MANUFACTURING, INC.

Customer: Bluffton Township Fire District

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

EXHIBIT A

PURCHASE DETAIL FORM

Pierce Manufacturing, Inc.
Director of Order Management
2600 American Drive
Appleton WI 54912
Fax (920) 832-3080

Date: July 8, 2015

Customer Name: Bluffton Township Fire District

Quantity	Chassis Type	Body Type	Price per Unit/Total Price
10	Enforcer FR	Pumper	\$412,692.00/\$4,126,920.00

Ten (10) Pierce Enforcer FR Pumpers with Cummins ISL 400 HP Diesel Engine, Allison EVS 3000 Transmission, Waterous 1500 GPM Pump, UPF 750 Gallon "Poly" Tank, Built in Accordance to NFPA 1901, and as per Proposal Submitted for Bluffton Township Fire District RFP #032015 and Attached Selected Adjustment Quotation

Warranty Period: As per Proposal Submitted

Training Requirements: Apparatus Orientation and Technician Training provide by Pierce and Spartan Apparatus

Other Matters: Bluffton Township Fire District Maintenance Division will be trained to perform Pierce warranty repair per Spartan Fire and Emergency Apparatus approval and administration.

This contract is available for inter-local and other municipal corporations to utilize with the option of adding or deleting any Pierce available options, including chassis models. Any addition or deletion may affect the unit price.

Payment Terms: Contract price is based on 100% Advance Payment of \$4,126,920.00 net due 30 days from contract signing.

[NOTE: If deferred payment arrangements are required, the Customer must make such financial arrangements through a financial institution acceptable to Pierce.] All taxes, excises and levies that Pierce may be required to pay or collect by reason of any present or future law or by any governmental authority based upon the sale, purchase, delivery, storage, processing, use, consumption, or transportation of the Product sold by Pierce to the Customer shall be for the account of the Customer and shall be added to the Purchase Price. All delivery prices or prices with freight allowance are based upon prevailing freight rates and, in the event of any increase or decrease in such rates, the prices on all unshipped Product will be increased or decreased accordingly. Delinquent payments shall be subject to a carrying charge of 1.5 percent per month or such lesser amount permitted by law. Pierce will not be required to accept payment other than as set forth in this Agreement. However, to avoid a late charge assessment in the event of a dispute caused by a substantial nonconformance with material Specifications (other than freight), the Customer may withhold up to five percent (5%) of the Purchase Price until such time that Pierce substantially remedies the nonconformance with material Specifications, but no longer than sixty (60) days after Delivery. If the disputed amount is the freight charge, the Customer may withhold only the amount of the freight charge until the dispute is settled, but no longer than sixty (60) days after Delivery. Pierce shall have and retain a purchase money security interest in all goods and products now or hereafter sold to the Customer by Pierce or any of its affiliated companies to secure payment of the Purchase Price for all such goods and products. In the event of nonpayment by the Customer of any debt, obligation or liability now or hereafter incurred or owing by the Customer to Pierce, Pierce shall have and may exercise all rights and remedies of a secured party under Article 9 of the Uniform Commercial Code (UCC) as adopted by the state of Wisconsin.

THIS PURCHASE DETAIL FORM IS EXPRESSLY SUBJECT TO THE PURCHASE AGREEMENT TERMS AND CONDITIONS DATED AS OF July 8, 2015 BETWEEN PIERCE MANUFACTURING INC. AND Bluffton Township Fire District WHICH TERMS AND CONDITIONS ARE HEREBY INCORPORATED IN, AND MADE PART OF, THIS PURCHASE DETAIL FORM AS THOUGH EACH PROVISION WERE SEPARATELY SET FORTH HEREIN, EXCEPT TO THE EXTENT OTHERWISE STATED OR SUPPLEMENTED BY PIERCE MANUFACTURING INC. HEREIN.

EXHIBIT B

WARRANTY

AS PER PIERCE PROPOSAL SUBMITTED FOR BLUFFTON TOWNSHIP FIRE DISTRICT RFP #032015.

EXHIBIT C

PIERCE PROPOSAL

**AS PER PIERCE PROPOSAL SUBMITTED FOR BLUFFTON TOWNSHIP FIRE DISTRICT RFP #032015 AND PER
SELECTED ADJUSTMENT QUOTATION ATTACHED.**



QUOTATION
 ESTIMATE

319 Southport Road, Roebuck, SC 29376
 Office: 864-582-2376 • Fax: 864-582-2377 • Email: spartanfire@spartanfire.com

Customer: Bluffton Township Fire District
 357 Fording Island Road
 Bluffton, SC 29909

Date of Proposal: July 8, 2015
 F.O.B.: Bluffton, SC
 Estimated Delivery: 9.0 – 10.0 Months
 Payment Terms: Net Payment at Delivery
 Salesman: Robby Fore

SELECTED ADJUSTMENTS

Item	Qty.	Description	Price	Amount
1	10	Pierce Saber FR Custom Pumpers as per Proposal		
		Submitted for RFP #032015	\$396,971.00	\$3,969,710.00
2	10	Selected Adjustments:		
		A. 100% Prepayment Discount net 30 Contract Signing	(\$17,987.00)	(\$179,870.00)
		B. Enforcer Cab and Chassis In-Place-Of (IPO) Saber	\$10,953.00	\$109,530.00
		C. Add Command Light Model CL602D-W2 12V LED	\$25,100.00	\$251,000.00
		D. Add Cab 10" Raised Roof	\$1,530.00	\$15,300.00
		E. Add Treadplate Hosebed Cover	\$4,705.00	\$47,050.00
		F. Meritor Axles and Brakes "IPO" Eaton	\$1,745.00	\$17,450.00
		G. Delete Front and Rear Spare Tires and Rims, Each Unit	(\$3,159.00)	(\$31,590.00)
		H. Delete Invertor System and Receptacles	(\$3,548.00)	(\$35,480.00)
		I. Add Line-X on top of Painted Front Bumper	\$614.00	\$6,140.00
		J. Delete Auxillary Air Conditioning Unit	(\$1,620.00)	(\$16,200.00)
		K. Delete 12V LED Push-up Lights back of Cab	(\$5,887.00)	(\$58,870.00)
		L. Reinforce Crosslay Treadplate Cover	\$210.00	\$2,100.00
		M. Pierce Graphics to provided Department Logo	\$298.00	\$2,980.00
		N. Welded Aluminum Spare Cylinder/Extinguisher Compt.	N/C	N/C
		O. Delete Rear Scene Light under Tailboard	(\$375.00)	(\$3,750.00)
		P. Stainless Steel Trim for Traffic Advisor	N/C	N/C
		Q. Add Chevron Striping on Front Bumper	\$406.00	\$4,060.00
		R. BTFD Contingency Fund	\$1,500.00	\$15,000.00
		S. Performance Bond	\$1,236.00	\$12,360.00
TOTAL WITH SELECTED ADJUSTMENTS			\$412,692.00	\$4,126,920.00

QUOTATION EXPIRES July 31, 2015



SOUTHERN BEAUFORT COUNTY
CORRIDOR BEAUTIFICATION BOARD

Post Office Box 1228
Beaufort SC 29901-1228
Phone: (843) 255-2140

Members:

Stephen Wilson (Council District 11), Chairman
Glenn Stanford (Council District 8), Vice-Chairman
Douglas Novak (Council District 9), Secretary
Sallie Bridgwater (Council District 6)
Henry Deirxsens (Council District 5)
C.J. Humphrey (Council District 10)
Tray Hunter (Council District 7)
Andy Miller (Town of Bluffton)
Todd Theodore (Town of Hilton Head)

Staff Support:

Anthony Criscitiello, Planning Division-Director
Amanda Flake, Natural Resources Planner

April 13, 2015

Mr. Joshua A. Gruber
Deputy County Administrator/
County Attorney
PO Drawer 1228
Beaufort, SC 29901-2026

Re: Southern Beaufort County Corridor Beautification Board

Dear Mr. Gruber:

This is in response to your letter to me of April 2, 2015 regarding my request on behalf of the Southern Beaufort County Corridor Beautification Board for funding from the County's Tree Reforestation Fund for landscape installation and maintenance of the median of Highway 278.

Subsequent to receiving your letter, I asked Jim Tiller of J.K. Tiller Associates, Inc. (JKT) who is the professional consultant to the Board, to prepare the information you requested. That information is attached to this letter.

Once you have evaluated our original request in light of the attached information, please advise me of your findings so that I may report them to the Board. As always you may feel free to contact me or Mr. Tiller at any time with questions or the need for additional information.

Thanks for your help and consideration.

Sincerely,

Steve Wilson
Chairman
Southern Beaufort County Corridor Beautification Board

Cc: Chairman Stewart, County Council Finance Committee
Gary Kubic, Beaufort County Administrator
Tony Criscitiello, Beaufort County Planning Division Director

ATTACHMENT

(Prepared by J.K. Tiller Associates, Inc.)

In our second phone conference yesterday you asked me to come up with the cost for installation of plantings for the medians for the Highway 278 Corridor. The cost estimate numbers submitted are J. K. Tiller Associates, Inc.(JKT) best estimate of the Probable Cost. As you know the only area that I assume has been contracted for installation is with Belfair. As of this date, we have received no bid construction numbers for that area of planting installation. Without those recent Bid numbers these estimates of probable cost rely only on our historical bid pricing. This reply to your request is based on your outline included in the original REQUEST FOR BUDGET ALLOCATION dated February 9, 2015 and our historic bid price inventory .

The Belfair cost for JKT, would include going to the site after the planting has been completed, prepare a plant material "Punch List" noting plant sizes and condition, prepare a written documentation the punch list and submit it to the Board with necessary back-up documents. JKT shall do no observation of the installation. JKT estimates that the Probable Cost for that service shall be one thousand dollars (\$1,000.00)

The Tanger site landscape planting for the medians of Highway 278:

JKT shall prepare the revisions required by SCDOT based on the new site distances for the new design speed, complete final specifications and plant material list(s), assist Tanger with the bidding process as directed by the Board and/or Beaufort County, make two visits to the site to observe the planting process including preparation of a memorandum noting the observations, go to the site after the planting has been completed, prepare a plant material "Punch List" noting plant sizes and condition, prepare a written documentation of the punch list and submit it to the Board with necessary back-up documents. JKT estimates that the Probable Cost for these services shall be Twelve Thousand Dollars (\$12,000.00)

At this time the Board has not identified a next project area but may wish to choose the area at the Highway 46 and Highway 278 intersection, the Simmonsville Road Intersection at the entrance to Belfair Village, or perhaps the Rose Hill entrance intersection to spend the remainder of the funds. In this case the Board has requested \$100,000.00 from the Beaufort County Tree fund. Under that scenario after the Fees outlined above for JKT were removed the remaining funds would be \$87,000.00. Based on this estimated budget of \$87,000.00 JKT estimates that approximately 3,000 LF of median could be planted. This estimation would include fees to JKT for whatever area chosen by the Board that would include funds for: Revisions to the plans, Submission of the plans to SCDOT for Encroachment Applications and Maintenance Agreement to the SCDOT for review and approval, make adjustments to the plan as requested by SCDOT, and preparing a "Punch List" as noted above.

This estimation does not include preparation of necessary Bid Documents, Bidding and/or Negotiation of the Bids with Bidders, writing a Contract/Agreement with the winning Bidder, and observation of the project



and/or Construction Administration which shall be done either by County Staff or Board members. (currently for JKT's understanding of the process for obtaining Bids and Administration of the Contractual Process, presents no clear understanding as to how the projects, not done by others such as Belfair and Tanger in conjunction with Beaufort County- outside the County shall be administered – I think that this is a legal issue that must be resolved between the Beaufort County and the Board so the Board can understand its role in this Construction Administration process for these projects identified along Highway 278)

With this - per LF scenario proposed above - The Board can choose the 3,000 LF of the 278 Highway corridor that it would prefer for the remaining \$87,000.00. Then the Board once it decides which area it would like to landscape next, JKT would identify that area and proceed with revisions to the plans, preparation of the SCDOT submission, forward the Application and Maintenance Agreement to County Legal Staff, make limited revisions as required by SCDOT and after the project is installed, JKT shall prepare a "Punch List" in that manner as noted above.

With this submission it is my hope that it answers your issues and concerns voiced during the phone conferences about what areas will probably cost. By giving you the lineal foot method of selecting the area of the next project it will help simplify the process for the Board. Select 3000 LF of the Highway 278 Corridor you wish to complete and we will get it done.

Hope that you have a great weekend, and best regards;

James K. Tiller, FASLA
President

J. K. TILLER ASSOCIATES, INC.

Land Planning/Landscape Architecture

10 Pinckney Colony Rd., Suite 101

Bluffton, South Carolina 29909

Voice: 843.815.4800

Fax: 843.815.4802

Web: <http://www.jktiller.com>

DISCLAIMER:

The electronic files transmitted herewith are transmitted for your use on this particular project. J. K. Tiller Associates, Inc. makes no guarantees, expressly or implied, that the attached electronic data file is free from errors, omissions, or is secure in its original content. Data stored on electronic media can deteriorate undetected or be modified without J. K. Tiller Associates, Inc.'s knowledge and changes are made to projects during the design and construction process. This digital information is provided for your convenience and preparation of other documents. The original prints from this office are the official records of this data and should be compared to the digital file before your use. J. K. Tiller Associates, Inc. assumes no responsibility for damages resulting from the use of digital information.





COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT
102 Industrial Village Road, Bldg 3 Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

TO: Councilman Jerry Stewart, Chairman, Finance Committee
FROM: Dave Thomas, CPPO, Purchasing Director
SUBJ: **Contract Award Recommendation for Employee Health Benefit Consulting Services with Wells Fargo Insurance Services for Beaufort County**
DATE: July 20, 2015

BACKGROUND: The Purchasing Department received four responses to RFP # 060515 for Employee Health Benefit Consulting Services on June 5, 2015. The staff evaluation committee reviewed the responses and interviewed the following firms: Gallagher Benefit Services, Inc., Wells Fargo Insurance Services, and Lockton. After the interviews, the evaluation committee selected Wells Fargo Insurance Services as the number one ranked firm. There are no changes to the scope of services required, and the cost is \$20,000 less than last year. The vendor will provide benefit and consulting services on all lines of coverage. They will make recommendations and assist with plan design, plan changes, contract negotiations, and open enrollment setup and processing. They will provide information and assistance with legal compliance, including the Affordable Care Act, as well as HIPAA compliance and market trends and opportunities. The contract term will cover the current fiscal year, and allow for three additional one-year renewals subject to County Council approval.

VENDOR INFORMATION AND FINAL RANKING:

COST

- | | |
|--|-----------|
| 1. Wells Fargo Insurance Services, Charleston, SC | \$65,000 |
| 2. Gallagher Benefit Services, Inc., Charlotte, NC | \$85,000 |
| 3. Lockton, Farmington, CT | \$75,000 |
| 4. Assured Neace Lukens, North Charleston, SC | \$110,000 |

CH **FUNDING:** Account 10001160-51160 Employee Services, Professional Services

PRIOR YEAR COST: \$85,000

FOR ACTION: Finance Committee on July 20, 2015.

RECOMMENDATION: Approval from the Finance Committee to award the Benefits Consulting contract to Wells Fargo Insurance Services for the Employee Services Department in the amount of \$65,000.

CC: Gary Kubic, County Administrator *GKubic*
Joshua Gruber, Deputy County Administrator *JG*
Alicia Holland, Asst. Co. Administrator, Finance *CH*
Suzanne Gregory, Employee Services Director *SG*

Att: Final Ranking Score Sheet

RFP 060515, Benefits Consulting Services
 INITIAL SCORE SHEET SUMMARY

Column1	Column2	Column3	Column4	Column5
	<u>Name of Company</u>			
<u>Evaluators</u>	<u>Arthur Gallagher</u>	<u>Assured/Neace Lukens</u>	<u>Lockton</u>	<u>Wells Fargo</u>
C. Lewis	87	71	84	96
S. Gregory	75	50	64	92
E. Stewart	86	41	78	91
TOTALS:	248	162	226	279

1. Wells Fargo 279
2. Arthur Gallagher 248
3. Lockton 226
4. Assured/Neace Lukens 162

OFFICIAL VISITOR GUIDE
BEAUFORT, S.C.
PORT ROYAL & THE SEA ISLANDS



www.beaufortsc.org

Budget

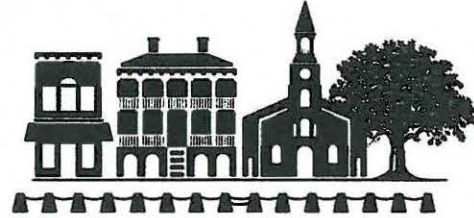
Northern Beaufort County DMO - Revenues	245,000
Total DMO	Paid by Bft Co DMO

TOTAL 50000 - PERSONNEL EXPENSES	271,144	97,612
TOTAL 60000 - GENERAL EXPENSES	266,465	95,927

61300 · ADVERTISING		
61310 · PRINT ADVERTISING	61,000	21,960
61320 · ELECTRONIC MEDIA	87,000	31,320
61340 · BILLBOARDS	21,500	7,740
61350 · SOCIAL MEDIA	27,500	9,900
61360 · EMAIL MARKETING	5,500	1,980
61370 · PUBLIC RELATIONS	30,000	10,800
Total ADVERTISING	232,500	83,700
61700 · TRAVEL/MEALS/ENTERTAINMENT		
61710 · TRAVEL	1,000	360
61720 · COMMUNITY RELATIONS	300	108
61760 · TRADE SHOWS/EVENTS	4,500	1,620
61770 · FAM TOURS	5,000	1,800
Total TRAVEL/MEALS/ENTERTAINMENT	10,800	3,888
61800 - DUES & SUBSCRIPTIONS	800	283

TOTAL 62000 - OCCUPANCY EXPENSES	24,900	8,964
TOTAL 63000 - EQUIPMENT MAINT./SERV.	4,020	1,447
TOTAL 64000 - CONTRACT SERV./PROF. FEES	88,925	32,013
TOTAL 69000 - OTHER EXPENSES	19,150	6,894
TOTAL EXPENSE	678,404	244,225

Marketing Plan



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT PORT ROYAL & SEA ISLANDS

**2015-2016 Marketing Plan
Beaufort Regional Chamber of Commerce
Tourism Division**

Objectives/Strategies/Tactics/Metrics

Objective #1: Develop & Execute Integrated Marketing Plan

The current Using current analysis from previous campaigns, we will deliver on an advertising campaign that allows us to draw more visitors into the area. With a focus on increasing overall economic impact for the destination, the campaigns will have a clear call to action that incorporates partner participation to increase our overall market participation.

Strategy #1: Continue the Integrated Marketing Plan that focuses on achieving the goals set forth by the Tourism Advisory Committee

The strategy is to reach travelers as they are researching destinations for their vacations/get-away plans. The primary goal is to generate leads, with an undertone of **brand awareness**, which will mostly be taken care of with the creative.

GUIDING STRATEGIES:

- Total transparency
- Lean on continued research to confirm that our guests believe what we believe
- Influence product development consistent with the brand
- Total integration of all marketing channels, ensuring cross promotion of messaging, content and those products/assets

THE GAME PLAN:

- Target conversions from marketing campaigns (how the brand generates visitation and bookings)
- Embrace all things digital, maintaining a careful blend of traditional and new media
- “Be specific” ...by season, interest, profile and point of origin segmentation
- Create, maintain and update a dynamic database of signature assets, calendars, events and facts
- More conversions...from strategic social media to interactive communications tools
- Protect strongholds (Spring and Fall season and in-state saturation), while venturing out (Summer seasons and broader regional appeal)
- Develop private sector partnerships

Channel Saturation:

- **EARNED:**
 - i) -Amplify Beaufort’s voice beyond imagination
 - ii) -Expand the brand’s story
- **OWNED:**
 - i) -Claim our space
 - ii) -Constant communication
 - iii) -Clearinghouse for lead generation and cross-media Enhancements
- **PAID:**
 - i) -Balanced and purposeful
 - ii) -Targeted
 - iii) -Trackable

EARNED STRATEGIES = PR STRATEGIES:

- Leverage media relations to garner attention for Beaufort, S.C. (its history, attractions, dining and accommodations, and events, etc.)
- Foster open communication with area restaurants, hotels and attractions to maximize efforts
- Identify or create newsworthy events and celebrations
- Maximize efforts by keeping the SCPRT informed and up to date on Beaufort news

PR Tactics: Editorial calendar research, Added-value opportunities per paid channels, Media Hosting/FAM trips/Desksides/Tours, SCPRT media relations outreach, Field organic media inquiries and qualify leads, Solicit information from Chamber members fit for media distribution; Communicate media highlights and PR efforts to Chamber members, News release development, distribution and follow up

OWNED STRATEGIES = SOCIAL MEDIA

- Actively build and engage a social media fan/follower base
- Enhance existing platforms to amplify Beaufort’s social media footprint and exposure
- Increase the number of fans, followers and viewers
- Utilize social media as a customer service tool
- Use Social Media to increase traffic to Beaufort’s website

- Use Social Media to acquire more opt-in email addresses

PAID STRATEGIES = CORE OBJECTIVES

- Balance...even in the face of a massive shift to digital
- CTA is the new acronym for destinations...invite interaction in all we do
- Don't spread too thin. Claim a footprint and grow it
- Targets that are true to the brand
- Efficiency and measurability
- Quantitative, qualitative and consumer inquiries from current marketing campaigns and research continue to provide valuable insight into our current visitor profile.
- We continue to update the Beaufort Regional Chamber of Commerce **visitor demand** profile of our destination in conjunction with the University of South Carolina – Beaufort.

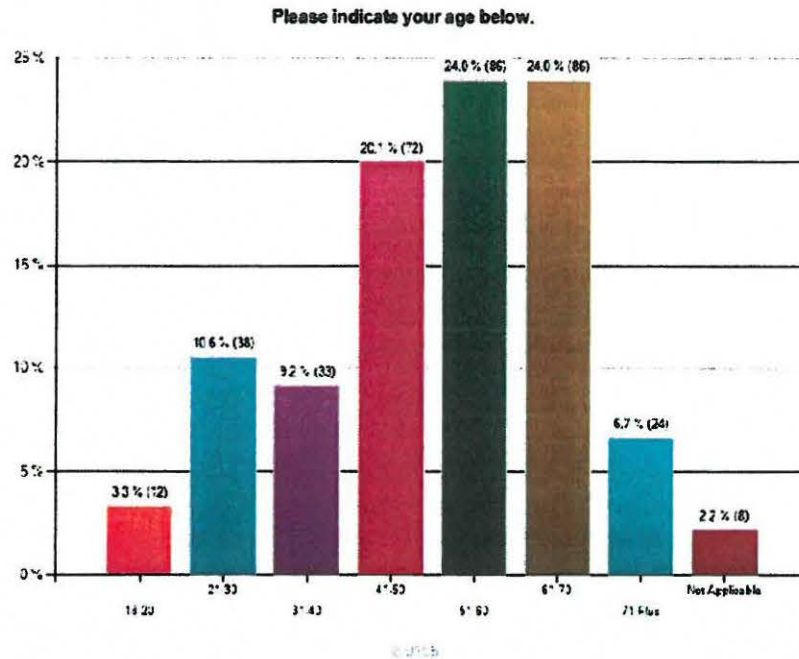
The analysis (below) provided insight into the markets that make up our core visitor.

Beaufort Leads Top 10 MSA Markets: According to Affinity Ranking

% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Beaufort Inquiries	Arbitron Share	Nielsen Share	Scarb Share	BF%S-A%S	BF%S-N%S	BF%S-S%S
1	Greenville, SC MSA	187	8%	1%	2%	1%	6%	5%	6%
2	Atlanta-Sandy Springs-Marietta, GA MSA	290	12%	6%	6%	7%	5%	6%	5%
3	Charlotte-Gastonia-Concord, NC-SC MSA	173	7%	3%	3%	3%	4%	4%	4%
4	Augusta-Richmond County, GA-SC MSA	114	5%	1%	1%	0%	4%	4%	-5%
5	Columbia, SC MSA	94	4%	1%	1%	0%	3%	3%	-4%
6	Charleston-North Charleston, SC MSA	52	2%	1%	1%	1%	1%	1%	1%
7	Jacksonville, FL MSA	57	2%	2%	2%	2%	1%	1%	0%
8	Knoxville, TN MSA	39	2%	1%	1%	2%	1%	0%	0%
9	Virginia Beach-Norfolk-Newport News, VA-NC MSA	60	2%	2%	2%	2%	1%	1%	0%
10	Pittsburgh, PA MSA	79	3%	3%	3%	3%	0%	0%	0%

Our core target audience remains that of mature, married couples whose children do not currently reside in the home:

- Ages 45+ with a core age of 55-64
- Married
- College-educated
- Empty nesters
 - Of note: *US Travel Industry* reports that one-third of all leisure travelers are now grandparents.
- Moderate to high household income (\$100K+)



- Top four drive market states: South Carolina, North Carolina, Georgia, and Florida
 - Our Top 3 Markets (city MSA) all fall along the I-85 stretch between Charlotte and Atlanta (*2012 MSA Visitor Demand Beaufort, SC*). Additional states showing interest in our destination include: New York, Virginia and Pennsylvania.

Our secondary target audience is that of a younger set who may travel with children, knowing that they are likely to book longer stays during the summer:

- Ages 30-44
- College-educated
- Moderate household income
- May have children in the home or may be younger, married couples
 - *US Travel Industry* also reports that eight out of 10 leisure travelers will take at least one trip each year with either their spouse or another adult, while family travelers take an average of 4.5 trips each year.
- Same drive market states as mentioned above

Psychographic descriptors of our audience can be explained by way of their areas of interest – drawing them to our destination:

- ***History***
- ***Outdoor Activities & Adventure***
- ***Culinary***
- ***Arts & Culture***

For timing, our primary goals are the Spring and Fall, while the secondary time period would be increasing Summer business.

Target

- Women 35+
- Geo: SC, NC, PA, NY, DC, MD, GA, FL, and eastern TN.
 - Highly targeting the following metros: Atlanta, Charlotte

Print

Hearst Women’s Travel Group (Country Living, Good Housekeeping, Woman’s Day), circ: 3,611,468

- One-sixth page 4-color ad in the October 2015 issues of Country Living, Good Housekeeping, & Woman’s Day

Oprah Magazine, Eastern circ: 700,000

- One-sixth page 4-color ad in the May 2016 Issue
- Added Value includes VacationFun.com listing and hyperlink, lead generation, and “eZine” listing

Southern Living, Eastern circ: 980,000

- One-sixth page 4-color ad in March 2016 Issue
- Added Value includes SouthernLivingVacations.com monthly bonus ad with hyperlink and .pdf of promotional materials as well as reader response service

AAA Go, circ: 1,120,000

- One-third page 4-color ad in Sept/Oct 2015 Issue
- Added Value includes reader service to full circulation, online virtual Go with direct links and YouTube video links

SC Official Vacation Guide 2016, circ: 400,000

- One-quarter page 4-color ad in 2016 edition
- Added value includes online leads

Carolina Living Hot Carolina Destinations Print & Online Package, circ: 500,000

- One-third page 4-color ad in Carolina Living Guide October 2015 and April 2016 Issues
- Added Value includes City Highlight Jumbo Banner Program (12 months), lead generation

Garden & Gun, circ: 350,000

- One-third page 4-color ad in the August/September 2015 "Food Issue"

Online

TripAdvisor

- Beaufort, SC Destination Page Sponsorship, content ownership with links for 1 year
- Display ads on TripAdvisor including Retargeted off Beaufort website ROS banners, Charleston, Beaufort, Savannah, and Hilton Head Destination Content, Coastal NC and Coastal SC content, SC Destination Content, and NC and SC Mobile content, 300x250, 728x90, 300x600 banners in Fall 2015 and Spring 2016, total impressions 1,447,166
- Audience Extension Display ads and video ads retargeted off TripAdvisor Coastal NC and SC content, geographically and demographically targeted, 300x250 and 728x90 banners in Fall 2015 and Spring 2016, total impressions 996,668
- Added Value includes ROS bonus impressions

Travel Spike Travel Ad Network

- Lead Generation Program (CPL): Targeted 300x250, 728x90, 160x600 display ad banners, textlinks, and emails through travel platform, total leads 4,219

Carolina Living “Compass eNews” eblast

- August 2015 and March 2016 monthly personalized email sent to 25,000 prospects

Interfuse Media

- Display ads behaviorally, demographically, and geographically targeted, 160x600, 728x90, 300x250, and 300x600 banners in Fall 2015 and Spring 2016, total impressions 2,100,000
- Pre-roll video ads behaviorally, demographically, and geographically targeted, :15 or :30 second video ads in Fall 2015 and Spring 2016, total impressions 1,200,000
- Lead Generation campaign demographically and geographically targeted, Fall 2015 and Spring 2016, total leads 6,000

Carbon Media Group

- ActionHub (hiking, boating, fishing) geo-targeted display ads in Spring 2016, 160x600, 300x250, 728x90, total impressions 1,000,00
- YouTube Multi-Channel Network geo-targeted pre-roll video and companion banner ads in Fall 2015, total impressions 666,667

STS/Madden Digital Storytelling Co-op

- Creative development and execution of 1 Beaufort destination article and 1,500 clicks promoted through an exclusive network of premium news and lifestyle websites, geo-targeted, and promoted through Facebook, Twitter, SEM, and email blasts for lead generation captured through DiscoverSoutheast.com and delivered to each partner

Garden & Gun Talk of the South eNewsletter

- September 2015 weekly eNewsletter with varying original content sent to over 60,000 opt-in subscribers, right rail tower ad

PPC

- Search Engine Marketing geographically, demographically and behaviorally targeted and retargeted

Billboard

I-95 exit 38

Hwy 17 Jacksonboro

TOTAL 2015-2016 MEDIA SPEND: \$173,000

**Note: The above-mentioned tactics may warrant slight adjustments following results of the spring campaign currently underway. Should performance of the national and regional print publications not be satisfactory, we may consider alternate options.*

Objective #2: Conduct Research

Strategy #1: Identify and secure research sources

Continue to promote and expand research to festivals and events. We desire to focus our efforts on expanding participation to conduct research at the festivals/events/attractions.

Timing: Ongoing throughout the year

Success metrics: Secure at least two additional festivals/events in 2015-2016 to partner with an educational institution to conduct research.

Strategy #2: Baseline Visitor Profile Data

The existing database is a derivative from our leads programs, as well as our email/e-newsletter opt-in form.

Timing: Ongoing – at the end of each quarter

Success metrics: Gain a better understanding to narrow our advertising/marketing focus for budget efficiency and effectiveness.

Strategy #3: Baseline Visitor Industry Data

Promoting and encouraging all accommodations partners to participate in the Smith Travel Research (STR) report is essential to accessing the full scope of visitor travel into our area. To date 13 out of 24 total properties are sharing their data with STR. BRCOC will also work with our vacation rental properties/VRBOs to develop a reporting plan and mechanism to deliver the most accurate picture of our diverse travel market.

Timing: Ongoing – To continue through FY 16

Success metrics: Finalize sign-up/registration for remaining 19 properties with STR receive monthly reporting from 14 lodging properties

Strategy #4: Conversion Analysis

To ensure we continue showing value to the tourism industry, we will partner to deliver a comprehensive conversion study to determine which markets continue to deliver/respond to marketing campaign.

Timing: Begin Spring 2016

Start based on funding

Strategy #5: Cultural Heritage Tourism Analysis

Countywide initiative, to include existing cultural heritage product as well as undeveloped opportunities, that synchronizes the marketing efforts of Beaufort County's vast heritage sites, events, and festivals.

Timing: FY2015-2016 as directed by USCB, Beaufort County, and DMOs

Success metrics: Completed survey with report analysis presented to the public via website. *Based on funding*

Objective #3: Sustain Stakeholder Relationships/Partnerships

Strategy #1: Expand Co-op Marketing Opportunities

Co-op marketing opportunities allow for an extension of marketing dollars and budget through negotiated advertising rates, which represent significant savings.

Timing: Begin of Advertising Campaign / Ongoing

Strategy #2: Annual Tourism Stakeholder "Summit"

Timing: Summer Of 2015

Strategy #3: Enhance & Incorporate Marketing plan for Port Royal

It's important to ensure successful partnerships with Port Royal as they are also within our DMO. The development of their own personal brand identity will allow us to specifically work with them to develop an effective public relations strategy to better position the town to potential visitors.

Timing: Fall 2015-Spring 2016

Success metrics: Publicity obtain from outreach to traditional/non-traditional media outlets.

Objective #4: Influence Product Development Consistent With Brand

Strategy #1: Serve as a Liaison between the Festivals/Events and Lodging Partners

The various festivals/events taking place every year in our area, is of significant opportunity for the BRCOC to develop packages that can assist in the increase of overnight stays. Communication with festivals receiving ATAX funding will impact which ones are targeted first for these partnerships.

Timing: To begin during Lodging Partners Roundtable

Success metrics: Stakeholder participation and overall coordination.

Strategy #2: Manage Content on Travel Sites Featuring

It is a common and healthy practice to ensure destination information is being communicated accurately.

Timing: ongoing

Success metrics: Compile list & ensure accurate information on all partner sites

Cost: Time

Strategy #3: Grow Tourism Development Projects (Marketing – Planning & Execution)

Tourism development request continue to rise in and around our area with more and more of these not having a direct tie in with the overall marketing direction for the area set forth by the DMO.

Timing: ongoing

Objective #5: Increase Group Travel

While we know group travel is an important part of our destination and our annual revenue, it's important that we qualify the extent that holds true. The DMO needs to lead a more concerted effort in quantifying the area's group market but also qualifying those segments to determine which are advantageous for us to pursue.

Strategy #1: Develop Sales/Meetings Planning Guide

Produce an online guide for meeting planners to utilize while looking to host their next event in Beaufort, Port Royal, and Sea Islands. It will be available in a PDF for easy downloading and printing capabilities.

Timing: Spring 2016

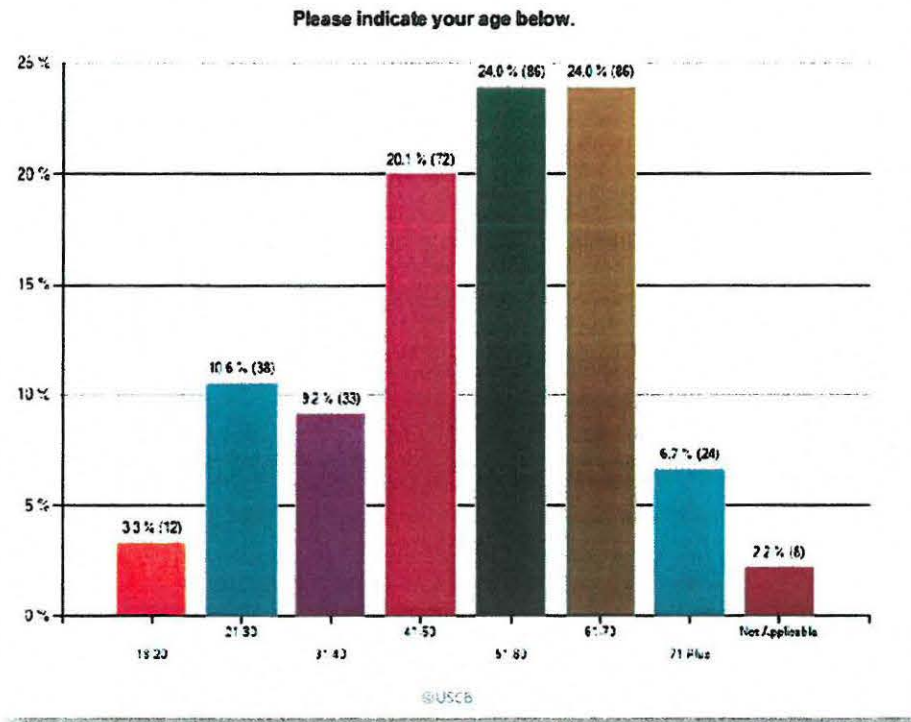
Strategy #2: Attend Industry Tradeshows/Sales Missions

Whether it is a face-to-face sales pitch at ABA Marketplace or a three city sales mission, we have to be where potential group business does their business. With the recommendations from area properties, we will develop a list of events, tradeshows, and missions that we will target in the next year.

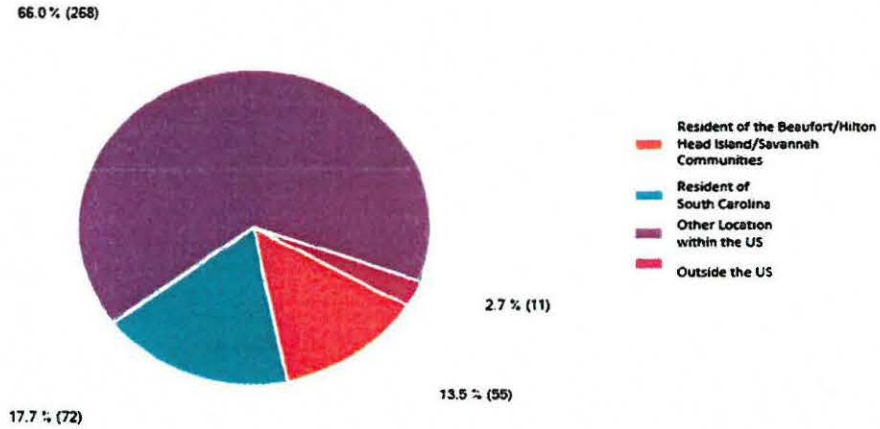
Timing: Spring 2016

Success metrics: Compile list of events, tradeshows, and missions; determine budget and partners; and attend the events providing leads to those who partner for that event.

Research and data related to Beaufort/Northern Beaufort County

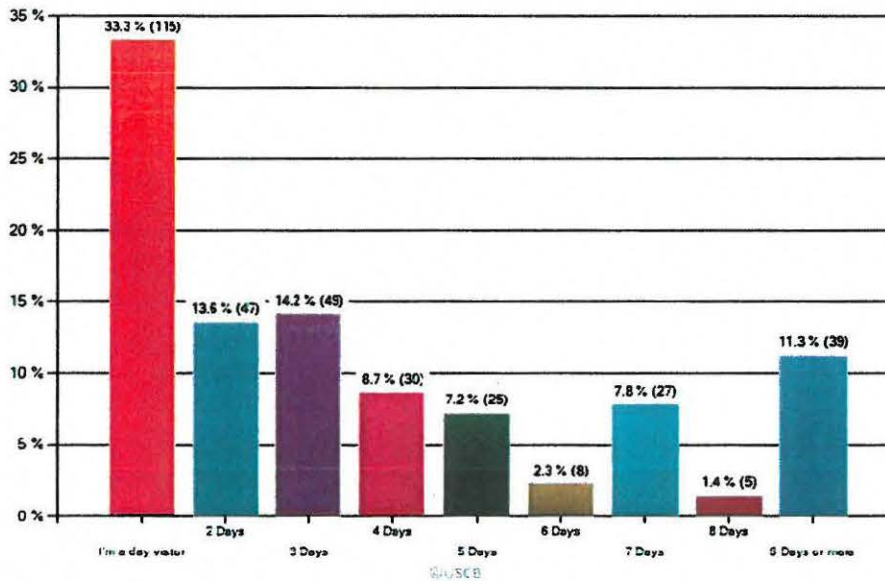


Where is your primary residence? (Tap the button to the left of your answer, then touch the NEXT button below to advance the survey.)



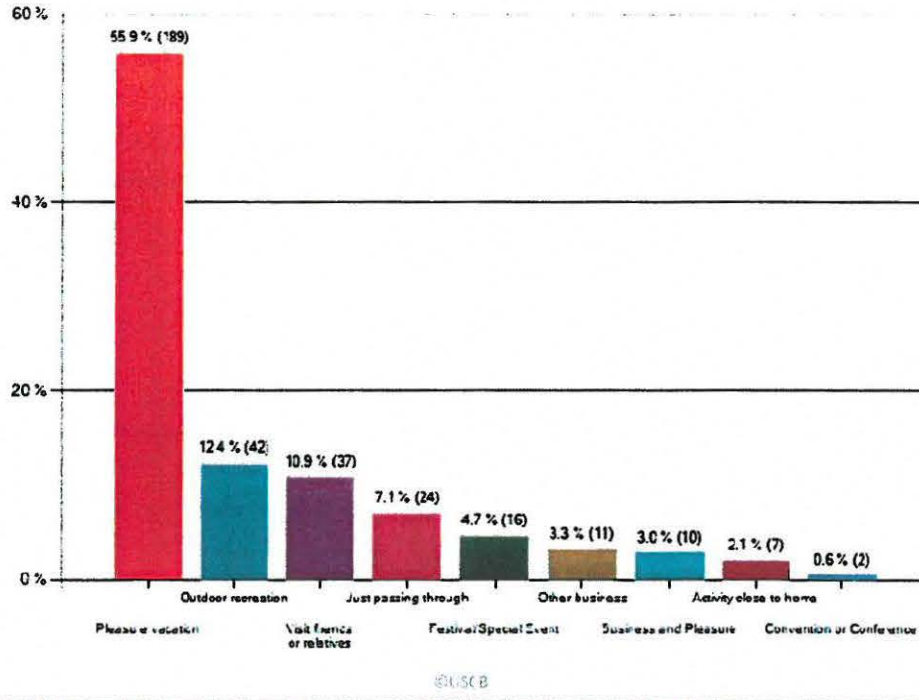
©USCB

How many days do you intend to stay in Beaufort, SC?



©USCB

What was the primary reason for this visit to Beaufort, SC?



Research Analysis



**ESTIMATED VISITOR SHARE
 OF SALES TAX REVENUE IN
 BEAUFORT COUNTY**



Visitors to Beaufort County impact state tax revenues generated in the county both directly and indirectly. The direct impact of visitors on state tax revenues consists of sales and accommodations taxes paid by visitors. The indirect impact comes about by the economic impact that visitors have on the county. These impacts are explained and estimates are presented in the following.

Direct Tax Impacts

When visitors spend their income on taxable consumer goods, this generates sales tax revenue; additionally, when visitors lodge in Beaufort County, they pay state accommodations tax. For 2013, University of South Carolina Beaufort’s (USCB) Lowcountry and Resort Islands Tourism Institute (LRITI) estimated that the Town of Beaufort hosted 288,113 annual visitors, Bluffton 98,410, and Hilton Head Island 2.59 million for a total of over 2.97 million visitors to Beaufort County. These visitors have the effect of increasing tax revenue generated for the state without imposing a burden on residents of the county. The 2013 spending by visitors to Beaufort County was estimated from surveys administered to visitors by LRITI. These estimates are shown in the table below.

Taxable visitor spending totaled approximately \$711 million for a total of \$38.95 million in sales taxes paid by visitors. This amounts to approximately 28.4 percent of the \$137 million in total sales taxes collected in Beaufort County in 2013. Note that this is a somewhat conservative estimate of sales taxes paid by visitors due to taxable sales associated with other spending categories (for example cart rentals at golf courses) that cannot be separated out in the survey data.

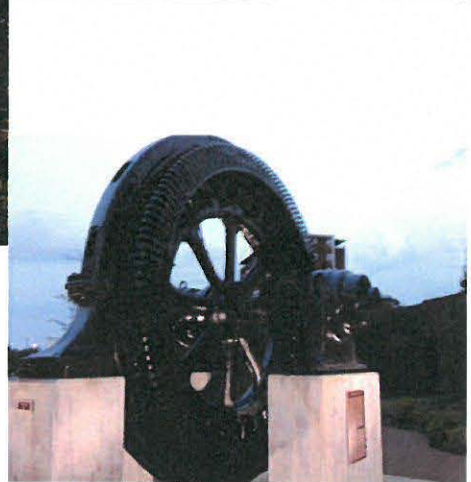
In addition to sales taxes, visitors lodging in the county paid an estimated \$7.4 million in state accommodations taxes in 2013.

Indirect Tax Impacts

Visitor spending not only results in sales and accommodations tax revenues, but in revenues associated with other state taxes resulting from visitor spending “spillover” effects in the county’s economy. These include, among others, personal income taxes (\$13.8 million), corporate income taxes (\$935,800), and excise taxes (\$4.2 million), which includes fuel, tobacco, and alcohol taxes.

Indirect tax impacts added to visitors’ direct tax impact totaled approximately \$65.25 million in 2013. Again, this estimate is somewhat conservative for the reason listed above and also due to the non-inclusion of visitors camping on Hunting Island and second homeowners on Fripp Island, as these populations have not yet been sampled.

Est. SC Sales Taxes Paid by Visitors, Beaufort County (2013)			
		Direct Spend (1000s)	Tax Rev. (1000s)
HHI:	Lodging (5%)	\$ 296,348	\$ 14,817
	Dining (6%)	\$ 163,826	\$ 9,830
	Shopping (6%)	\$ 118,088	\$ 7,085
Bluffton:	Lodging	\$ 18,351	\$ 918
	Dining	\$ 10,432	\$ 626
	Shopping	\$ 5,036	\$ 302
Fripp:	Lodging	\$ 28,991	\$ 1,450
	Dining	\$ 4,749	\$ 285
	Shopping	\$ 7,109	\$ 427
Beaufort:	Lodging	\$ 28,089	\$ 1,404
	Dining	\$ 17,443	\$ 1,047
	Shopping	\$ 12,685	\$ 761
Sales Tax Total:		\$ 711,148	\$ 38,951
Plus Accommodations Tax:			\$ 46,387
Plus Income Tax:			\$ 60,140
Plus Corporate Income Tax:			\$ 61,076
Plus Excise Taxes:			\$ 65,251



REGIONAL 
TRANSACTIONS
CONCEPTS, LLC
ECONOMIC MODELING

Economic and Fiscal Impact Analysis

Estimated Impact of 2013 Tourist Spending on Beaufort County, South Carolina

Robert T. Carey
Regional Transactions Concepts, LLC

John Salazar
Lowcountry and Resort Islands Tourism Institute

Prepared for:

**Hilton Head Island-Bluffton Chamber of Commerce and
Visitor & Convention Bureau
&
Beaufort Regional Chamber of Commerce**

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September 25, 2014

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I. Introduction

This study of the economic and fiscal impact of spending by tourists to Beaufort County in the year 2013 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina, Beaufort.

The study examines spending by tourists visiting Hilton Head Island, Bluffton, and Beaufort (city), Port Royal, and St. Helena Island. The estimated impact from spending by visitors to each of these destinations is summed in order to indicate the total impact that tourists have on Beaufort County, South Carolina.

This study was prepared for the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau and the Beaufort Regional Chamber of Commerce.

II. Model and Assumptions

The models generated by Regional Transactions utilized the input-output (I/O) function of the Regional Dynamics (REDYN) economic modeling engine. The REDYN model is a New Economic Geography model, taking into account transportation and labor and resource availability in order to more accurately model economic activity across geographic regions. The model forecasts a baseline level of activity within over 800 Standard Occupation Classifications (SOC) and 703 North American Industry Classification System (NAICS) sectors. Changes to employment, income, or demand for products or services by either the private or the public sector can be input to the model. Based on these inputs, the REDYN model generates a county level estimate of the resultant variation from the projected baseline, as well as the effects on every industry.

This study estimated the economic and fiscal impact of visitor spending at each destination in

Beaufort County. Because I/O models are linear, the impacts estimated by each of the models are additive.

Visitor spending for each visitor segment was determined by surveys conducted by LRITI. For the Hilton Head and Bluffton surveys, respondents reported spending in 23 categories, including lodging, food, transportation, and entertainment. The Beaufort/Port Royal/St. Helena survey included reported spending in four categories: lodging, restaurants, recreation, and shopping. Bluffton and Beaufort/Port Royal/St. Helena surveys only include visitors lodging at hotels; the Hilton Head survey also includes spending by visitors lodging in villas and timeshares, as well as non-paying visitors (those lodging with friends or family who own homes on the island) second homeowners and day-trippers. A detailed report of the findings for Hilton Head Island visitors can be viewed in a previous report.

Because no survey data is as yet available for campers at Hunting Island State Park, second homeowners on Fripp Island, or the approximately 113,578 visitors renting villas on Fripp Island in 2013, spending by these visitors is not included in the following analysis. The total number of visitors to each destination used in the analysis is listed in Table 1.

Destination	Visitors
Beaufort/Port Royal/St. Helena	174,535
Bluffton	98,410
Hilton Head Island	2,591,013
Avg. All Visitors*	2,863,958
*Total does not include Hunting Island campers or second homeowners and villa renters on Fripp Island.	

The numbers reported in the following include direct, indirect, and induced impacts. Direct im-

pacts are the most immediate effects that an economic activity has on the local economy; for example, direct impacts in this study would include income to hotels from those visitors lodging in hotels during their stay in Beaufort County. Indirect impacts are the jobs, income, and output created by suppliers to the directly-impacted businesses; continuing the previous example, indirect impacts would include revenue to local companies that service the vending machines located in the hotels where visitors are lodging. Induced impacts are the “ripples” that expand out into the local economy as a result of consumer spending of the wage income generated by the direct and indirect impacts.

Impacts are reported using the following metrics:

- *Employment* is the number of jobs or job equivalents created by economic activities resulting through direct, indirect, and induced effects from tourist expenditures.
- *Total compensation* is the aggregated impact on wages paid in Beaufort County, including fringes. This includes wages paid to workers holding jobs in the county who may reside elsewhere; likewise, it excludes wages earned by Beaufort County residents who work outside of the county.
- *Output* is the dollar value of all goods and services produced within the county per year.
- *Net local government revenue* is the revenue collected by local (county and municipal) governments from all sources, including taxes, licensing, and fees, less expenses. Detailed impact estimates for *gross* local government revenues are presented in the Appendix.
- *Net state government revenue* is the estimated impact on revenue collected by state government net of expenses. This impact is aggregated to the state level.

III. Results

Impact estimates for visitors to each destination and the total tourism impact are presented in the Appendix. Output multipliers were also estimated for each visitor segment. The output multiplier is the ratio of total economic impact to direct spending for each segment. These multipliers are presented in Table 2. The estimated multiplier for combined tourist spending for Beaufort County by all five segments is 1.09; this means that every dollar spent by tourists increases output in the Beaufort County economy by a total of \$1.09.

Destination	Multiplier
Beaufort/Port Royal/St. Helena	1.12
Bluffton	1.10
Hilton Head Island	1.08
Avg. All Visitors	1.09

Note that the multiplier for some destinations is different from others. This is due to the specific mix of goods and services available and consumed by visitors in each location. The multipliers for all of the locations are very close in terms of size, however.

The overall size of the multipliers is due to several factors, including the number of vendors and suppliers in the county to generate indirect impacts. Additionally, the model contains U.S. Census commuter data, so that it is “aware” that many workers in the hospitality industry in Beaufort County do not reside in the county; as much of the consumer spending by workers will occur in their county of residence, this impacts the size of the multiplier.

Total economic impact (output) on Beaufort County from tourist spending was approximately \$1.08 billion in 2013. Tourist spending generated a *net* positive impact on revenues to local governments in Beaufort County of approximately \$96.2 million (not including effects on property taxes from second

homeowners, detailed in the following section). South Carolina state government realized an estimated net positive impact on revenue of \$149.5 million due to economic impacts within Beaufort County and those spilling over into surrounding counties.

In 2013, combined investment by the county in Beaufort County Destination Marketing Organizations was \$693,252. To the extent that tourists visited Beaufort County in response to marketing by these DMOs, the estimated return on tax investment (ROTI, defined as the difference between net local fiscal impact, \$96.2 million reported above, and DMO spending) of these marketing expenditures was \$95.5 million, or approximately **\$137.77 per dollar spent** by DMOs.

IV. Effects on Local Tourism Taxes

The estimated impact on net local government revenue, presented in Table 3, includes the impact that visitors to each destination have on accommodations, hospitality, and recreation (collectively referred to as local tourism taxes) tax revenues in Beaufort County.

Destination	Estimate
Accommodations Tax	\$12.5 million
Hospitality Tax (food/beverage)	\$3.8 million
Tax on Admissions Fees	\$590,700
Total	\$16.9 million

The visitor impact on the 3 percent county accommodations tax was provided by the County; all lodging in hotels are visitors, therefore all accommodations taxes paid are attributable to visitor spending. Taxes on food and beverage attributable to visitor spending was estimated using survey data on direct visitor spending on restaurants and applying the county hospitality tax rate of 2 percent; it is estimated that approximately 47 percent of the hospitality tax collected in Beaufort County in 2013 was paid by visitors. Estimating the visitor impact on the 2.5 percent tax

on admissions fees was more complicated, due to numerous exemptions that apply to this tax. For example, visitors attending a concert will pay a 2.5 percent tax on their ticket price; however, if the concert involves only local talent, or if it is sponsored by a religious organization, then the event is exempt from the tax. These exemptions cannot be adequately accounted for using the survey data. As a result, the portion of the admissions tax paid by visitors was estimated assuming that the proportion of visitors to legal residents attending events covered by the admissions tax is equal to the proportion of visitors to legal residents dining in restaurants in the county. This percentage was applied to the total tax collected as provided by the County.

In total, visitors contributed approximately **\$16.9 million** to local tourism tax revenues in 2013. In addition to local taxes, the state collects a 2 percent tax on accommodations. The estimated impact on state revenues from this tax paid by visitors to Beaufort County was **\$6.9 million** in 2013.

V. Second Homeowners: Additional Effects on Property Tax Revenue

The fiscal impact estimates in Section III include the effect that second homeowners have *indirectly* on revenue from taxes on both residential and non-residential property through the additional economic activity they generate through consumer spending; this economic activity appreciates property values through increased commercial development and through higher incomes which in turn impact the demand for both residential and non-residential real estate, increasing its market value.

In this section we will estimate the more *direct* effect that second homeowners have on property tax revenues in the county:

- they directly increase demand for residential properties by purchasing second homes, then pay property taxes on the now higher-valued property; and in addition,

	Low Estimate	High Estimate
Impact on Property Tax Rev.	\$149.4 million	\$252.2 million
Total Gross Fiscal Impact, all sources, incl. above	\$215.1 million	\$317.9 million
Total Net Fiscal Impact all sources, incl. above	\$211.4 million	\$314.2 million

- a large proportion of second homeowners pay at the 6 percent tax assessment ratio, as opposed to the 4 percent assessment ratio applied to primary residences.

In order to assess the impact that second homeowners have on property tax revenue through these two mechanisms, we must take into account whether demand for the property and any improvements (i.e. homes constructed) on it would have occurred otherwise. In other words, would a given home have been constructed and/or purchased by someone else had the second homeowner not been in the picture. In the interest of erring toward conservatism in our estimates, we establish a range consisting of a “high” and a “low” estimate. These estimates are presented in Table 4.

- The high estimate is the estimated loss to local governments in the county if second homeowners’ economic influence were removed from the county. In essence, it assumes that none of the land occupied by second homeowners would have been developed but for second homeowners.¹

This high estimate consists of the property taxes actually paid by second homeowners according to county records plus the impact on property taxes estimated by the REDYN model resulting from the economic activity associated with second-homeowner consumer spending while visiting Beaufort County.²

- The low estimate is the estimated impact on property tax revenues were second homeowners to entirely convert their properties in the county to primary residences. This basically assumes that land developed by second homeowners would have otherwise been developed by legal residents had second homeowners not located there.

The low estimate is calculated by figuring the difference in what second homeowners pay in property taxes (assessed at the 6 percent rate) and what would be paid were those properties occupied by primary homeowners paying at the 4 percent assessment rate.³ This low estimate can also be understood to be the revenue that would be lost to the county were all second homeowners to begin being assessed at the 4 percent rate.

It should be noted that neither of these scenarios is realistic; clearly not all of the properties in question would have gone undeveloped but for second homeowners, and likewise not all of it would have become otherwise occupied by primary homeowners, but these scenarios are intended to provide us with a range within which the true value of the tax impact of second homeowners is predicted to fall.

¹ Even undeveloped land generates some property tax revenue. The high estimate has been adjusted downward in order to account for this.

² In the 2013 tax year, Beaufort County records indicate that \$234.9 million in real property tax was collected from second homeowners while \$70.7 million was collected from legal residents of the county.

³ In 2012, total taxes paid by residents paying at the 4% rate amounted to 0.39% of total appraised value; taxpayers paying at the 6% rate paid taxes totaling 0.89% of total appraised value. This difference was applied to account for additional exemptions given to legal residents paying at the 4% assessment rate.

VI. Conclusion

Tourist spending creates income to local businesses and households. Because tourist spending is undertaken by individuals who live outside of the county, it is a true export industry and therefore represents a net inflow of funds to the region. The **17,612 jobs** that comprise the estimated total employment impact generated by the five combined visitor segments in 2013 represent **30.6 percent** of all jobs in Beaufort County.⁴ Given this impact, tourism is clearly a major driver in the Beaufort County economy.

⁴ Total employment in Beaufort County, South Carolina was 57,581 according to the Bureau of Labor Statistics Census of Employment and Wages in 2012, the most recent year for which annual employment data are available.

Appendix

Table A-1 – Estimated Visitor Spending Impact by Destination Beaufort County (2013)		
	Concept	Estimate*
Beaufort/Port Royal/St. Helena Island	Employment	1,234
	Total Compensation (\$1000s)	\$35,038
	Output (\$1000s)	\$81,116
Bluffton	Employment	1,060
	Total Compensation (\$1000s)	\$27,036
	Output (\$1000s)	\$56,904
Hilton Head Island	Employment	15,318
	Total Compensation (\$1000s)	\$435,912
	Output (\$1000s)	\$939,593
Total Impact	Employment	17,612
	Total Compensation (\$1000s)	\$497,985
	Output (\$1000s)	\$1,077,613
	Net Local Government Revenue (\$1000s)**	\$96,204
Total, South Carolina	Net State Government Revenue (\$1000s)	\$149,466

* Totals may not sum exactly due to rounding.

** Net Local Government Revenue does not contain property tax effect from second homeowners as shown in Table 4.

Table A-2 – Estimated Gross Local Governments Revenue from Visitor Spending, All Destinations, Beaufort County (2013)			
Revenue Source	(\$1000s)	Revenue Source	(\$1000s)
All Revenue	\$82,995.5	----Hospitals	\$8,055.4
-General revenue	\$76,123.3	----Highways	\$0.0
--Intergovernmental revenue	\$22,697.9	----Air transportation (airports)	\$355.8
---From federal government	\$1,709.6	----Parking facilities	\$172.0
---From state government	\$20,988.3	----Sea and inland port facilities	\$0.0
---From local government	\$0.0	----Natural resources	\$0.3
--General revenue from own sources	\$53,425.4	----Parks and recreation	\$238.7
---Taxes	\$35,472.6	----Housing and community development	\$135.6
----Property	\$17,297.3	----Sewerage	\$1,470.7
----Sales and gross receipts	\$17,350.9	----Solid waste management	\$769.6
-----General sales	\$0.0	----Other charges	\$1,376.6
-----Selective sales	\$16,948.2	---Miscellaneous general revenue	\$4,249.7
-----Motor fuel	\$0.0	----Interest earnings	\$2,295.1
-----Alcoholic beverage	\$0.0	----Special assessments	\$147.2
-----Tobacco products	\$0.0	----Sale of property	\$82.9
-----Public utilities	\$402.7	----Other general revenue	\$1,724.5
-----Other selective sales	\$0.0	-Other than general revenue	\$6,872.1
---Individual income	\$0.0	--Utility revenue	\$6,877.1
---Corporate income	\$0.0	---Water supply	\$3,158.2
---License taxes	\$108.3	---Electric power	\$2,252.7
-----Motor vehicle license	\$108.3	---Gas supply	\$1,404.4
-----Other license taxes	\$0.0	---Transit	\$61.8
---Other taxes	\$1,650.1	--Liquor store revenue	\$0.0
---Charges and miscellaneous general revenue	\$17,952.8	--Insurance trust revenue	(\$5.0)
---Current charges	\$13,703.1	---Unemployment compensation	\$0.0
-----Education	\$1,128.4	---Employee retirement	(\$5.0)
-----Institutions of higher education	\$0.4	---Workers' compensation	\$0.0
-----School lunch sales (gross)	\$434.0	---Other insurance trust revenue	\$0.0
-----Other education	\$694.0		

Advertising Reports



Beaufort Chamber of Commerce Social Media Report (July 1, 2014 – April 2015)

Synopsis:

- During the time of July 2014-April 2015, the Visit Beaufort, SC Facebook page grew 16,323 fans, bringing the total number to 54,705.
- 4.3 million impressions made since July 1, 2014 by 1.8 million fans. This is the total number of times any Facebook user saw content associated with Visit Beaufort, SC in their News Feed or by visits to the page directly.
- Overall reach was 1.6 million with 112,000 “talking about this”
- Facebook Fan Demographics have remained the same 73% women and 36% between the ages of 35-54. Sharing demographics are strong with women aged 55+ accounting for 78% of our shared content.
- From July 2014-April 2015, the Visit Beaufort, SC Twitter account gained 551 new followers for a total of 1,494 followers.
- The Visit_BeaufortSC Instagram account has added 1,111 fans since April of 2014, with a current total of 1,150 followers and 263 photos.
- Pinterest has been implemented and update on a regular basis. We currently have 16 boards, 491 pins and 684 followers.



GROUP REPORT from March 1, 2015 - March 31, 2015

@Visit_Beaufort

Visit Beaufort, SC

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	18,012	
Sent Messages	88	
New Twitter Followers	67	
New Facebook Fans	1,534	

18,035 INTERACTIONS

BY 16,322 UNIQUE USERS

599,746 IMPRESSIONS

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

42% MALE FOLLOWERS

58% FEMALE FOLLOWERS

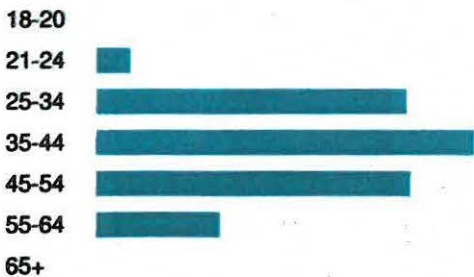
TWITTER STATS

67
New Twitter Followers in this time period

987 Link Clicks

31 Mentions

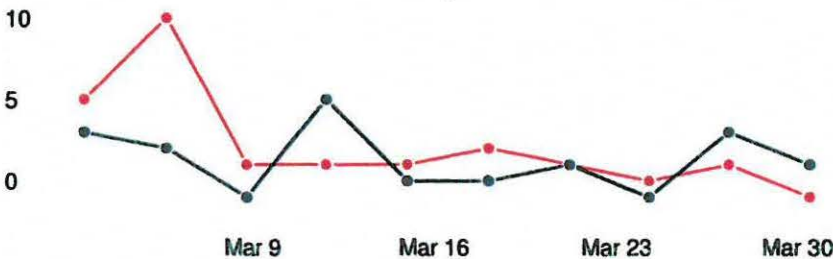
23 Retweets



DAILY INTERACTIONS

@MENTIONS 31 **RETWEETS 23**

OUTBOUND TWEET CONTENT



35 Plain Text

15 Links to Pages

3 Photo Links

FACEBOOK STATS across all Facebook pages

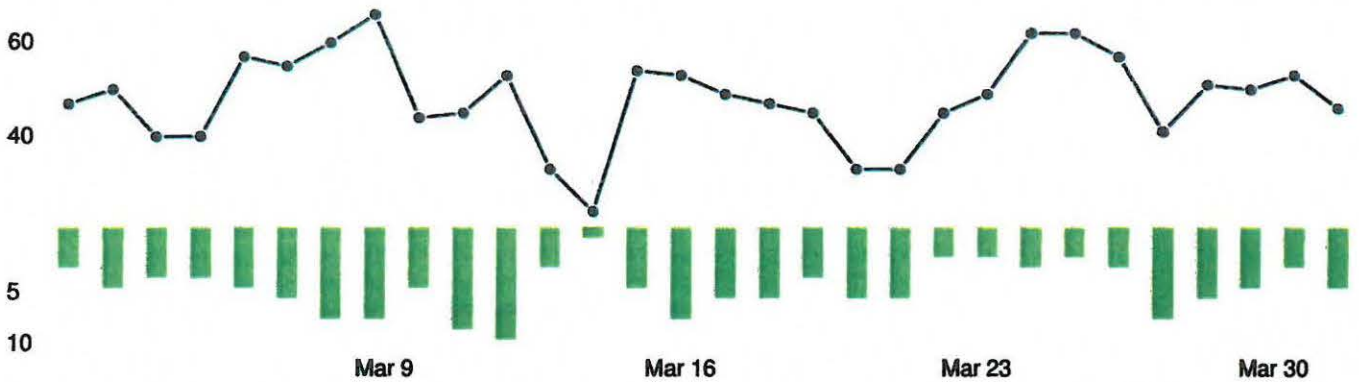


My Facebook Pages

53.14k Total Likes, and 3.44k people talking about this

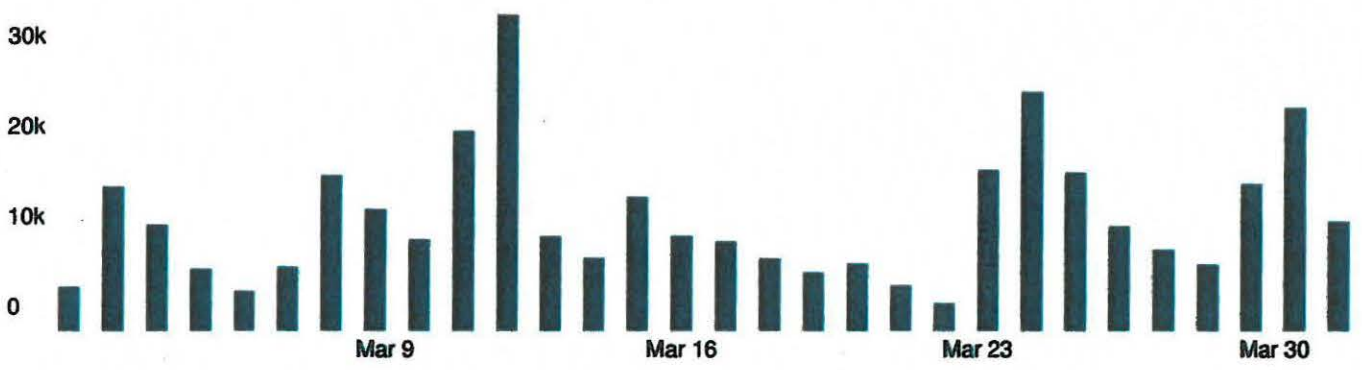
FAN GROWTH

New Fans 1.5k Unliked your Page 209

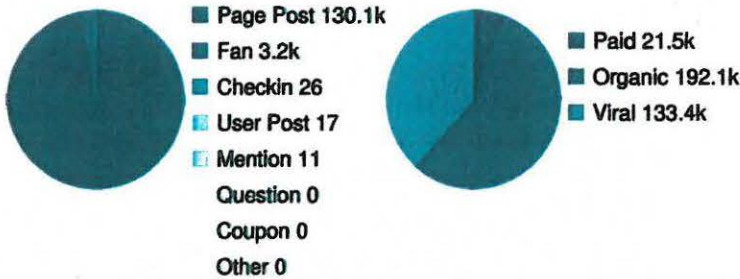


PAGE IMPRESSIONS

Impressions 347,882 by 192,338 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	8.9k	44.5k
Mon	15.5k	77.7k
Tue	13.1k	65.6k
Wed	16.9k	67.5k
Thu	8.4k	33.4k
Fri	4.4k	17.8k
Sat	10.3k	41.4k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	158	375
18-24	2.3k	5.8k
25-34	6.8k	18.7k
35-44	9.5k	27.3k
45-54	11.0k	31.1k
55+	13.6k	43.5k

TOP COUNTRIES

Country	Count
United States	167.7k
Mexico	349
Germany	349
Canada	335
United Kingdom	277

TOP CITIES

City	Count
Beaufort, SC	15.2k
Columbia, SC	5.5k
Greenville, SC	4.0k
Charleston, SC	3.4k
Aiken, SC	2.7k





Beaufort Chamber of Commerce Social Media Report (July 1, 2014 – April 2015)

Synopsis:

- During the time of July 2014-April 2015, the Visit Beaufort, SC Facebook page grew 16,323 fans, bringing the total number to 54,705.
- 4.3 million impressions made since July 1, 2014 by 1.8 million fans. This is the total number of times any Facebook user saw content associated with Visit Beaufort, SC in their News Feed or by visits to the page directly.
- Overall reach was 1.6 million with 112,000 “talking about this”
- Facebook Fan Demographics have remained the same 73% women and 36% between the ages of 35-54. Sharing demographics are strong with women aged 55+ accounting for 78% of our shared content.
- From July 2014-April 2015, the Visit Beaufort, SC Twitter account gained 551 new followers for a total of 1,494 followers.
- The Visit_BeaufortSC Instagram account has added 1,111 fans since April of 2014, with a current total of 1,150 followers and 263 photos.
- Pinterest has been implemented and update on a regular basis. We currently have 16 boards, 491 pins and 684 followers.



GROUP REPORT from July 1, 2014 - April 30, 2015

@Visit_Beaufort

Visit Beaufort, SC

GROUP STATS across all Twitter and Facebook accounts

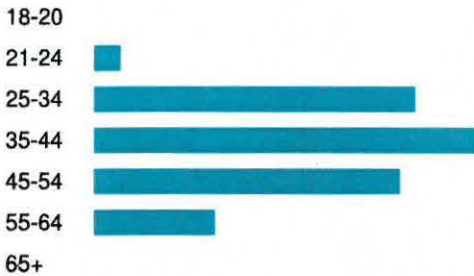
Incoming Messages	145,483	
Sent Messages	786	
New Twitter Followers	551	
New Facebook Fans	16,323	

145,613 INTERACTIONS
 BY 125,424 UNIQUE USERS
 4,257,754 IMPRESSIONS

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

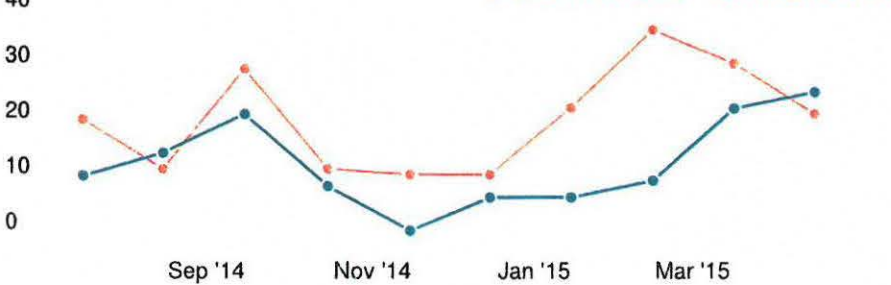
42% MALE FOLLOWERS
 58% FEMALE FOLLOWERS



TWITTER STATS

+551 New Twitter Followers in this time period
 4,594 Link Clicks
 210 Mentions
 131 Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

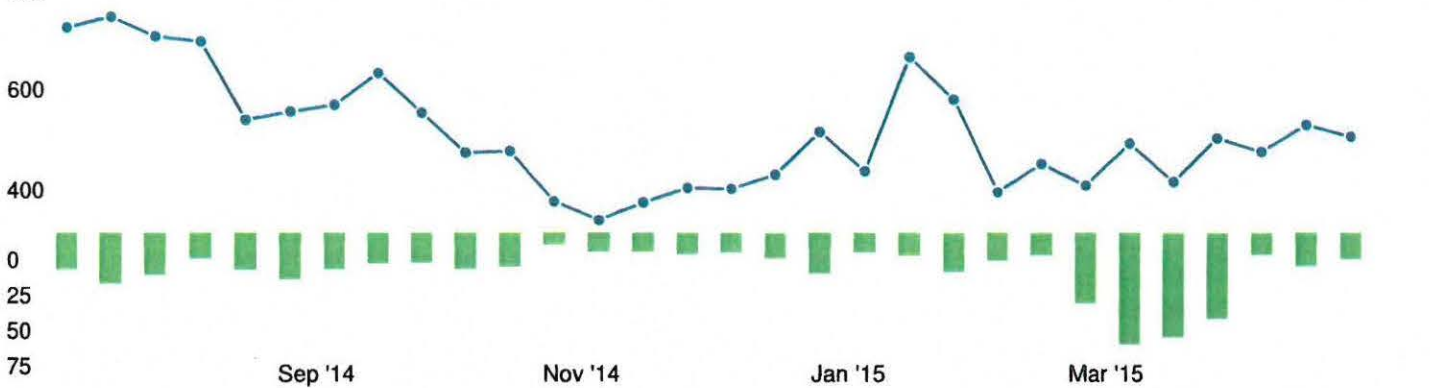
T 288 Plain Text
 81 Links to Pages
 41 Photo Links



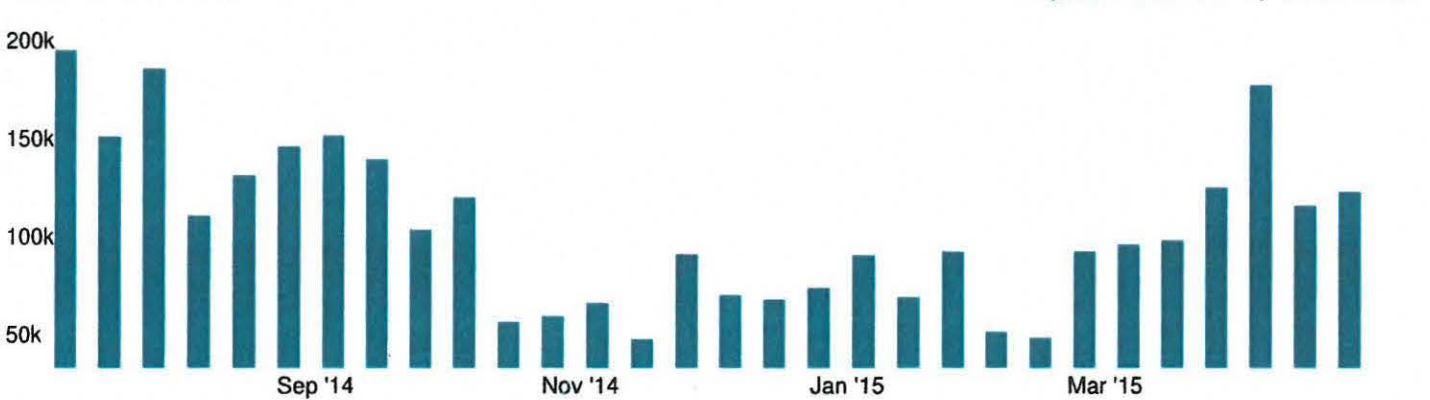
My Facebook Pages

54.8k Total Likes, and 2.14k people talking about this

FAN GROWTH



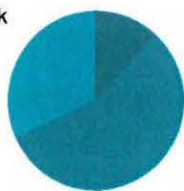
PAGE IMPRESSIONS



IMPRESSIONS



- Page Post 978.3k
- Fan 65.1k
- Mention 27.6k
- Checkin 2.7k
- User Post 389
- Question 0
- Coupon 0
- Other 0



- Paid 402.5k
- Organic 1.9m
- Viral 1.1m

BY DAY OF WEEK

Day	Avg	Total
Sun	7.8k	335.9k
Mon	11.6k	498.1k
Tue	14.7k	644.7k
Wed	13.6k	598.4k
Thu	11.3k	498.5k
Fri	9.8k	422.9k
Sat	9.0k	387.3k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	2.7k	5.5k
18-24	24.9k	63.9k
25-34	78.0k	205.4k
35-44	116.3k	298.5k
45-54	124.9k	313.1k
55+	147.4k	438.7k

TOP COUNTRIES

Country	Impressions
United States	1.8m
Canada	4.9k
United Kingdom	3.6k
Germany	3.4k
Australia	1.8k

TOP CITIES

City	Impressions
Beaufort, SC	183.6k
Columbia, SC	61.2k
Greenville, SC	42.4k
Charleston, SC	38.6k
Aiken, SC	30.1k



Beaufort CVB SEO Report

Beaufort Monthly SEO Report

YTD 2015 SEO Report



Report Summary

Traffic:

- There were 161,922 total visits to the site for this year; this is a 6.41% increase over the same period the previous year
- 118,386 of those visits were generated through natural search; this is a 17.6% increase over the previous year
- Natural Search made up 72.8% of the overall traffic to the site

Visitors Guide - Goal Completion:

- There were 3,249 "Visitor Guide Requests" for this time period.
- 2,194 of those were generated through natural search, a 18.98% increase from last year.

Email Newsletter - Goal Completion:

- There were 811 "Email Newsletter" Signups for the given period
- 485 of those were generated through natural search, a 6.6 % increase from last year.

Top Landing Pages - Natural Search:

- Homepage - 41,029 visits
- 50 Things to Do - 12,198 visits
- Events - 8,026 visits

Keywords Rankings:

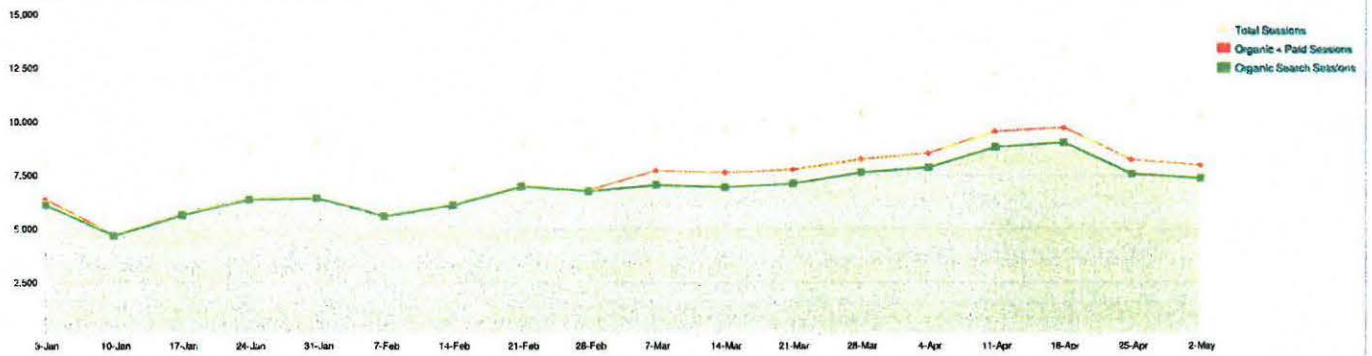
- #1 Ranking for 20+ targeted keywords (things to do in beaufort sc; beaufort sc things to do; things to do in paris island sc; lady island sc; etc.)
- Top 10 Ranking for about 80 targeted keywords
- Consistently high performance for all "things to do", "Beaufort", and "Dining" related keywords

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

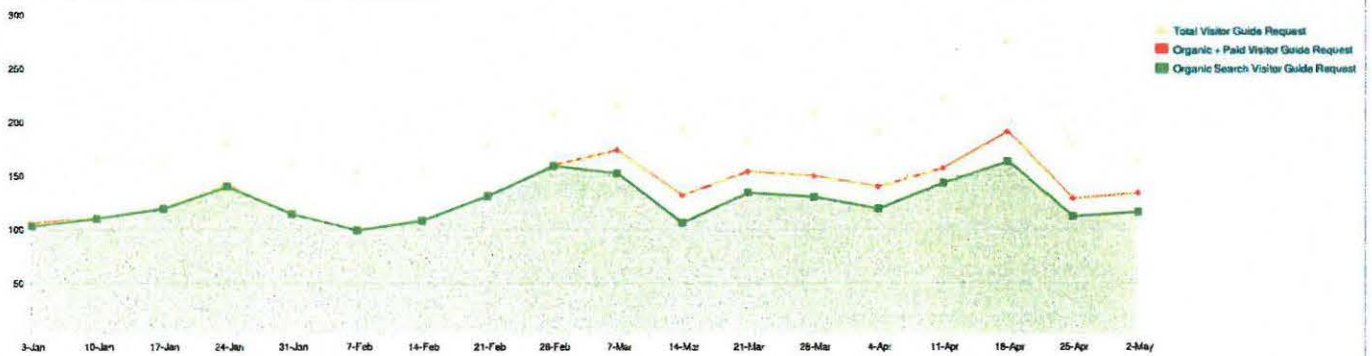
Organic Search Performance for Sessions

Impact of organic search on overall site performance for Sessions



Organic Search Performance for Visitor Guide Request

Impact of organic search on overall site performance for Visitor Guide Request

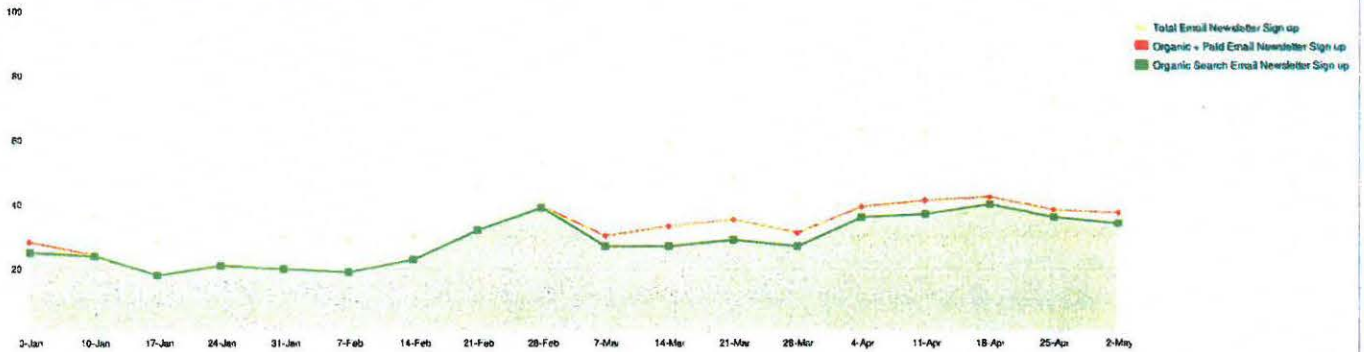


Beaufort CVB SEO Report

Beaufort Monthly SEO Report

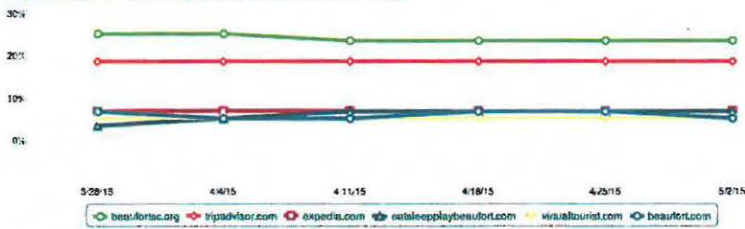
Organic Search Performance for Email Newsletter Sign up

Impact of organic search on overall site performance for Email Newsletter Sign up



Top Competitors in "Beaufort"

Highest Rankers on Beaufort Keywords for Domains with URLs in Top 5

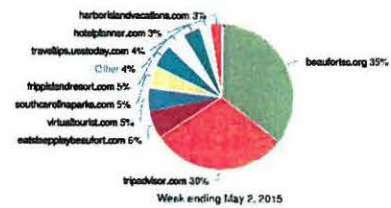
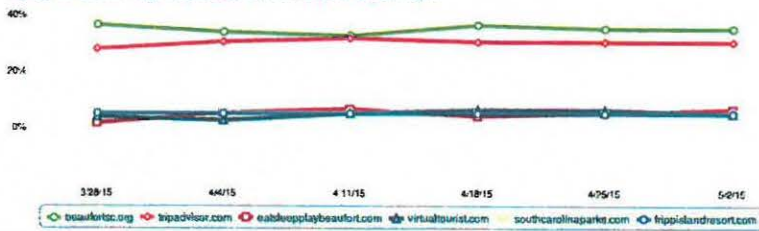


Beaufort CVB SEO Report

Beaufort Monthly SEO Report

Top Competitors in "Things To Do"

Highest Rankers on Things To Do Keywords for Domains with URIs in Top 5



Content Performance Details

For pages on beaufortsc.org

01/02/15 vs. 05/02/15

Title & Page URL	Total		ga:goalcompletions		Sessions		Visitor Guide Request	
	Total	Change	Total	Change	Total	Change	Total	Change
Visit Beaufort, SC Beaufort, SC Official Visitor Site Historical Beaufort, SC www.beaufortsc.org/	17		5		2,425		755	76
Calendar Of Events Beaufort SC Events Events in Beaufort .../events/	3		0		745		438	2
Things To Do In Beaufort, SC Official Beaufort Visitor Site Beaufort History .../50-things-to-do/	1		4		684		25	8
Beaufort Restaurants Beaufort SC Dining Beaufort Cafes .../restaurants/	0		0		308		3	0
Things To Do In Beaufort, SC Official Beaufort Visitor Site Beaufort History .../things-to-do/	2		1		288		74	2
Beaufort Lodging Hotels in Beaufort Beaufort Bed & Breakfasts .../lodging/	1		1		214		76	1
14th Annual Taste of Beaufort .../events/show/14th-annual-taste-of-beaufort	0		0		199		199	0
St. Helena Island Beaufort SC Area Beaufort Sea Islands .../area/st.-helena-island/	0		0		175		150	3
Fripp Island Beaufort SC Area Beaufort Sea Islands .../area/fripp-island/	1		1		150		2	0
Harbor Island Beaufort Area Beaufort Sea Islands .../area/harbor-island/	0		0		111		56	2

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

Content Performance Details (cont.)

For pages on beaufortsc.org

01/03/15 vs. 05/02/15

Title & Page URL	ga:goal2completions		Sessions		Visitor Guide Request	
	Total	Change	Total	Change	Total	Change
Beaufort Map Directions To Beaufort South Carolina Directions .../map/	2	2	80	46	0	0
Lady's Island Beaufort SC Area Beaufort Sea Islands .../area/ladys-island/	0	0	78	4	0	1
Hunting Island Beaufort Area Beaufort Sea Islands .../area/hunting-island/	3	3	66	26	1	0
The Sea Island Quilters Present Their 2015 Quilt Show .../events/show/the-sea-island-quilters-present-their-2015-quilt-show/	0	0	46	46	0	0
27th Annual Gullah Festival .../events/show/www.thegullahfestival.org	0	0	45	45	0	0
About The Area About Beaufort SC Official Site Of Beaufort SC .../area/	0	0	44	21	0	0
Guides To Beaufort Beaufort Guide Visiting Beaufort SC .../guides/	1	1	43	34	0	0
19th Annual Beaufort Shrimp Festival .../events/show/19th-annual-beaufort-shrimp-festival/	0	0	41	33	0	0
Beaufort Photo Gallery Beaufort Pictures Beaufort Photos .../photo-gallery/	0	0	41	10	0	0
14th Annual Taste of Beaufort .../events/show/14th-annual-taste-of-beaufort/	0	0	31	31	0	0

Keyword Categories for beaufortsc.org

Visibility performance segmented by category

Name	Keywords	Local (US)	Monthly Volume	Avg Rank	Google Rank					Google Trend	Modeled Traffic
					1-3	4-10	11-20	21-40	41-100		
All		114	134,090	7	37	41	21	2	1	12	2,100
Beaufort		12	47,360	3	11	1	0	0	0	0	1,800
Dining		1	1,600	2	1	0	0	0	0	0	38
Fripp Island		13	16,680	8	1	8	4	0	0	0	110
Harbor Island		13	6,010	5	5	7	1	0	0	0	34
Huntington Island		12	3,850	9	0	8	4	0	0	0	15

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

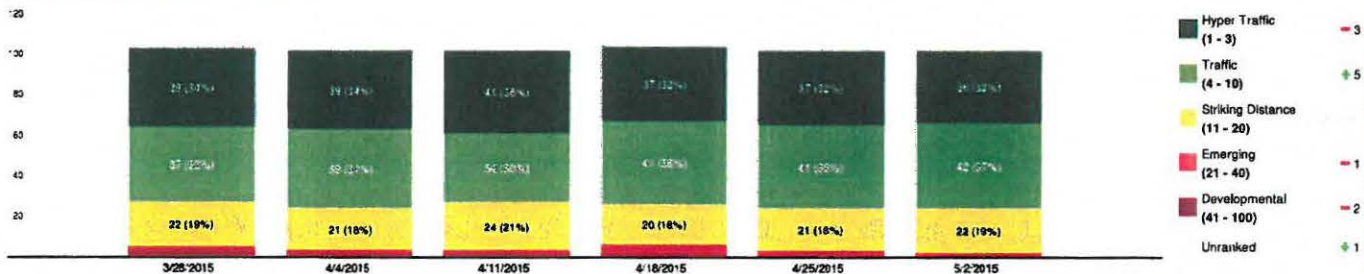
Keyword Categories for beaufortsc.org (cont.)

Visibility performance segmented by category

Category Properties		Monthly Volume				Google Rank					Google Trend	Modeled Traffic
Name	Keywords	Local (US)	Avg Rank	1-3	4-10	11-20	21-40	41-100	NR	Avg Rank	Modeled Traffic	
Huntington Island, Lodging	1			5	0	1	0	0	0	0	—	—
Ladys Island	13	960	960	3	8	5	0	0	0	0	38	
Lodging	42	7,150	7,150	8	7	18	14	0	0	3	75	
Non-Destination Specific	13	7,490	7,490	36	0	1	0	2	1	9	0	

Keyword Pipeline

Rank distribution for active keywords in Searchlight



Keywords for beaufortsc.org

A comprehensive view of your portfolio for active keywords in Searchlight

Keyword	Google Monthly Search Volume		Google Rank		Change
	Local (US)	Local Trend	3/28/15	5/2/15	
beaufort sc http://www.beaufortsc.org/	33,100		3	1	2
beaufort sc accommodations http://www.beaufortsc.org/lodging	10		2	2	0
beaufort sc attractions http://www.beaufortsc.org/things-to-do	90		1	1	0



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

Beaufort Regional Chamber of Commerce July 2014 – April 2015 Public Relations Report

I. Media Impressions and Value

From July 2014 thru April 2015, the agency tracked **176,993,587** in estimated media impressions with a **\$1,391,570.28** value. Below is a breakdown of the month-by-month activity for the account.

Month	Impressions	Publicity Value
July	27,040,377	\$491,395.17
August	596,670	\$203,313
September	44,282,253	\$68,795.02
October	3,021,798	\$72,486
November	6,269,314	\$43,632.60
December	9,807,329	\$264,955.75
January	1,792,879	\$28,438.77
February	11,837,076	\$66,633.40
March	34,502,130	\$114,331.04
April	37,843,761	\$37,589.53

Highlights of media coverage from the past year include:

- USA Today
- Associated Press
- The Baltimore Sun
- Washington Times
- Where to Retire Magazine
- Travel Channel.com
- MarketWatch
- ABC News Online
- The Wall Street Journal
- CNN
- Country Living
- Coastal Living
- The State
- Fox News

- Smithsonian Magazine
- Successful Meetings
- The Charlotte Observer
- SAIL Magazine
- Travel + Leisure
- Southern Living
- The Miami Herald
- The Boston Herald
- The Huffington Post
- National Geographic Traveler
- Bloomberg Businessweek
- Virgin Atlantic Blog
- The Houston Chronicle

II. Accolades & Honorable Mentions

- Topped Travel Channel's list of "Best Retirement Getaways for 2015."
- Hunting Island ranked #12 on TripAdvisor's list of "Top 25 U.S. Beaches."
- Named to Southern Living magazine's list of "Small Towns We Love" list.
- Featured on the cover of the May 2015 issue of Southern Living magazine.
- Secured and conducted an in-person meeting with the editorial teams from Coastal Living and Southern Living magazines.
- The 60th annual Beaufort Water Festival was named a "Top 20 Event" in the Southeast by the Southeast Tourism Society.
- SAIL Magazine featured Beaufort as one of the best locations along the Intracoastal Waterway.
- Coastal Living magazine named Beaufort one of its "20 Great Warm-Weather Getaways for 2015."



Publication	Leads	Cost	CPL
Carolina Living Guide	2937	\$ 7,600.00	\$ 2.59
Hearst Magazines	6521	\$ 16,030.00	\$ 2.46
O! Magazine	3329	\$ 11,838.00	\$ 3.56
Southern Living	954	\$ 8,498.00	\$ 8.91
SC Vacation Guide	1421	\$ 5,795.00	\$ 4.08



September Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	190	128,128	0.15%	\$ 13,444.38

October Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	4,014	105,648	3.80%	\$ 2,686.00
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	255	175,189	0.15%	\$ 3,020.51
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 4,620.00
October Print	Ad Size	Circulation		Spend	
Carolina Living Guide	1/3 Page 4c	500,000		\$ 3,800.00	

November Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,793	97,063	2.88%	\$ 1,894.93
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	154	144,477	0.11%	\$ 1,991.86
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 5,085.88
November Print	Ad Size	Circulation		Spend	
Carolina Living Guide	Leads Still Coming In			\$ -	

December Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	1,825	76,994	2.37%	\$ 1,304.34
December Print	Ad Size	Circulation		Spend	
Carolina Living Guide	Leads Still Coming In			\$ -	

January Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	156	60,990	0.26%	\$ 1,164.36
January Print	Ad Size	Circulation		Spend	
SC Vacation Guide	1/4 Page 4c	400,000		\$ 5,795.00	
Carolina Living Guide	Leads Still Coming In			\$ -	

February Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	206	55,455	0.37%	\$ 1,046.46
February Print	Ad Size	Circulation		Spend	
SC Vacation Guide	1/4 Page 4c	400,000		\$ -	
Carolina Living Guide	Leads Still Coming In			\$ -	

March Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,572	135,686	1.90%	\$ 1,979.31
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 2,264.71
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	272	61,439	0.44%	\$ 1,150.99
March Print	Ad Size	Circulation		Spend	
Southern Living	1/6 Page 4C	1,230,000		\$ 8,498.00	
Hearst Magazines	1/6 Page 4C	3,611,468		\$ 16,030.00	
SC Vacation Guide	1/4 Page 4c	400,000		\$ -	
Carolina Living Guide	Leads Still Coming In			\$ -	

April Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,778	169,452	1.64%	\$ 2,135.58
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 4,031.18
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	210	165,564	0.13%	\$ 3,305.45
April Print	Ad Size	Circulation		Spend	
Southern Living	1/6 Page 4C	1,230,000		\$ 8,498.00	
Hearst Magazines	1/6 Page 4C	3,611,468		\$ 16,030.00	
O! Magazine	1/6 Page 4C	700,000		\$ 11,838.00	
SC Vacation Guide	1/4 Page 4C	400,000		\$ -	
Carolina Living Guide	1/3 Page 4C	500,000		\$ 3,800.00	

Sept. 2014-April 2015 Total Spend as of 4/30: \$ 123,204.12
 Sept. 2014-April 2015 Total Leads as of 4/30: 20,426
 Sept. 2014-April 2015 CPL as of 4/30: \$ 6.03

*Note: These numbers are as of 4/30/15



December 1, 2014 - April 30, 2015	Ad Sizes	Clicks	Impressions	CTR
TripAdvisor Coop partner-Seaside	160x600, 728x90, 300x250, 300x600	138	57,931	0.24%
TripAdvisor Coop partner-Hampton	160x600, 728x90, 300x250	15	15,024	0.10%
TripAdvisor Coop partner-Cuthbert	160x600, 728x90, 300x250, 300x600	48	17,096	0.28%
TripAdvisor Coop partner-Beaufort Inn	160x600, 728x90, 300x250, 300x600	544	116,388	0.47%
TripAdvisor Coop partner-Anchorage	160x600, 728x90, 300x250	2	1,394	0.14%



Southern Beaufort County
2015-2016
Marketing Plan & Budget

PRESENTED BY:
Hilton Head Island- Bluffton
Chamber of Commerce



Budget

Hilton Head Island-Bluffton Chamber of Commerce
Bluffton and Beaufort County Schedule of Functional Revenues and Expenditures
FY 2015-2016 Budget

Revenues	VCB TOTALS (Bluffton & BC)	Paid by Bluffton DMO	Paid by Beaufort Co DMO (Bluffton & Southern BC)	Paid by Beaufort Co DMO (Daufuskie Isl. Programs)	Total Bluffton Budget (DMO and Beaufort Co.)
Total of Bluffton DMO	95,000	95,000			95,000
Southern Beaufort County DMO	260,000		220,000	40,000	220,000
Total Revenues	355,000	95,000	220,000	40,000	315,000
Expenses					
Research & Planning	10,000	3,000	7,000		10,000
Sub-total	10,000	3,000	7,000	0	10,000
Social Media					
Blog/Writers	5,500	1,650	3,850		5,500
Sub-total	5,500	1,650	3,850	0	5,500
Digital Marketing					
SEM Marketing	38,751	13,051	25,700		38,751
Website SEO	7,400	2,220	5,180		7,400
SCPRT Digital Coops	1,200	360	840		1,200
Website Refresh	6,900	0	0	6,900	0
Sub-total	54,251	15,631	31,720	6,900	47,351
Broadcast & Print					
SCPRT TV Co-ops	5,925	1,778	4,148		5,925
Garden and Gun	20,000	6,000	14,000		20,000
Ad Production	5,000	1,500	3,500		5,000
Southern Living	35,000	10,500	24,500		35,000
Sub-total	65,925	19,778	46,148	0	65,925
Photo Shoot					
Destination Photo Shoot	16,925	3,000	7,000	6,925	10,000
Sub-total	16,925	3,000	7,000	6,925	10,000
Packaging Programs					
Experiences Packaging program	22,750	3,412	7,963	11,375	11,375
Sub-total	22,750	3,412	7,963	11,375	11,375
Insiders/Collateral/Fulfillment					
Bluffton Quarterly newsletter	10,000	3,000	7,000		10,000
Bluffton Collateral (Vacation Planner)	16,000	4,800	11,200		16,000
Bluffton Fulfillment (shipping and mail)	12,000	3,600	8,400		12,000
Bluffton Insider Program	1,100	330	770		1,100
Sub-total	39,100	11,730	27,370	0	39,100
Group Sales & Marketing					
Group Tour	4,800	1,440	3,360		4,800
Military	700	210	490		700
Sub-total	5,500	1,650	3,850	0	5,500
TOTAL MARKETING EXPENSES	219,951	59,850	134,901	25,200	194,751
Destination Marketing Operations & Management	135,050	35,150	85,100	14,800	120,250
TOTAL EXPENSES	355,000	95,000	220,000	40,000	315,000
TOTAL REVENUE MINUS EXPENSES	0	0	0	0	0

Marketing Plan



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

Southern Beaufort County 2015-2016 Marketing Plan

Hilton Head Island-Bluffton Chamber of Commerce and
Visitor & Convention Bureau

Mission

Mutually lead our membership and travel and tourism industry by marketing and guiding the Hilton Head Island, Bluffton, Daufuskie Island and Southern Beaufort County destination brand experience to generate sustainable economic vitality.

Bluffton's Brand Commitment

The Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau (VCB), in partnership with the Town of Bluffton, began working with research partners from the University of South Carolina Beaufort and USC as well as marketing firm Rawle Murdy Associates in May of 2013. In February of 2014, the new brand was revealed: Bluffton Heart of the Lowcountry, reflecting the deep emotional connection shared by Bluffton residents and the burgeoning business community. Mayor Lisa Sulka states it best: "The heart indicates we are a beating pulse of the Lowcountry, not just an afterthought or a two-hour detour for tourists. As a heart, we have our own beat as well as keeping other parts of the Lowcountry alive and well."

Bluffton is the heart of the Lowcountry. It speaks to the town's central location; its lovable characteristics; and Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it's a tone and a feeling. When you're in Bluffton, you can see and feel the love. It's real and authentic. It's the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with

strangers at an oyster roast. The town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do in Bluffton.

Bluffton's core distinctions:

- Old Town Charm
- Bluffton Attitude
 - Authentic/Realness
 - Eclectic/Expressive
 - Unique/Pride
 - Town on the Move/Progressive
- Nature
- May River
- Live Oaks
- Location

Guiding Principles

- Serve as a voice and advocate for the business community
- Maintain the highest ethical standards in all we do
- Work to preserve and enhance the prudent growth, quality of life and character of our region
- Develop collaborative partnerships only in areas where the partnership can accomplish that which our organization cannot do alone
- Develop and implement programs and services that benefit the economic well-being and common interests of our members
- Initiate programs for which there is funding and staffing resources
- Make decisions based on long-term perspective

Bluffton Marketing Committee

The VCB's destination marketing plan recognizes the fact that major socio-political and economic forces on the macro/global level as well as changing consumer cultural and behavioral trends on the micro level have significantly impacted the travel and tourism

industry, along with the entire business community – both globally, across the US and locally here in Beaufort County, South Carolina.

The VCB has approached long range strategic planning for Bluffton as a destination. Our steps:

Proactive engagement with local stakeholders, influential and industry thought leaders.

Expansion of the Bluffton Marketing Committee representing lodging, sports, cultural, retail, restaurants, attractions and Town of Bluffton local stakeholders.

Bluffton Marketing Plan

A. Bluffton Creative Brief Highlights

Main Idea

Bluffton is the Heart of the Lowcountry.

Brand Personality

Authentic and real, eclectic and expressive, unique and pride

Support:

- Old fashioned Southern Hospitality with a coastal flair
- Tapestry of eclectic arts, crafts and shops
- Historic sites, characters and stories
- Lowcountry cuisine-local, coastal and fresh
- Natural beauty of the May River
- Bluffton is open for Business: Economic Development

Key Attributes:

- Rich history and heritage
- Legacy of creative and cultural appreciation
- Strong arts presence
- Independent spirit
- May River
- Balance of tradition and new ideas
- Bluffton retail, business and residential centers
- Complementary contrast to resort luxury image of Hilton Head Island
- Fast growing residential community with a new brand identity

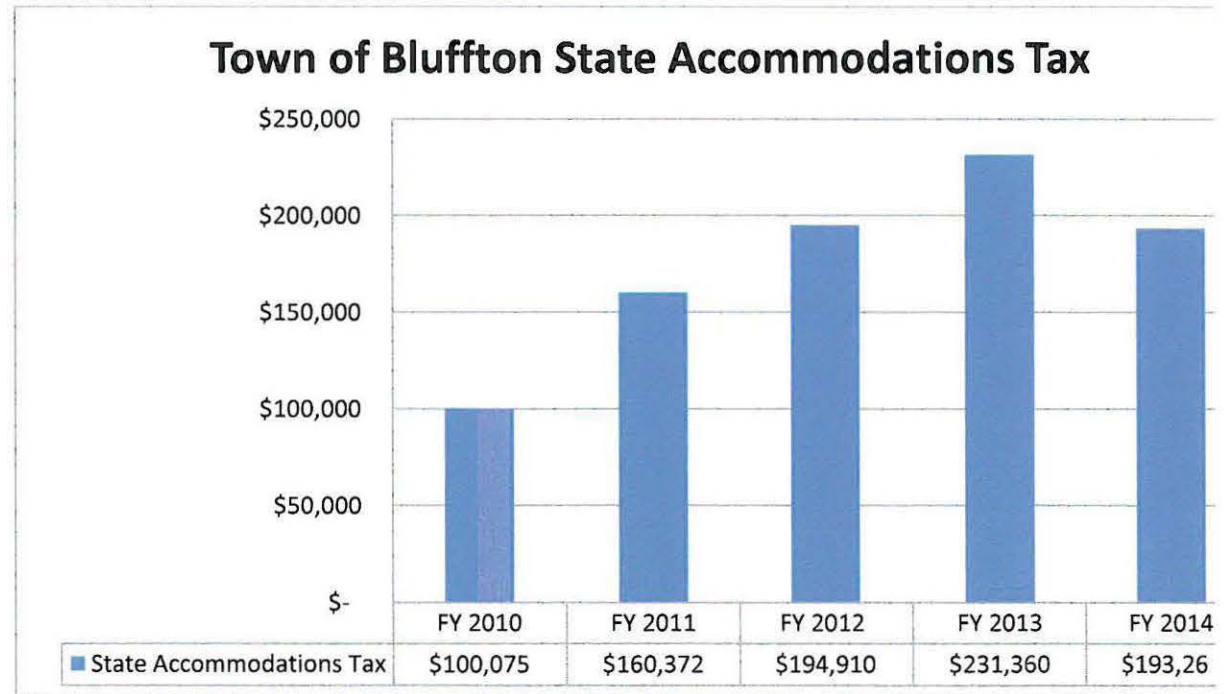
Bluffton Marketing Committee Goals and Markets

The Bluffton Marketing Committee became an official Chamber standing committee under the Bluffton-Okatie Business Council in early 2003, with two appointed co-chairs, and became a standing committee of the Chamber's Visitor and Convention Bureau in 2008.

The group is committed to the following goals:

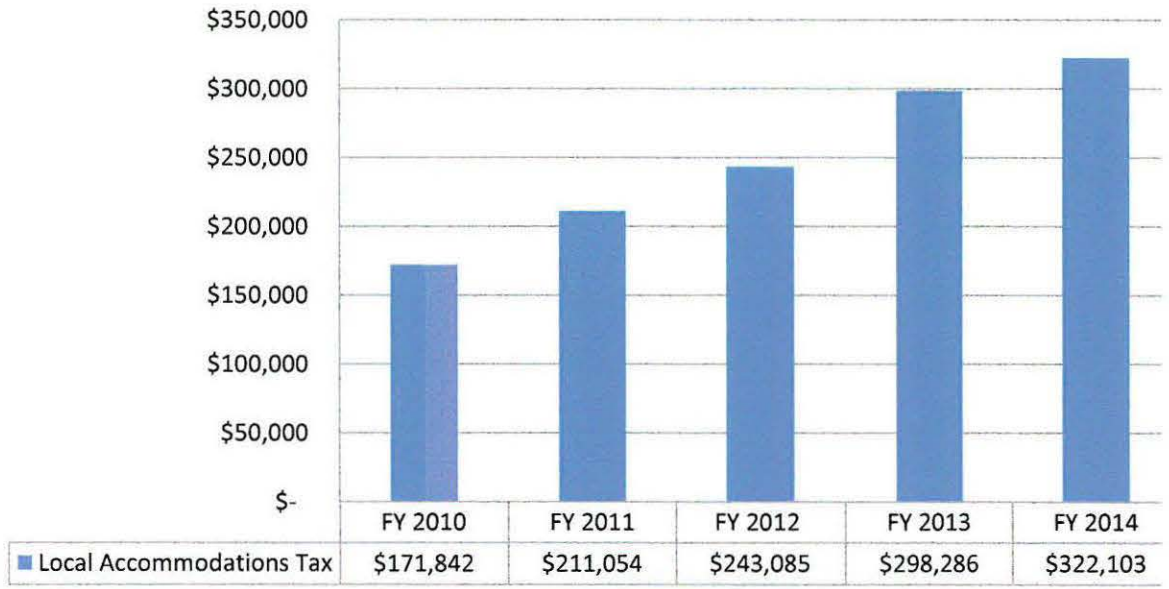
1. Support the destination's brand position throughout all marketing programs.
2. Increase overnight visitation in Southern Beaufort County, particularly Bluffton and Daufuskie Island.
3. Increase visitor's expenditures at Beaufort County attractions, retail and dining facilities, particularly in Bluffton. Thus, increase Bluffton and Beaufort County's attraction, hospitality, and sales taxes collected.
4. Goal for 2015-2016 is 2% overall visitor spending increase and visitor tax base.

Research and data related to Bluffton



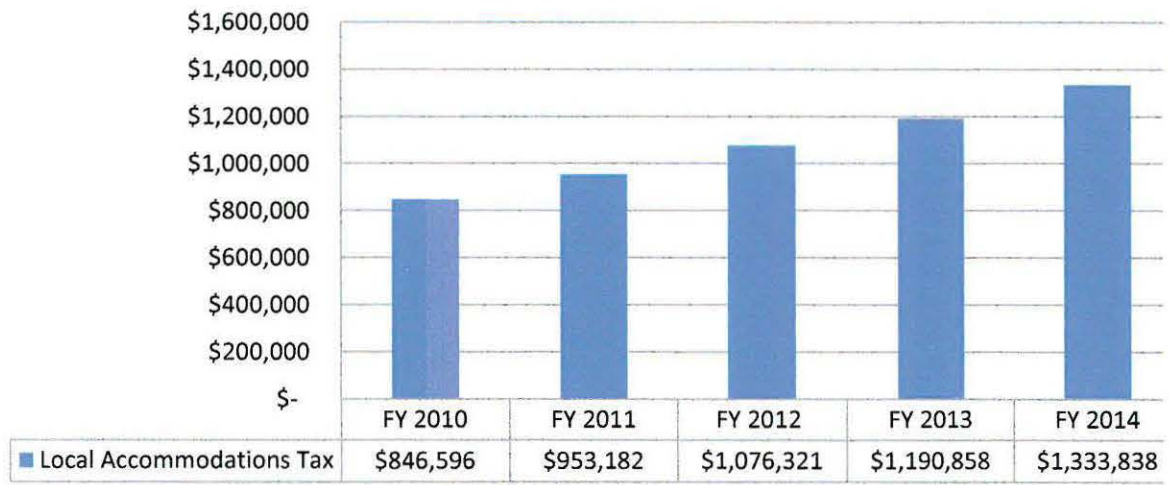
Source: Town of Bluffton Finance Department, Special Revenues

Town of Bluffton Local Accommodations Tax



Source: Town of Bluffton Finance Department, Special Revenues

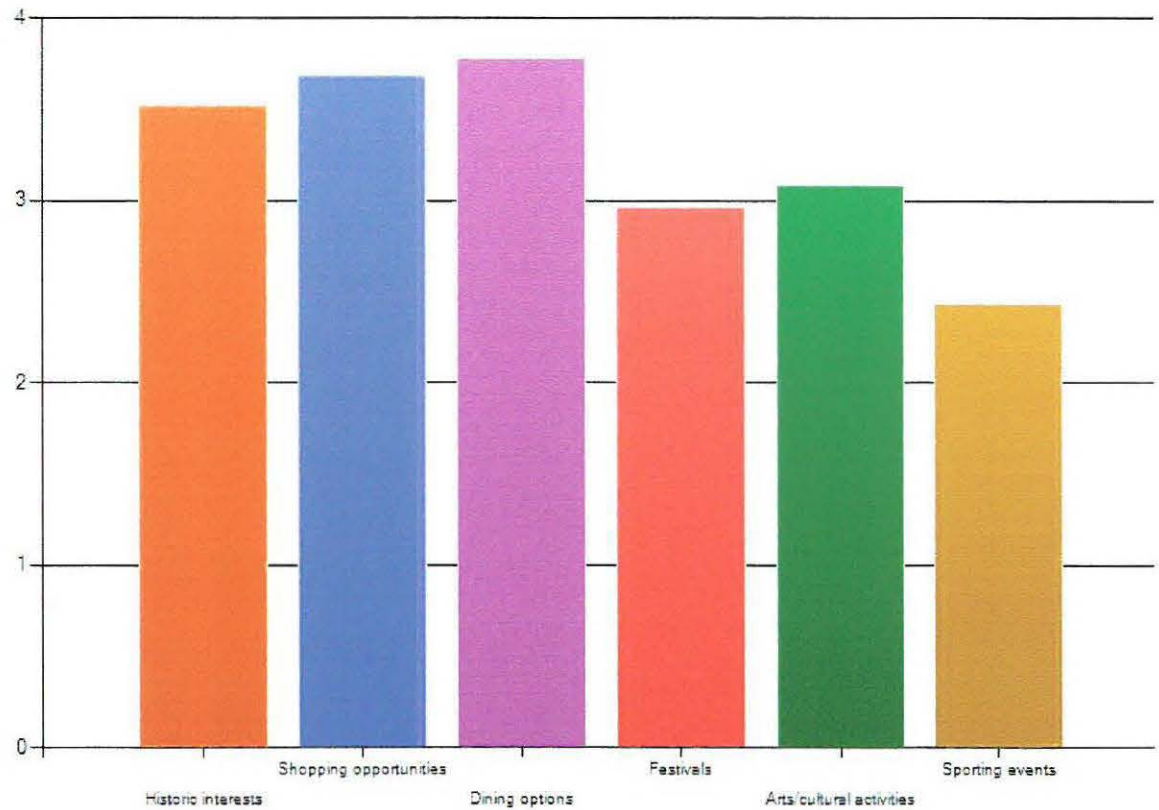
Town of Bluffton Local Hospitality Tax



Source: Town of Bluffton Finance Department, Special Revenues

2013-2014 Bluffton Visitor Profile Study

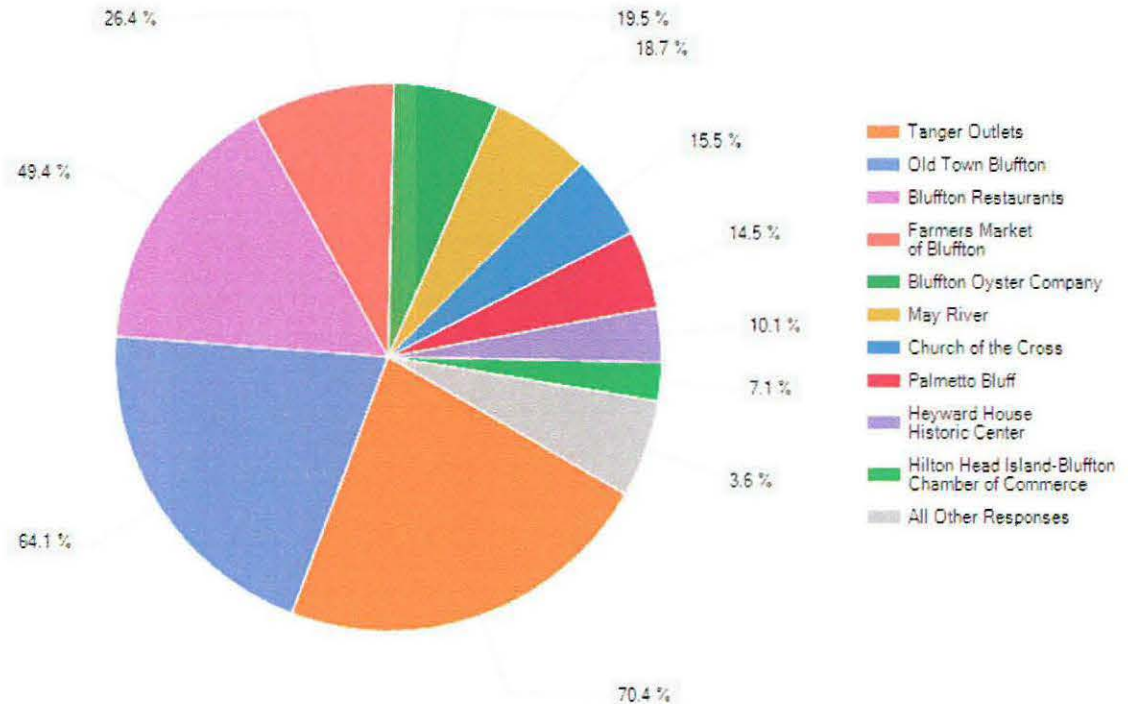
How important were the following factors in deciding to visit the Bluffton area?



Source: 2013-2014 Bluffton Visitor Profile Study

2013-2014 Bluffton Visitor Profile Study

Which specific areas of Bluffton did you visit?



Source: 2013-2014 Bluffton Visitor Profile Study

B. Marketing Tactics

Marketing tactics and strategies will focus on the following markets:

1. Affluent consumers visiting Old Town Bluffton for cultural, historic tours, shopping and culinary activities as day visitors.
2. Overnight stays in Bluffton for new visitors as well as repeat visitors to the region.
3. Group Tour Planners and their customers with interest in Southeastern destinations, particularly as a central location for hub and spoke coastal, historic, shopping, cultural, heritage, cuisine, and environmental tours.

The VCB invests in destination digital content management, capable and qualified staff content managers/editors and a professional, well executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program in today's competitive and cluttered travel communications

environment – particularly with limited funding available for paid space media. This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

Over the past twelve (12) years of managing the Bluffton Marketing Committee and destination marketing program for the Town of Bluffton, the VCB has expanded our branding efforts through buys in regional and national publications and digital platforms in key drive markets targeting travel and cultural enthusiasts with a household income of \$100,000.

In 2015-2016 we plan to continue the Bluffton, Heart of the Lowcountry branding campaign with a core focus on digital marketing complimented by strategic print and broadcast media placement.

Leisure Brand Marketing

AD CREATIVE & PRODUCTION COST: Budget \$5,000

We plan to use a local graphic designer/agency to produce any necessary print and digital advertising components.

1. Bluffton-specific e-newsletter on a quarterly basis: Budget \$10,000

- September 2015 issue: 11th Annual Bluffton Arts and Seafood Festival to be sent to full Insider database (Bluffton and Hilton Head Island)

Below newsletters will be sent to Bluffton Insider databases

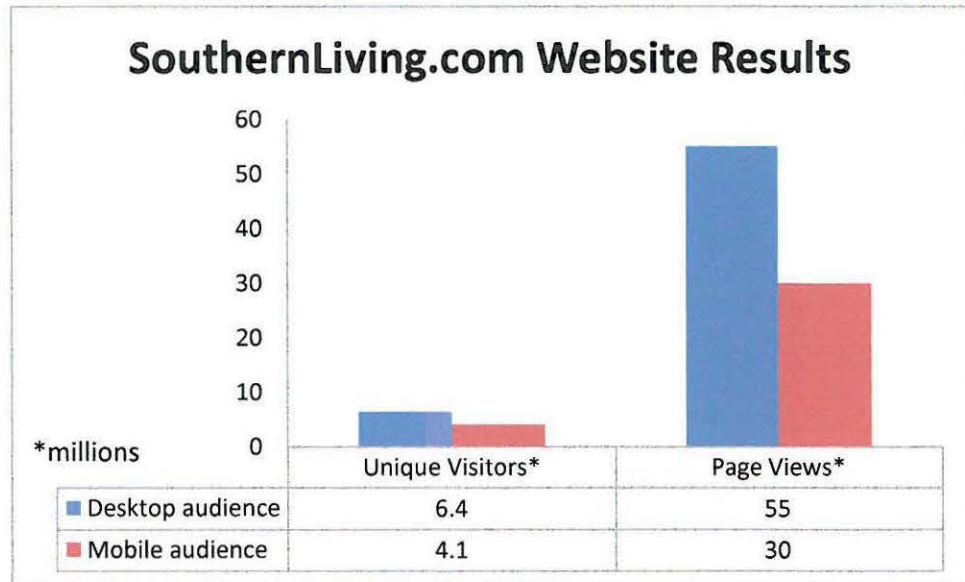
- November 2015 issue: Bluffton Christmas Parade Weekend events
- January 2016 issue: Winter Art Walk
- March 2016 issue: 38th Annual Bluffton Village Festival
- May 2016 issue: May River/On the water

2. Southern Living \$35,000

Digital Travel Main Page Sponsorship

Sponsored Bluffton ad/content will have 100% exposure on SouthernLiving.com's Travel main page for one month. The preferred month is August with a focus on the 11th Annual Historic Bluffton Arts and Seafood Festival. This will drive visitors to VisitBluffton.org. The Festival will be the featured event on the home page.

SouthernLiving.com demonstrates strength in numbers among digital and social media



3. Bluffton Destination Photo Shoot Budget: \$10,000

In the Spring of 2012 a photo shoot in Bluffton was conducted for the purpose of providing imagery for the Bluffton Billboard Campaign at the following locations:

- Bluffton Farmers Market
- Calhoun Street
- On the May River
- May River pier

These images were also used for the refresh of VisitBluffton.org and other promotional marketing programs.

There is a need for new images that would highlight Old Town Bluffton, the Calhoun Street Promenade, the May River and Buckwalter Place.

Visuals are at the core of our work across all marketing and sales platforms. Some of the considerations in planning the photo shoot include:

- Show off Bluffton’s products and amenities
- Include ethnic and age diversity
- Feature experienced, professional and natural looking models that portray our target demographics, and supplement with locals

- Shoot in a high level DPI format to create high quality images that will translate well into a variety of formats, including large format displays
- In addition to shooting with models, include a day shooting scenic photography
- Best, clearest blue sky weather months to shoot include: September, October, April and May
- As possible, negotiate buy out rights for the Chamber/VCB

4. Organic Search Engine Marketing (SEO): Budget \$7,400

The VCB plans to continue the program for expanding and broadening our organic keyword search engine rankings on Google, Yahoo, YouTube and Bing for a targeted list of key search terms that best correlate with Bluffton's target visitor and visitor experiences.

5. Bluffton Blog: Budget \$5,500

Sharing experience via Social Media

At the core of all social media channels is the Bluffton Blog which provides original content created by local writers on assignment for the VCB. These content creators will feature festivals, events, dining, shopping, outdoor and adventures for families. With this authentic storytelling we plan to see a large increase in interactive online engagement with Bluffton aficionados.

Embracing the NextGen Communication & Digital Channels for Bluffton

Social Content Strategy

Purpose

A social content strategy, similar to writing an outline for a novel or a movie, allows the writer to know what to write next and to make sure it aligns with the overall story. With a social content strategy, a communicator knows what to post next because he or she knows how the brand would behave, what it is passionate about, and what it seeks to accomplish. This social content strategy is meant to arm the brand, and the people who communicate about it online, with the knowledge, tools, and passion necessary to engage audiences and get them to convert on-site.

Our overall goal for this strategy is to increase referral traffic from social media to the website. We have identified the three key elements to increasing referrals, based on our extensive experience and first-hand research:

1. Including links in every post
2. Using original, informal photography in most posts, as well as custom graphics
3. Combining an emotional connection with a tangible incentive

Objective

We plan to generate conversions on VisitBluffton.org by sending qualified traffic and establishing an ongoing relationship with potential customers through social media content.

Process

The process for developing and maintaining a social content strategy consists of:

- Developing an overall story to which all content ties
- Determining audiences and the online channels they use, and in what ways
- Creating a set of content units or categories that are consistent and measurable
- Developing a channel strategy for each major platform on which we will be posting content
- Sparking interest in existing content through online ads, contests, offers, etc.
- Measuring the relative success of each content unit and channel versus one another, and the absolute success of each based on number of qualified conversions versus level of investment
- On-going content creation and making adjustments based on measurement

Telling Our Story

The overall story of a social campaign ties an emotional connection to a tangible incentive. This is so that we can effectively write consistent, regular content that will interest our target.

Audience (Our Fans and Followers)

Our primary outreach target for social media is “Affluent Leisure Travelers”:

- Household income \$150,000+ who take at least one leisure trip requiring overnight accommodations in the last 12 months
- 92% are married
- 51% are Boomers (born 1946-64)
- 29% are GenXers (born 1965-78)
- 11% are Matures (born before 1946)
- 9% are Echo-Boomers (born 1979-97)
- Evenly split, female (51%) to male (49%)

Additionally, we would target:

- Younger travelers (GenX and Echo-Boomers) who spend a higher portion of their discretionary income on travel
- Mature travelers who spend a higher portion of their discretionary income on travel, which will grow the multi-gen market as Boomers retire
- NextGen visitors
- Bluffton and area locals who are vocal online supporters.
- Passionate visitors who make a tradition of vacationing in the Lowcountry every year.

Gaining Momentum

Our strategy for accomplishing these objectives will lead us to:

- Nurture existing profiles and grow the number of engaged followers and fans
- Seek out potential customers who have not considered Bluffton yet or who are not aware of the brand
- Engage users and further develop as a trusted source of information about boating and outdoor activities, family-friendly activities, dining, seasonal events and romantic getaways
- Engage that potential customer by regularly communicating in a meaningful, heartfelt, warm, and genuine way

Primary Outreach

- Target travel, lifestyle and food blogs in the Northeast and Southern United States
- Engage with bloggers and influencers on Twitter and Instagram
- Target bloggers and influencers to attend Bluffton events
- Engage online with influencers visiting Bluffton during press trips, and continue the relationships afterward

Twitter

- Custom photos
- Interesting links to other sites
- News and events
- Monitor and interact with community
- Drive qualified traffic with compelling links
- RT visitors/potential visitors' tweets, photos, questions, etc.
- Participate in relevant Twitter chats

Facebook

- Compelling photos
- User-submitted content
- Branded content, using testimonials and inspirational quotes
- Offers, contests/super shareable content
- Interact with people who ask questions, or post comments

Pinterest

- Continue to nurture existing account
- Regularly add photos and create new Pinboards for the different core areas of Bluffton

Instagram

- Post stunning photos of Bluffton, using relevant hashtags to expand reach
- Focus on sharing great user-generated content
- Search relevant hashtags to find user-generated content to share across all channels

Metrics: How success will be measured?

As always, it's critical that all online marketing that is deployed to drive exposure for Bluffton is based on driving business results for its partners, and exposure for the destination. It's more than just online marketing – it's about results and understanding what is working and what is not. These social content initiatives will be viewed both on a standalone basis, and holistically as each strategy will ripple up into the overall digital marketing plan.

We will watch how one initiative helps to push the needle forward for the website as a whole. Similar to other initiatives, primary website objectives that will be tied to each campaign are focused on conversion metrics, which are reported on each month following the model below:

- Continuously improving campaign performance over time
- Individual posts will be tracked based on channel engagement (Likes, RTs, etc.), traffic driven to the site, and conversions from that traffic. We will look for correlations between these metrics to determine the best way to adjust content and increase conversions.
- Content units or categories will be similarly measured. Determining the aggregate success of a category will help us refine our focus.
- Each month, based on the previous month's data, we will revisit and refine the proposed content.
- We will measure levels of conversations over time, examine spikes and what caused them, and determine how conversation topics and volume relate to conversions on-site.

6. Search Engine Marketing (SEM) PPC Campaign: Budget \$38,751

SEM/PPC marketing is a key driver of VisitBluffton.org website visitation and measurable conversions. 2015-2016 campaigns will include the following:

- Local Search
- US Search
- Contextual
- Remarketing
- Interest categories

We will expand the PPC effort to build on the most efficient and effective channels plus banner ad campaigns. We will also continue our mobile and video campaigns.

- Additional ad groups and keywords- Consumers continue to search in new ways resulting in the need to continually expand and optimize.
- This SEM program will drive traffic to specific pages on **VisitBluffton.org** based on the messaging in the PPC ads. We will also set up tracking for the PPC ads to measure success for these ads.

Bluffton Contextual Ad Example

The screenshot shows a realtor.com search results page for Bluffton, SC. At the top, there is a banner for Cathie Rasch, a RE/MAX Island Realty agent, with the text "DREAMING OF A NEW HOME? SCHEDULE A PROPERTY TOUR WITH ME" and a "Click or call now" button. Below the banner, the search results show "981 properties found" and a list of homes. A contextual advertisement for "Bluffton SC Festivals" is displayed on the right side of the page, with the text "Visit Bluffton and Experience the Festivals & Events! Book Today." and a "How Much Are Houses Worth in Bluffton, SC?" link.

Search Ad Example

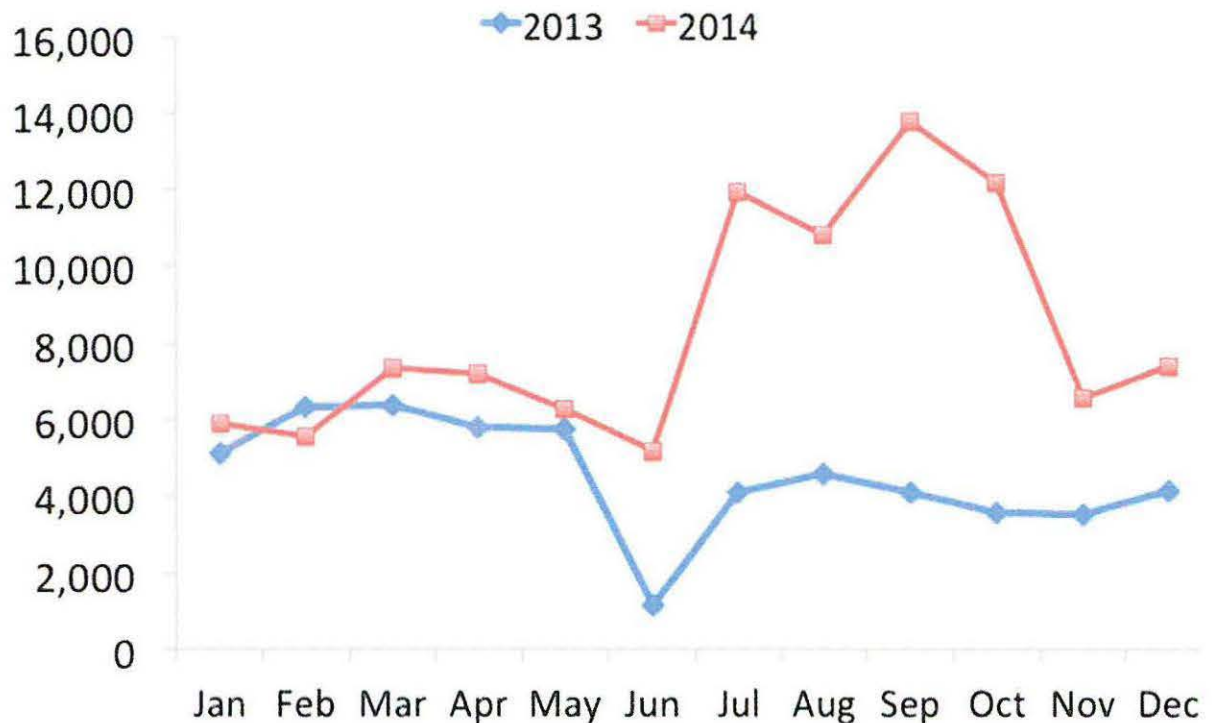
The screenshot shows a Google search for "bluffton resorts". The search results include a link to "Bluffton Hotels & Resorts - Hotels & Resorts for every budget" from hiltonheadisland.org/Bluffton. Below this, there is a search ad for "The Inn at Palmetto Bluff: A Montage Resort" from tripadvisor.com. The ad includes the resort's name, address (1 Village Park Square, Bluffton, SC 29910), phone number (843) 706-6500, and a rating of 4.6 stars based on 376 reviews. The ad also includes a map of the location and a "Bluffton Resorts" link.

Included in our fee by the digital agency are monthly reports on the measurable metrics of the SEM program. We will measure cost per click, resulting time/pages viewed on our website, conversion to the VCB visitor database, fulfillment ordered, and where appropriate, conversion to partner websites.

Total Website Visitation – VisitBluffton.org

- December YTD : 100,238 Website Visits up +84% vs. PY

HHB: Total Website Visits



7. South Carolina Parks, Recreation and Tourism (SCPRT) 2015-2016 co-op marketing plan: Budget \$7,125

Television budget: \$5,925

:30 second TV spots to air in early fall- September-October 2015 in multiple markets to include Augusta, Charleston, Columbia, Florence-Myrtle Beach, Greensboro-High Point-Winston-Salem, Greenville-Spartanburg-Andersonville-Asheville, Raleigh-Durham, Savannah, and Wilmington. We will receive a total of approximately 324 spots resulting

in approximately 1,015,102 impressions. We will use the revised :30 second spot created by Rawle Murdy and Crescent Moon Productions. There will be a maximum reach of TV audiences by combining local broadcast stations (FOX, CBS, NBC, ABC) and cable (NCC).

Digital Budget: \$1,200

Banner ads to run in the fall of 2015 and spring of 2016 with the goal of driving traffic to VisitBluffton.org

8. Military Budget \$700.00 **portion also budgeted from Beaufort County/Hilton Head Island

With Parris Island in our own backyard, it is important that we reach out and strengthen our destination's relationship with the many families who come to attend graduations, as well as those soldiers on active leave that are required to take some R&R once they return home. We intend to do this by participating in the annual Travel EXPO Parris Island hosts every March. The visitor bureau will be participating in this annual travel show, and select service partners will be able to partner and represent Southern Beaufort County.

9. Group Tour Budget \$ 4,800 **portion also budgeted from Beaufort County/Hilton Head Island

Group Tour remains to be an important market to maintain current and new relationships. Hilton Head Island and Bluffton continue to be an attractive destination for a hub and spoke opportunity. With Savannah 40 miles away, Beaufort 30 miles, and Charleston just under 2 hours, the Hilton Head Island-Bluffton region is ideal for groups to stay in one location for up to a week, and focus on day trips from one central area. We intend to draw group tour visitors by:

- Build relationships with operators through ABA.
- Leverage group tour
- Educate our partners on what it means to be a group friendly community
- Offer tiered pricing/packaging attractions with accommodations
- Expand promotion of group experiences on our website and special group ticket pricing.

The American Bus Association (ABA), held every January, ABA welcomes the travel and tourism community to the first conference of the year – the industry's premier business event – Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of

sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall, and Marketplace is really unmatched as the best industry event each year.

In January 2016, Visitor Bureau staff will attend the ABA Marketplace, and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell Hilton Head Island and Bluffton region.

Motorcoach Association of South Carolina - MCASC is an affiliate member of the American Bus Association and the United Motorcoach Association to stay abreast of issues and concerns at the national level. In August 2015, their annual meeting and marketplace will be a joint meeting with the Virginia Motorcoach Association and the North Carolina Motorcoach Association. The VCB will attend and conduct one-on-one appointments along with network and information share with all 3 state representatives within this group tour industry.

10. Insiders Program Budget \$1,100

Bluffton Insiders Program: Grow the specific email marketing distribution list. Visitors will sign up to become a Bluffton Insider and receive our bi-monthly Bluffton "insider" blog posts, Bluffton quarterly e-newsletters plus an information package including a regional vacation planner and our Bluffton walking tour map.

11. Festivals and Special Events

We will continue to work with local partners who produce area destination events to generate regional and national attention to the events and to support corresponding travel packages. There are many special events in Greater Bluffton including:

- Historic Bluffton Arts and Seafood Festival
- Bluffton International & Craft Beer Fest
- Bluffton Village Festival
- Bluffton Christmas Parade
- Bluffton Historical Preservation Society/Heyward House events
- Bluffton Farmers Market
- Bluffton Sunset Party at Oyster Factory Park
- Bluffton Earth Day Celebration
- Bluffton Duathlon
- Art Walks in Old Town Bluffton
- Children's Easter Parade Calhoun Street
- Shuckin & Shaggin in Old Town Bluffton
- Palmetto Bluff Music to your Mouth
- Palmetto Bluff Half Marathon

- Palmetto Bluff Summer Concert Series
- Lowcountry Home and Garden Show-Buckwalter Recreation Center
- Other opportunities that may develop in the year ahead

12. Bluffton Collateral and Fulfillment

2016 Vacation Planner Print and Online: Budget \$16,000

The VCB will complete and refresh content promoting Bluffton in our 2016 Vacation Planner, including an 8 page color section with a map of Calhoun Street and all merchants, art galleries, restaurants, and shops highlighted.

Fulfillment: Budget \$12,000

Postage, Shipping and Mail Operations for Bluffton fulfillment for 12 months.

13. Budgeted research programs for FY 2015-2016: Budget \$10,000

- Updating and maintenance of www.ThinkBluffton.com, the Chamber's online economic metrics portal.
- Smith Travel Research weekly and monthly reports. Measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- V-Trip monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source V-Trip report crunches back end Smith Travel hotel data with V-Trip back end home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Monthly and YTD Visitor Traffic and Segmentation Reports by USCB's Dr. John Salazar.
- Subscription to the US Travel Association's Travel Monitor Program and related reports.

14. DMO Partnership Marketing Initiatives

Leveraging the VCB's Hilton Head Island and Bluffton budgets will allow us to participate in the following Bluffton specific marketing programs:

Garden & Gun Bluffton co-op program Budget: \$20,000

To build off of the success of the Hilton Head Island *Garden & Gun* promotion that ran August 2014-February 2015, *Garden & Gun*, Hilton Head Island, Bluffton and Southern Beaufort County plan to collaborate to produce a three-part advertorial series highlighting all that our area has to offer.

Garden & Gun Statistics

325,000 Circulation
Newsstand Sales: +9.4%
Adweek's 2014 Hottest Lifestyle Magazine

THE G&G READER

- 92% are 35+
- 53% Male / 47% Female
- Average HHI: \$332,000
- Average Net Worth: \$2,255,000

G&G READERS HAVE THE MEANS AND MOTIVATION TO LIVE WELL

- 26% have investible income of \$1.5 million+
- 43% own 2+ residences
- G&G subscribers take an average of 13 trips per year
- 68% plan to remodel/redecorate home or grounds
- 86% purchased 2+ vehicles

THE G&G AUDIENCE IS PASSIONATELY CONNECTED

- 90% read 4 out of 4 issues
- 80% read G&G the day they receive

*Source: Alliance for Audited Media June 2014. 2013 Subscriber Study—IPSOS Mendelsohn Custom Division, base HHI \$100,000. *Based on proprietary data.*

GARDENANDGUN.COM

- 2.6 million average page views/month (up 65%)
- 455,000+ average unique visitors/month (up 127%)
- 4.32 pages viewed per visit

SOCIAL MEDIA

- 450,000+ fans across Facebook, Twitter, Instagram, and Pinterest

Source: Google Analytics, full year 2014. Percent increase based on 2013 vs. 2014 Social Media as of March 2015.

Bluffton: Your Next Destination

Through custom in-magazine content, *Garden & Gun* puts a new twist on our area and positions it as the premier destination to visit right now. *Garden & Gun* will secure a top-caliber photographer and stylists to produce the photography for the series, with the VCB assisting to secure talent and locations.

Note: *G&G* will photograph all advertorials in one photo shoot for time and budget efficiency.

In-Magazine Section

- August/September 2015, The Food Issue
- Two (2) advertorial pages + one (1) brand ad
- *G&G* creates a custom advertorial section dedicated to the culinary and arts scene in Bluffton.
- Will showcase the variety of unique and unforgettable dining and arts experiences in the area
- Spotlights an established or up-and-coming chef
- Three (3) to four (4) additional hot spots featuring participating partners.
- Impactful unit drives readers to VisitBluffton.org to learn more.

Total Project Costs

Bluffton Budget Contribution	\$20,000
Town of Bluffton Grant Request	\$25,224*
Bluffton Tourism Co-op	\$12,000**
Total	\$57,224

*Accommodations tax supplemental grant request will be submitted to the Town of Bluffton in June of 2015.

**A co-op informational meeting will be held in mid-April 2015 to share the benefits and costs for the program. The goal is to recruit 4 partners within the Bluffton tourism industry.

15. Signature Experiences program: Budget \$11,375

Engineering Group Experiences

Phase I– in progress

In 2014-15 the Hilton Head Island Visitor & Convention Bureau’s Marketing Council, in concert with the VCB staff, began the process of creating a Signature Group Experiences program.

Experience Lab Minneapolis, MN

VCB staff attended the Experience Lab hosted by Joe Veneto with Opportunities Unlimited in Minneapolis, MN in May 2014 to evaluate how Meet Minneapolis, the Minneapolis CVB's meetings and groups sector, developed and executed their signature group experiences program. During this intensive 3 day program VCB staff engaged in Meet Minneapolis' signature group experiences first hand and learned the process Meet Minneapolis and the Minneapolis CVB staff, attractions partners and key stakeholders went through along with Opportunities Unlimited to develop these experiences that actively engage and immerse visitors by providing a deeper, richer and unforgettable destination experience.

Out of the Experience Lab came an understanding of the necessary process the Hilton Head Island VCB Marketing Council, VCB staff along with our experiential tourism partners must go through to enhance our existing signature experiences and potentially develop new experiences for the groups and meetings sector that can also easily translate to the leisure sector. **1-2 Signature Experiences will be developed for Bluffton depending on partner participation.**

Experiential Development Process

The VCB has partnered with Joe Veneto of Opportunities Unlimited to execute a three phase Experiential Development program with the following goals and objectives in mind.

- Develop Group Experiences to package and wrap unique Experiences in an engaging way to drive meeting and convention business.
- Evaluate current signature experiences to enhance and innovate. Provide actionable ideas and insights to stage and script that capture the essence of the area's culture and flavor.
- Collaborate with the VCB to integrate new experiences into the sales, marketing and booking process of customers (Meetings, Conventions, Group Tours, Reunions, Weddings and Local Market Groups).
- Assist the VCB with the Development of the Gullah Experience

Phase I – Assessment

Project Scope & Objectives: January– October 2015

- Conduct on-site assessments of designated Hilton Head Island, Bluffton and the surrounding Lowcountry attractions and venues to assess the current state of the customers' experience.
- Uncover strengths, weaknesses, gaps and opportunities for enhancing the current offerings as well as engineering new experiences.
- Collaborate to identify product gaps based on brand attributes and develop a list of new experience possibilities.

- Review brand attributes and research to align and map new Experiences to the brand.
- Identify, recommend and discuss new offerings for destination development with select partners involved in the assessment.
- Meet with select stakeholders after the assessment visits to discuss the Experiential process and potential development opportunities.
- Present a program on Engineering Experiences to designated attraction partners to introduce the Experiential Development process and gain commitment for Phase II.

Deliverables include:

- On site visits completed of key attractions and destination drivers to assess visitor experiences.
- An Assessment Report with key findings on visitors' actual experience along with ideas, recommendations and product development opportunities.
- Meetings with key stakeholders are completed, obtaining conceptual agreement and buy-in to the Experiential Development process.
- Presentation to Tourism Partners on Engineering Experiences for visitors and the Experiential Development process.

Time Frame: Two on-site assessment visits, two to three days each (varies based on number of attractions) plus a third half-day presentation for potential Experiential Partners on the process and project. Phase I Assessment completion expected Fall 2015.

HiltonHeadMeetings.org Signature Experiences content development – March 2015

1. Development of content and design of a Signature Experiences section on our official meetings and groups microsite, HiltonHeadMeetings.org is due to go live in March 2015. **1-2 experiences will be developed for Bluffton.** This section of the microsite will be updated following Phase II of the Experiential Development Process. Identified initial Signature Group Experiences include:

- Zipline Hilton Head & Aerial Adventure
- Savor the Lowcountry Culinary and Historic Tours
- Arts Center of Coastal Carolina Backstage Tours
- Coastal Discovery Eco and Historic Tours
- Gullah Heritage Trail Tours
- Heritage Library
- Outside Hilton Head
- Sea Pines Teambuilding Course
- Vagabond Cruises
- Shopping experience
- Golf Experience, HiltonHeadGolfIsland.com

- Tennis Experience, PlayHiltonHeadTennis.org
- Heyward House Historic Center and Official Welcome Center
- Port Royal Sound Foundation
- Santa Elena Foundation
- Waddell Mariculture Center

2. Support Signature Group Experiences section with SEM campaign

Phase II – Development Phase
September 2015-February 2016

Design and develop selected attraction offerings into engaging and immersive Experiences along with tourism partners. Focus on enhancing the Signature Experiences of all designated partners. Design, craft, script and stage new Experiential Product offerings for visitors (in the Meetings, Conventions, Group Tour & Travel & Leisure Market segments) with the key partners.

Experiential Development:

- The VCB along with the Marketing Council will identify key stakeholders to implement the Experiential Process beginning with the existing list of Signature Experiences outlined above which includes: Cultural and Arts Organizations, Signature Attractions, Sports & Recreation, Culinary Venues, Retail Sites, etc.
- Enhance the current offerings of the designated partners using the Experience Formula created by Opportunities Unlimited.
- Collaboration with the VCB, Opportunities Unlimited and tourism partners to develop new experiential products.
- Monthly partner meetings with Joe Veneto to design, craft, script and stage new Experiences.
- Monthly partner meetings include action items and next step deliverables to be completed for subsequent meetings to move the development process along to meet the project timeframe.
- Partners will complete a series of four high content workshops during the process.
- New Experiences will be incorporated into all collateral, promotional and online marketing materials of the VCB and designated partners.
- Opportunities Unlimited will review and collaborate on Experiential product copy; pricing and operational aspects to ensure the products are market-ready.
- The VCB and Partners will revamp Experiential web content to promote, sell and market the experiences.

Budget:	\$60,000 (VCB contribution)
	<u>\$15,000</u> (Private sector investment, \$1,875 per partner x 8 partners)
Total	\$75,000

**Phase III – Implementation and Promotion
Spring 2015**

Measurement Metrics of Success Experiential Development Project:

We will know success has been achieved when the following has been accomplished:

- The VCB and its partners have enhanced our current offerings to visitors.
- The VCB Partners have engineered a collection of new experiential offerings for multiple market segments.
- The VCB Partners have completed four high-content workshops:
 - Possibilities & Stories
 - Staging & Scripting Experiences
 - Marketing & Selling Experiences
 - Best Practices for Delivering Experiences
- Monthly meetings and deliverables have been completed to engineer new experiences.
- Experiential Products have been tested with key clients, VCB associates and partners for feedback and insight before market launch.
- Experiences have been incorporated into promotional materials, web content and the Social Media strategies of the VCB and their partners for the Conventions, Small Meetings, Tour & Travel and Consumer markets.
- The VCB has created a tracking program to measure the R.O.I. of Experiential products.

Signature Experiences Launch Marketing Plan:

- a. Refresh of Signature Experiences landing page on HiltonHeadMeetings.org
 - Budget: Included in existing agreement with VERB Interactive
 - Facilitated by: VERB and VCB Marketing Staff

- b. Support Signature Experiences with comprehensive SEM campaign
 - Budget: Included in NetConversion’s Digital Media Brand Allocation
 - Facilitated by: NetConversion/VERB and VCB Marketing Staff

- c. Support Signature Experiences with e-promotions to the VCB's Group Planner database, plus purchased access to trade media e-mail promotions.

Budget: Series of 6 e-promotions: \$6,000

Facilitated by: VCB Marketing Staff with local freelance writers (content) and VERB (deployment)

- d. Support Signature Experiences with PR pitches to appropriate specialty and general travel writers/editors and media outlets.

Budget: Covered in general PR fees

Facilitated by: Weber Shandwick Worldwide and Chamber Communications Staff

- e. Create Signature Experiences printed marketing pieces for VCB sales staff to use as a sales tool at trade shows and for site visits

Budget: \$10,000 (includes design and printing of 5,000)

Facilitated by: VCB Marketing Staff and selected printing company

- f. Feature Signature Experiences and Results/ ROI in Local Business and Community Communications/PR.

Budget/ Facilitated by: Chamber Communications Staff

Phase II Experiential Development Process:	\$ 75,000
Signature Experiences e-promos	\$ 6,000
Signature Experiences printed piece:	\$ 10,000
Social Media Promotion:	\$ Included in Social Media budget
Signature Experiences PR:	\$ Included in PR budget
SEM and Local Mobile Promotions	\$ Included in Digital Media Budget
SUB-TOTAL	\$ 91,000
(Town of HHI - \$68,250, Town of Bluffton - \$11,375, Beaufort County \$11,375)	



DAUFUSKIE ISLAND
the paradise beyond

Daufuskie Island Marketing and Fulfillment

While the Resort on Daufuskie Island remains in a period of uncertainty, there continues to be some active visitor attractions, restaurants, tours, and cottage rentals on the Island.

Currently, the Hilton Head Island-Bluffton Chamber's Visitor & Convention Bureau (VCB) is working on a series of three webisodes between 1:30-2:00 in length featuring an overview of getting to and from the island, experiences based on new and active businesses with a focus on the culinary and cultural scene once you have arrived. The webisodes are due for completion in 2015 and will be distributed on our YouTube channel and pulled into www.VisitDaufuskie.org.

In the year ahead, the VCB plans to continue to promote Daufuskie Island through:

- New content and redesign of current microsite: www.VisitDaufuskie.org
- Facilitate a photoshoot to gather images for the microsite along with photography that will work with digital content and social channels.
- Continued content creation on Island Vibe Blog and social channels that provides a local perspective on seasonal activities, newsworthy events and unique travel experiences.
- Inclusion and development of one experience within the Signature Group Experiences collection being developed in 2015/16 based on private sector participation.

Daufuskie Island Marketing Budget Total:

\$ 40,000

Appendix A
Website Update

VERB

netconversion
internet strategy | marketing | results

bluffton

HEART OF THE LOWCOUNTRY

Website & Online Marketing Performance
thru December 2014

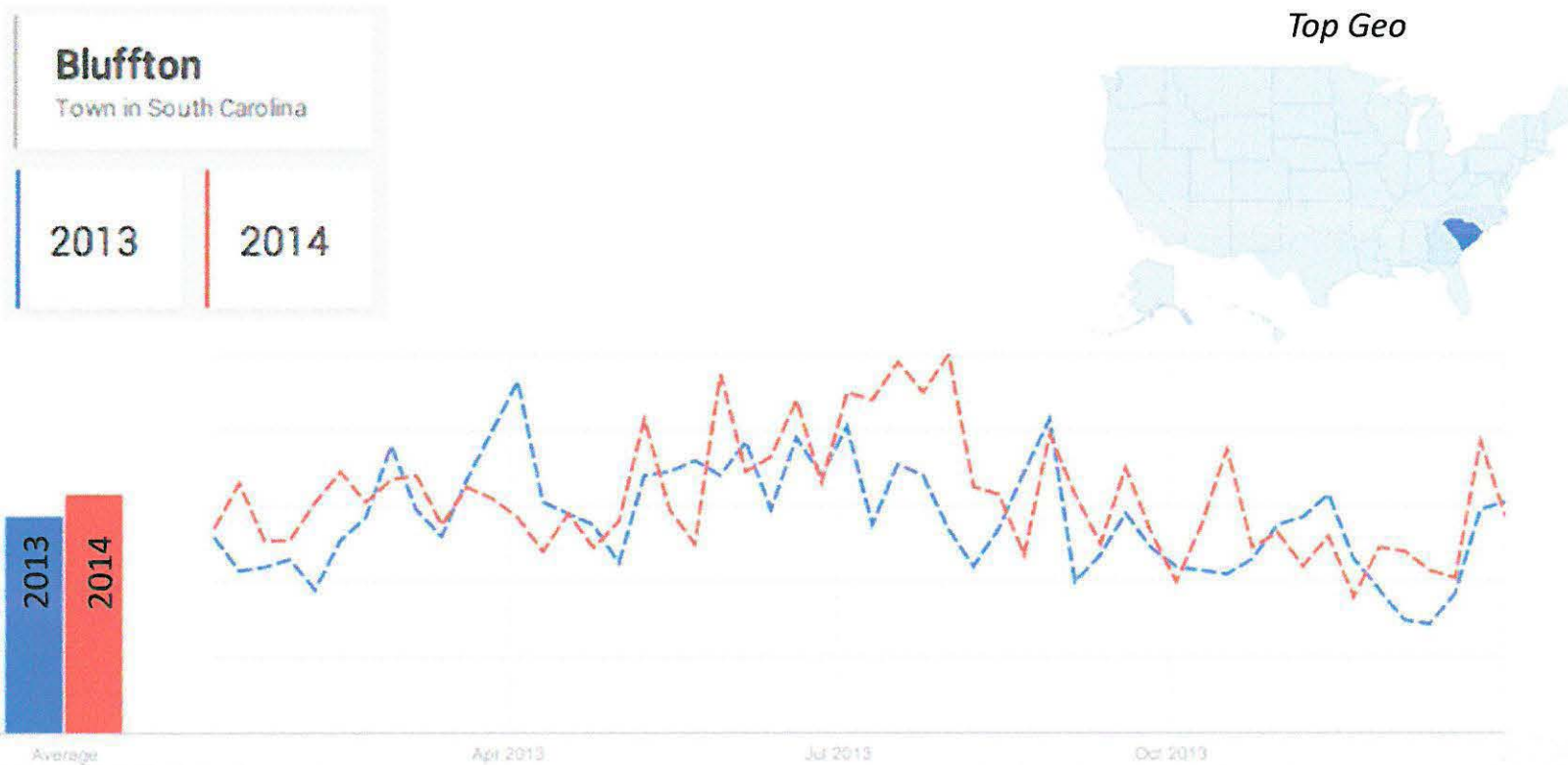
Overview

- ▶ Online Search Trends
- ▶ Website Performance
 - ▶ Key Engagement
 - ▶ Visitation
 - ▶ Conversion Rate
- ▶ Online Marketing Performance

Online Search Interest Trends

Google Trends Bluffton Brand Interest

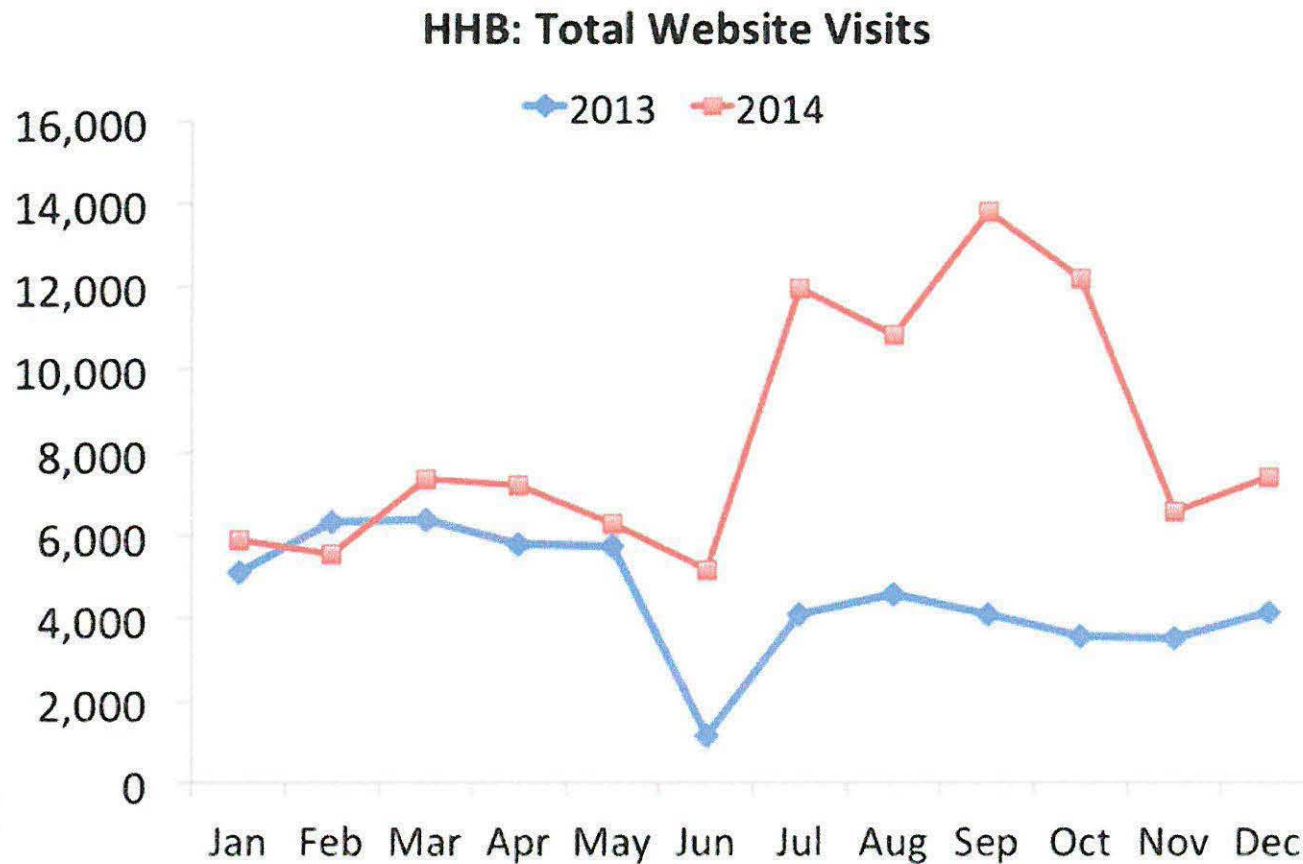
- ▶ From January to December, interest as measured by the average of US Google Travel searches for branded 'Bluffton' related terms are up vs. 2013
 - ▶ Most Regional Interest came from South Carolina, North Carolina, and Georgia



Website Performance

Total Website Visitation – HHI Bluffton

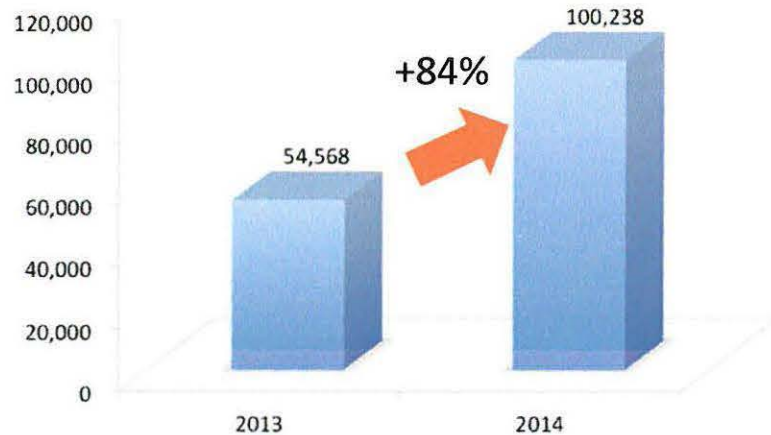
- ▶ In December: 7,394 Website Visits up +77% vs. PY
- ▶ December YTD : 100,238 Website Visits up +84% vs. PY



*Bluffton paid efforts off in June 2013

Key Engagement Metrics – HHI Bluffon

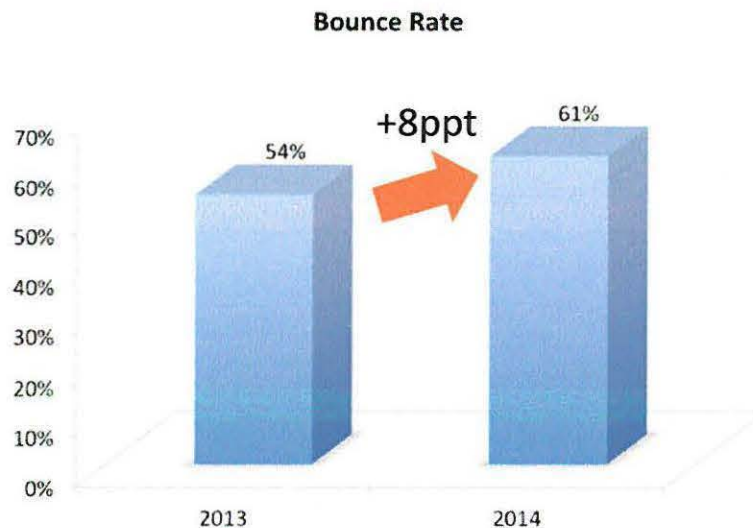
- ▶ 100,238 Visits up +84% vs. PY
Total Visits



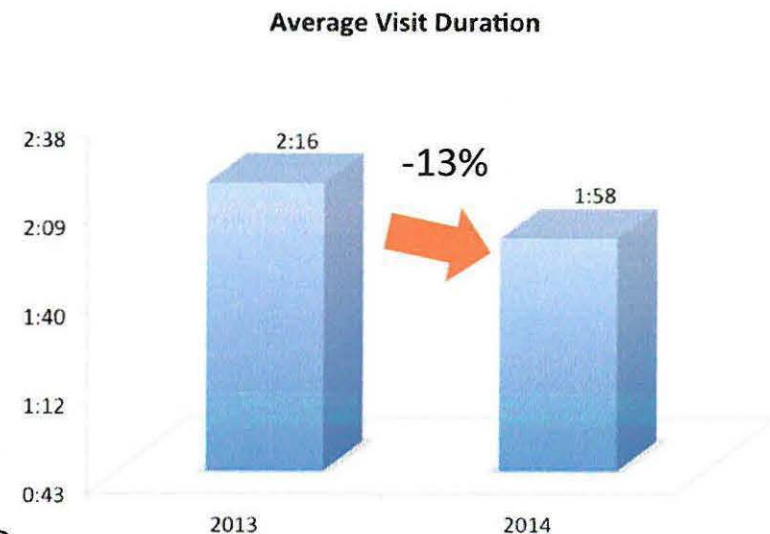
- ▶ 2.4 Pages/Visit down -15% vs. PY
Pages/Visit



- ▶ Bounce Rate of 61% up +8ppt vs. PY
Bounce Rate



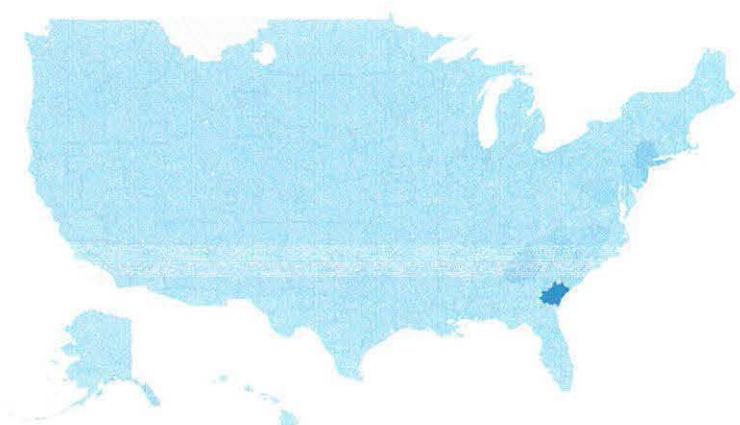
- ▶ Avg Visit Duration of 1:58 down -13% vs. PY
Average Visit Duration



December YTD

Top US DMA Visitation - HHI Bluffton

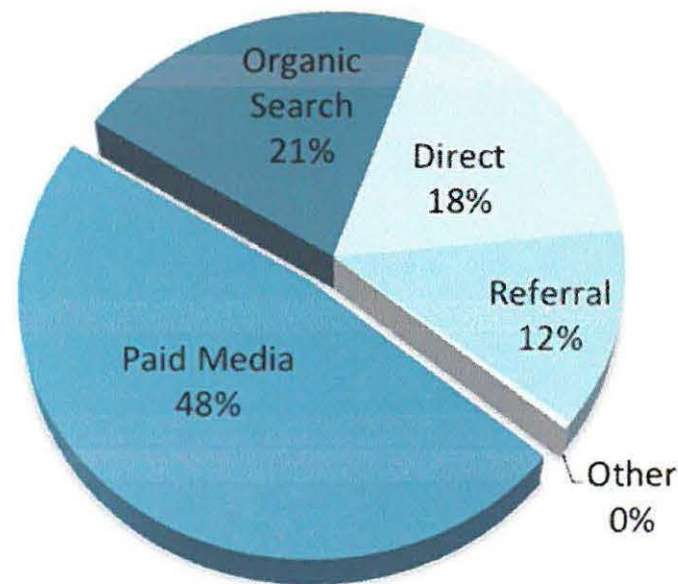
- ▶ December YTD, the US drives 96% of Total Website Traffic
 - ▶ The Savannah GA DMA drives 27% of Total Website Traffic



Hilton Head Island Bluffton - Visits by Source

- ▶ Search Traffic drives 69% of total website traffic
 - ▶ Paid Media is the largest source of website traffic
 - ▶ Additionally, Paid Media has driven an incremental +48k visits to the site

Sources of Traffic
December YTD

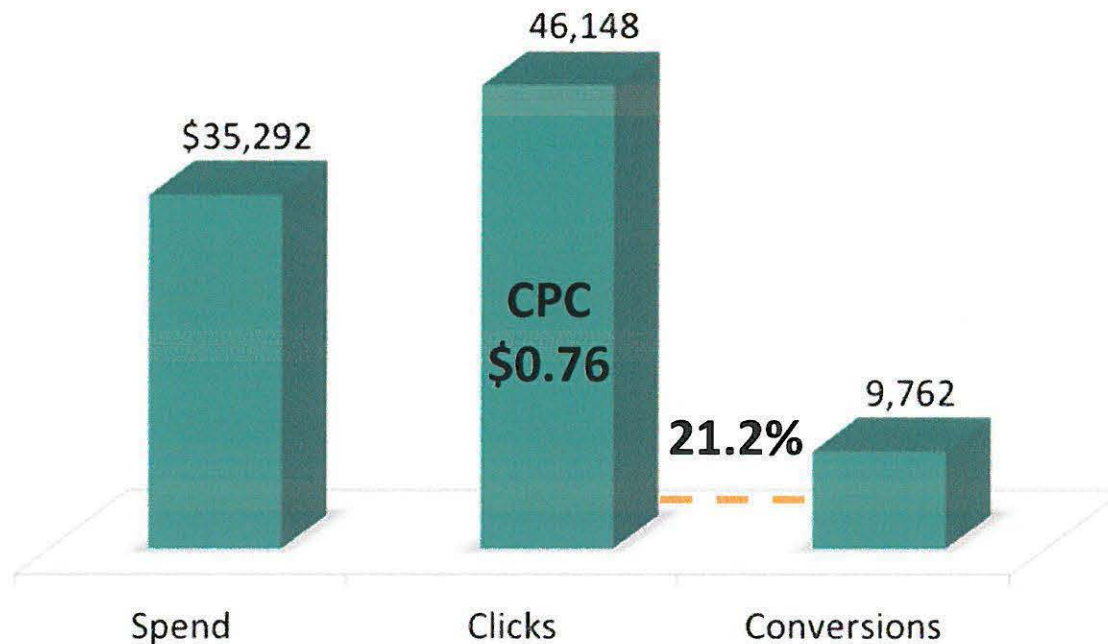


Online Marketing Performance

Bluffton – Online Marketing Performance

- ▶ December YTD, Bluffton Google Paid Campaigns drove Clicks at \$0.76 and Converted at 21.2%.
- ▶ 97% of Google Paid Bluffton Conversions were Outgoing Links to Partners

Google Paid Performance
December YTD

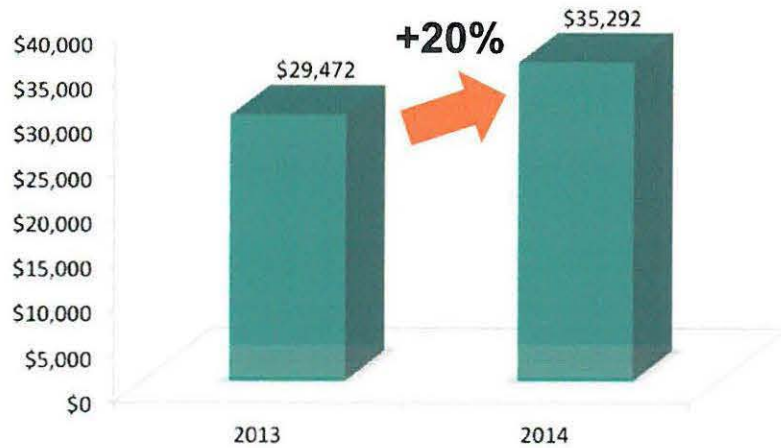


*Bluffton Google Paid Efforts off June 2013

Google Paid Metrics – Bluffton

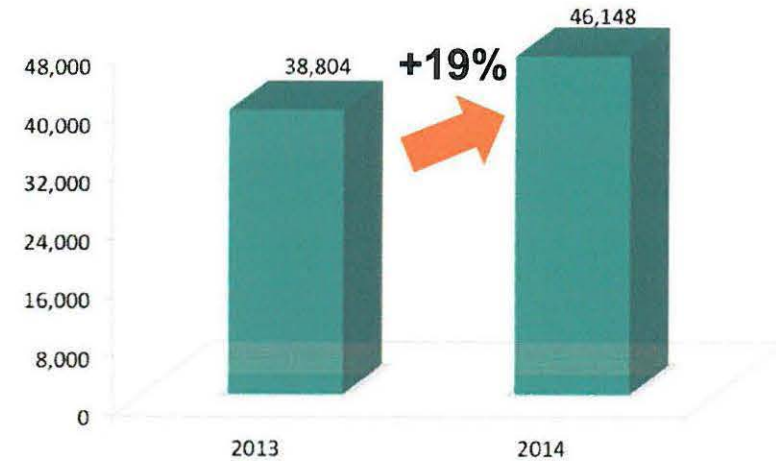
- ▶ Spend of \$35,292 up +20% vs. PY

Google Paid: Spend



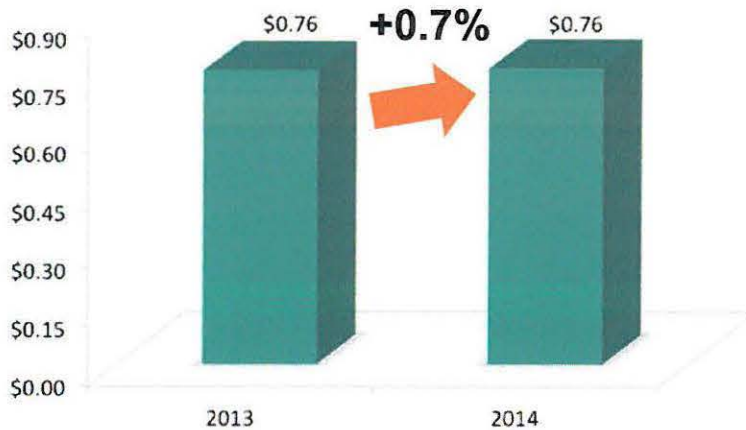
- ▶ Clicks of 46,148 up +19% vs. PY

Google Paid: Clicks



- ▶ Cost per Click of \$0.76 up +0.7% vs. PY

Google Paid: Cost per Click



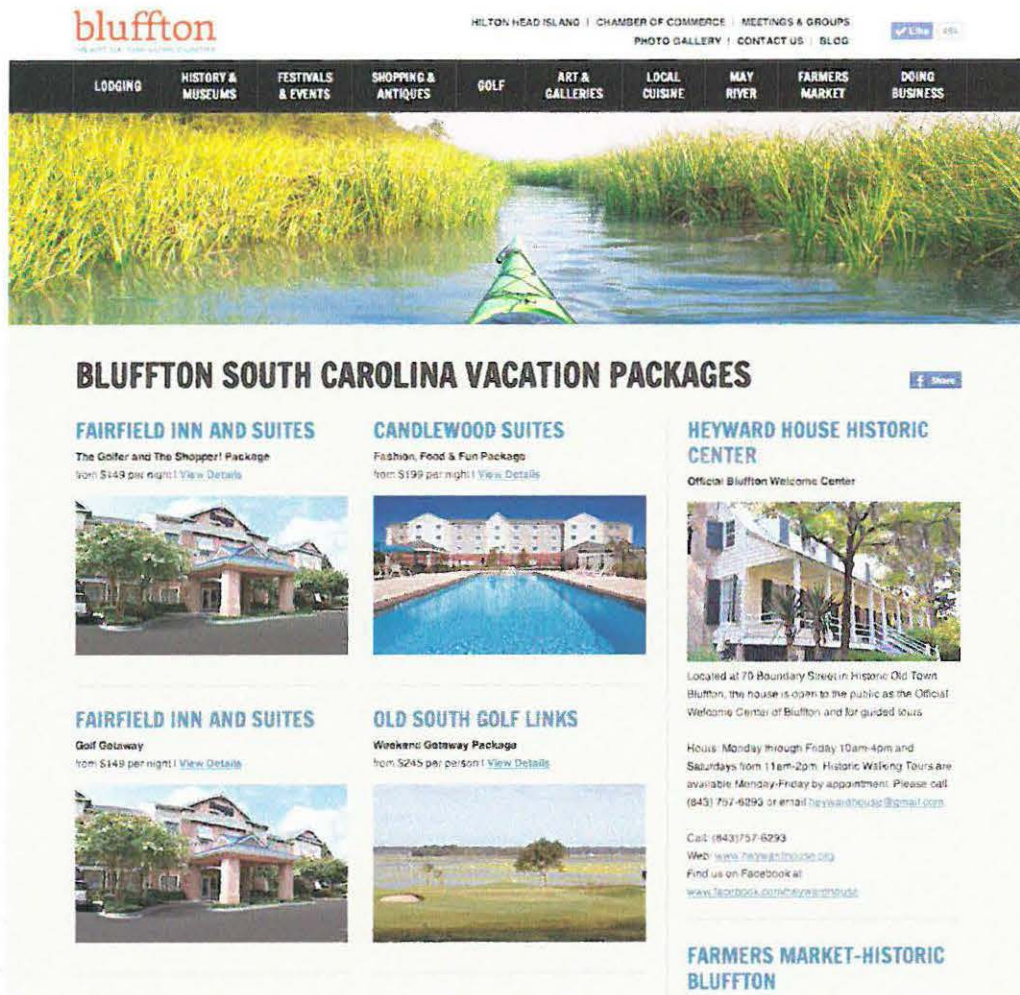
- ▶ Conversion Rate of 21.2% down -3ppt vs. PY

Google Paid: Conversion Rate



December YTD

Bluffton Packages Page



Bluffton Packages Page

- ▶ 6,354 Total Pageviews
- ▶ 3,368 from Paid Campaigns
 - ▶ 53% of Total

Partner Link Outs

- ▶ 2,205 Total
- ▶ 1,202 from Paid Campaigns
 - ▶ 55% of Total

December YTD



Bluffton Vibe

Blogs/Enewsletter

BLUFFTON BLOG

THE BEST ADDRESS IS A BLUFFTON ADDRESS!

FEBRUARY 4, 2014



The Best Address is a Bluffton Address!

By: [Name] | [Date]



A view of the waterfront in Bluffton, South Carolina.

Bluffton is a beautiful coastal town in South Carolina, known for its scenic views, historic architecture, and vibrant community. Whether you're looking for a vacation home or a permanent residence, Bluffton offers a unique lifestyle with its proximity to the ocean and its rich cultural heritage.

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A group of people participating in a community event in Bluffton.

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A person fishing from a pier in Bluffton.

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SEARCH THIS BLOG

RECENT POSTS

- [Bluffton's Historic Architecture](#)
- [The Best Views of Bluffton](#)
- [Bluffton's Cultural Heritage](#)
- [Bluffton's Scenic Views](#)
- [Bluffton's Historic Architecture](#)
- [The Best Views of Bluffton](#)
- [Bluffton's Cultural Heritage](#)
- [Bluffton's Scenic Views](#)

CONNECT WITH HILTON HEAD




BECOME A HILTON HEAD INSIDER



BLUFFTON BLOG

WHERE ART & FLAVOR COLLIDE: 10TH ANNUAL HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL


AUGUST 7, 2014




Bluffton Arts & Seafood Festival

Where Art & Flavor Collide: 10th Annual Historic Bluffton Arts & Seafood Festival

By [Bluffton Arts & Seafood Festival](#)



The festival of Bluffton Arts & Seafood Festival is a celebration of the local arts and seafood industry. It features a variety of activities, including art demonstrations, live music, and seafood tastings. The festival is held in the historic downtown area of Bluffton, South Carolina, and is a popular event for both locals and visitors.



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SEARCH THIS BLOG

RECENT POSTS

- [Bluffton Arts & Seafood Festival](#)
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- [Bluffton Arts & Seafood Festival](#)

CONNECT WITH US ON SOCIAL MEDIA

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DECK OUT WITH THE FESTIVAL

[Bluffton Arts & Seafood Festival](#)

BLUFFTON BLOG

PALMETTO BLUFF IDEA HOUSE

OCTOBER 27, 2014



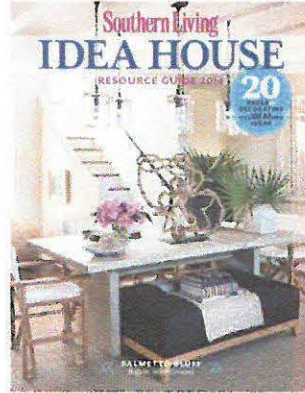
Palmetto Bluff Idea House



Palmetto Bluff Idea House is a beautiful example of a modern coastal home. The house features a large, light-colored exterior and a prominent porch. The interior is bright and airy, with a focus on natural materials and a clean, minimalist design. The house is situated on a grassy hill overlooking a body of water, providing a stunning view of the ocean.

The house is a perfect example of a modern coastal home. The exterior is a mix of light-colored stucco and wood, creating a warm and inviting atmosphere. The interior is a blend of modern and traditional elements, with a focus on natural materials and a clean, minimalist design.

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Southern Living Idea House Resource Guide 2014

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SEARCH THE BLOG

RECENT POSTS

- 1. THE PALMETTO BLUFF IDEA HOUSE
- 2. THE PALMETTO BLUFF IDEA HOUSE
- 3. THE PALMETTO BLUFF IDEA HOUSE
- 4. THE PALMETTO BLUFF IDEA HOUSE
- 5. THE PALMETTO BLUFF IDEA HOUSE
- 6. THE PALMETTO BLUFF IDEA HOUSE
- 7. THE PALMETTO BLUFF IDEA HOUSE
- 8. THE PALMETTO BLUFF IDEA HOUSE
- 9. THE PALMETTO BLUFF IDEA HOUSE
- 10. THE PALMETTO BLUFF IDEA HOUSE

CONNECT WITH US

SIGN UP FOR OUR NEWSLETTER

BLUFFTON BLOG

ELEVEN (AMAZING) THINGS TO DO IN BLUFFTON, SC

NOVEMBER 21, 2014



Eleven (Amazing) Things to Do in Bluffton, SC



Bluffton Golf Course is a 27-hole golf course located in Bluffton, South Carolina. The course is known for its scenic views of the water and surrounding trees. It is a popular destination for golfers and tourists alike.



This historic house is a beautiful example of Southern architecture. It features a large porch and is surrounded by lush landscaping. The house is a popular attraction for those interested in history and architecture.



This church is a beautiful example of Gothic Revival architecture. It features a tall steeple and is surrounded by lush landscaping. The church is a popular destination for those interested in history and architecture.

SEARCH THIS BLOG

RECENT POSTS

- Bluffton Golf Course
- Historic House
- Church

CONNECT WITH US

1500 Exchange

BLUFFTON BLOG

FARMER'S MARKET OF BLUFFTON RETURNS WITH WINTER MARKET

JANUARY 9, 2015



BLUFFTON BLOG

LOVE EVERYDAY IN OLD TOWN BLUFFTON

FEBRUARY 13, 2015



Love EVERYDAY in Old Town Bluffton

February 13, 2015



It's a beautiful day in Bluffton and it's a great day to be in the park. The swing set is a great place to sit and enjoy the view. The trees are green and the grass is bright green. It's a perfect day to be in the park.



Two people are on a boat in the water. They are looking at the camera. The water is blue and the sky is blue. It's a beautiful day to be on the water.



A house with a porch is shown. The porch has a white railing. There are flowers in the foreground. The house is a nice example of Old Town Bluffton architecture.

SEARCH THE BLOG

RECENT POSTS

- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront
- Bluffton's New Waterfront

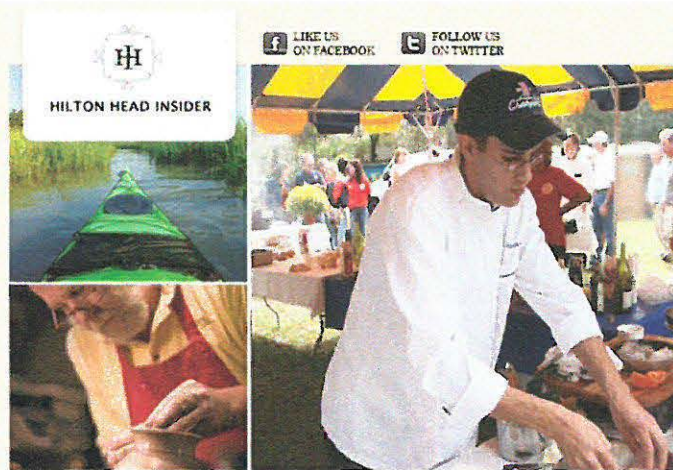
CONNECT WITH US

Facebook, Twitter, Instagram, YouTube, LinkedIn, RSS

MOBILE APPS

Available on the App Store and Google Play

E-newsletter – “Bluffton Themed” Launched September 2014 to 140,471 Hilton Head and Bluffton Insiders, promoting fall festivals, vacation packages and food!



So Much to Discover in Bluffton

bluffton
A PART OF THE LOWCOUNTRY

Locals aren't the only ones who have discovered the charm of the Heart of the Lowcountry. Bluffton's historic, laid-back arts town with Lowcountry-inspired cuisine has recently been catching the attention of the rest of the world.

The *Huffington Post* recently named Bluffton #1 on its Top 10 list of "Top 10 Amazing NON-beach summer getaways." Palmetto Bluff was chosen for *Southern Living's* 2014 [Idea House](#) (open through December 14). *Family Circle* recently featured the local Toomer family's [Bluffton Oyster Company](#).

Isn't it time you found out what all the buzz is about? [Learn more about visiting Bluffton >](#)

FESTIVALS & EVENTS

[Historic Bluffton Arts & Seafood Festival](#)

October 12-19, 2014

Old Town Bluffton (Calhoun Street)

Get ready to experience the best of Bluffton at this celebration of the community's arts, culture and cuisine. The weeklong festivities include art shows, May River history cruises and dolphin sightings, cooking contests, kayak and paddleboard adventures. The highlight of the festival is the streetfest which includes a juried fine art show featuring over 100 artists from 10 different states displaying and selling their art. The Saturday and Sunday streetfests also feature live music and delicious local seafood and southern specialties, with fun and food for all ages and palates.



[Bluffton International & Craft Beer Festival](#)

November 1, 2014

Old Town Bluffton (Calhoun Street)

If your tastes turn to hops, then Bluffton International & Craft Beer Festival is your ticket to an exceptional selection of the world's best. "The Best Little Beer Fest in the USA" will feature a food court, live music and an exceptional selection of over 150 of the world's best ales, stouts, lagers, pilsners, and more. Over 70 breweries from Belgium, Germany, the Netherlands and the United States will showcase their products. The Beer Fest also features live music, a food court and vendor village with chocolate, coffee, cigars & more.



[Music to Your Mouth Festival](#)

November 18-23, 2014

Palmetto Bluff

Celebrating the best of southern cuisine, spirits, artisans and much more, the annual Music to Your Mouth Festival kicks into gear on November 18th at pristine [Palmetto Bluff](#). For the eighth year, the event will gather the best and the brightest chefs for a singular lip-smacking experience, right in the spectacular South Carolina Lowcountry. This is the place to flap your jaws with the culinary rock stars that just wow-ed your taste buds. Along with the special events like a traditional "Kiss the Pig" oyster roast and classes taught by top chefs, wash it all down with world-class wines, spirits, craft beers and locally-roasted coffees while listening to great blues, jazz and southern music drift over the May River.



[View all upcoming Bluffton festivals and events.](#)

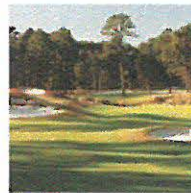
bluffton

HEART OF THE LOWCOUNTRY™

VACATION PACKAGES

If golf or shopping is on your mind, then grab your buddies and head to Bluffton for some of the best-designed and most challenging courses and an array of shopping. Local Bluffton hotels have partnered with some of the area's best golf courses and shopping destinations to offer visitors great discounted packages to stay and play in Bluffton, SC. Packages start at only \$144/night!

[Click here for Bluffton Vacation Packages.](#)



DINING

A day or afternoon spent in charming [Old Town Bluffton](#) means unique shopping opportunities for artwork, antiques, boutique clothing AND feasting on fabulous foodie treats in any of the local eateries. For a memorable dining experience, try [The Bluffton Room](#) ... serving simple American cuisine prepared with some of the finest ingredients in an intimate atmosphere, with gracious service and table-side preparations. Stop in for a libation at [Corks Wine Co.](#), [NEO](#) or [The Old Town Dispensary](#) (or a myriad of local watering holes) and you'll quickly learn that the quirky appeal of this quaint Lowcountry town just begins with the Antebellum-infused environment.

[View all Bluffton restaurants.](#)



VISIT US ONLINE AT WWW.VISITBLUFFTON.ORG



Southern Living
Campaign

Southern Living Idea House Web Page

See the MAGAZINE... [CLICK HERE](#)

Give the gift of SOUTHERN LIVING... [CLICK HERE](#)

Mountain Collective... [GET YOUR PASS](#)

Southern Living **NEW!** Christmas 2014 • Video: Light Desserts • Succulents • Idea House

FOOD | DESIGN | GARDEN | TRAVEL | DAILY SOUTH | SHOP | MAGAZINE

IDEA HOUSE
20 14
PALMETTO BEACH, SC

PHOTOS
FLOOR PLANS
PLAN YOUR VISIT
SPONSORS & CONTRIBUTORS

SHOP THIS VIDEO

LIVING ROOM

LIVING ROOM KITCHEN BACK PORCH

ROOM-BY-ROOM PHOTO TOURS

**1.8 million
pageviews**

**67,487 video
views**

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HEART OF THE LOWCOUNTRY

Southern Living Idea House campaign ad

The screenshot shows the Southern Living website interface. At the top, there are navigation links for 'all you', 'GARDEN', 'CookingLight', 'FOOD+WINE', 'Health', 'my recipes', 'REAL SIMPLE', 'Southern Living', and 'Sunset'. Below these are two promotional boxes: 'Get the MAGAZINE' and 'Give the gift of SOUTHERN LIVING', both with 'CLICK HERE!' buttons. A banner for 'BEVOLO Jewelry FOR YOUR HOME' is visible, along with a 'since 1943' logo. The main navigation bar includes 'Southern Living' and links for 'NEW!', 'Southern Weddings', 'Starlet Quiz', 'A to Z Guide to Southern Food', and 'Video'. A search bar is located below the navigation. The main content area features a breadcrumb trail: 'Home And Garden > Gardens > Grumpy Gardener's Guide to Dogwoods'. The primary article is 'Grumpy Gardener's Guide to Dogwoods' by Steve Bender, with a video player showing a scenic view of Bluffton, South Carolina. The video player includes a play button, a progress bar at 0:13 / 0:16, and the text 'bluffton HEART OF THE LOWCOUNTRY VisitBluffton.org South Carolina and more'. Below the video are four featured article thumbnails: 'Formal Living Rooms', 'Flavorful Roasted Vegetable Medley', 'How To Make Icebox Dinner Rolls', and 'Island Function & Style'.

all you GARDEN CookingLight FOOD+WINE Health my recipes REAL SIMPLE Southern Living Sunset

Get the MAGAZINE **CLICK HERE!**

Give the gift of SOUTHERN LIVING **CLICK HERE!**

BEVOLO Jewelry FOR YOUR HOME since 1943

Southern Living NEW! ▶ Southern Weddings ▶ Starlet Quiz ▶ A to Z Guide to Southern Food ▶ Video

FOOD HOME GARDEN TRAVEL DAILY SOUTH SHOP MAGAZINE

Home And Garden > Gardens > Grumpy Gardener's Guide to Dogwoods

bluffton
HEART OF THE LOWCOUNTRY
VisitBluffton.org
South Carolina and more

0:13 / 0:16

Grumpy Gardener's Guide to Dogwoods
Grumpy Gardener Steve Bender shares tips and tricks on how to plant and care for one of the South's favorite plants.
Get More Tips from The Grumpy Gardener
Pin It +1 Tweet Like

Formal Living Rooms

Flavorful Roasted Vegetable Medley

How To Make Icebox Dinner Rolls

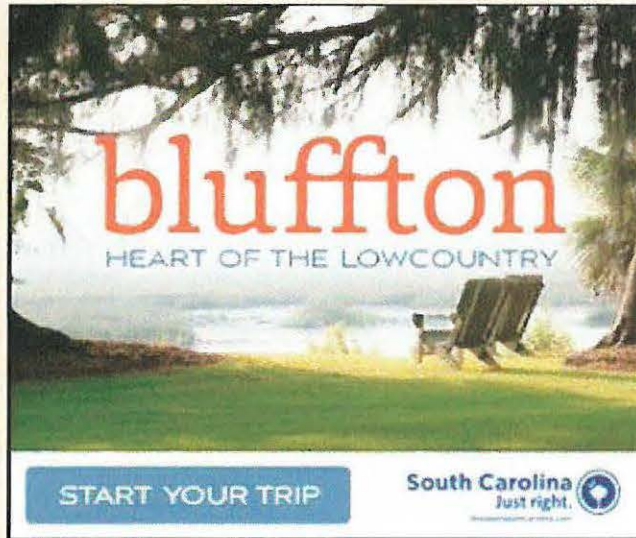
Island Function & Style

bluffton
HEART OF THE LOWCOUNTRY

Southern Living Idea House campaign highlights

- Media buy included banner ad in July; value-added extension through October!
- The Bluffton commercial spot was looping on the Idea House TV(s).
- 26,101 click thru's to VisitBluffton.org from SouthernLiving.com
- Dedicated space in the Idea House was provided to display Bluffton visitor information. Visitors could enter to win a signed print by Bluffton Artist Amiri Farris from late June through mid-December.
- A full page ad and Sponsor listing were included in the room by room resource guide distributed to visitors as they enter the Idea House.
- Visitor numbers for the Idea House
 - 13,700 visitors to the Idea House

Spring 2015 – SCPRT Co-Op Banner Ads



bluffton
HEART OF THE LOWCOUNTRY

Bluffton Vibe Blog



Palmetto Bluff Idea House

Published October 27, 2014 by Bluffton Magazine



Through decades of development, Palmetto Bluff has become the go-to destination for those who desire a sophisticated, low-key lifestyle. The community's location, surrounded by the salt marshes and pine trees of the Lowcountry, is a sought-after location for the discerning homeowner. From the historic plantation house to the modern architectural designs of the present day, the community offers a diverse range of living options.

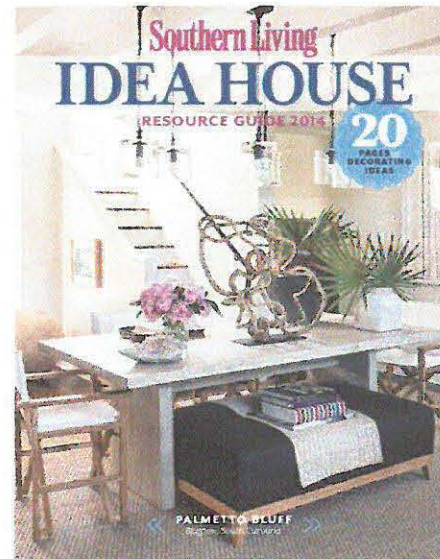
For more on all that the Southern Living Idea House has to offer, visit our website at www.blufftonmagazine.com or call us at 843.785.1234. We're here to help you find the perfect home for your lifestyle.

Check out our website at www.blufftonmagazine.com and visit our Design Studio for more information.

SEARCH THIS BLOG

RECENT POSTS:

- 10 ways to make your home more eco-friendly
- How to choose the right paint color for your home
- 5 ways to make your home more energy efficient
- How to choose the right lighting for your home
- 5 ways to make your home more secure
- How to choose the right furniture for your home
- 5 ways to make your home more comfortable
- How to choose the right flooring for your home
- 5 ways to make your home more stylish
- How to choose the right window treatments for your home



Summery dining table and chairs set back in the dining room to create a relaxed atmosphere. When entertaining friends, guests will be drawn into the dining room, which opens into the side of the living room. To make the most of the space, the dining table is set in a central location that allows for easy access to the kitchen and living areas.

CONNECT WITH HILTON HEAD



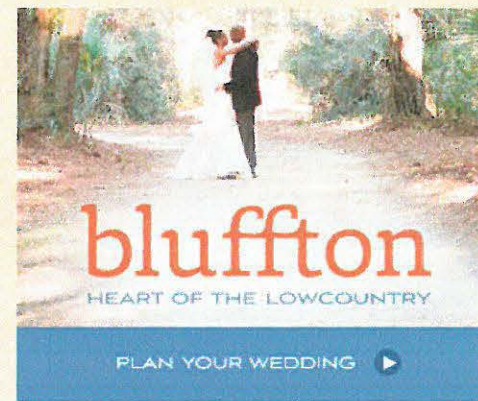
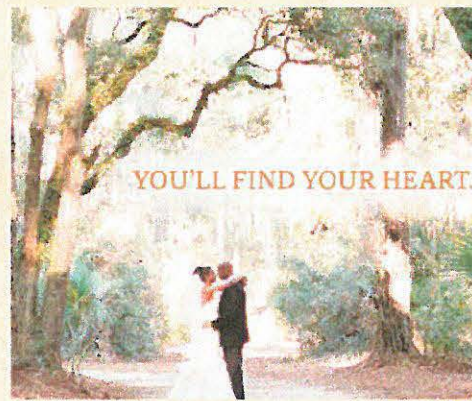
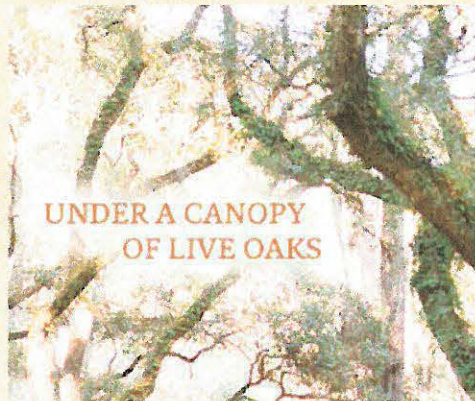
BECOME A HILTON HEAD RESIDER



Southern Living Weddings campaign highlights

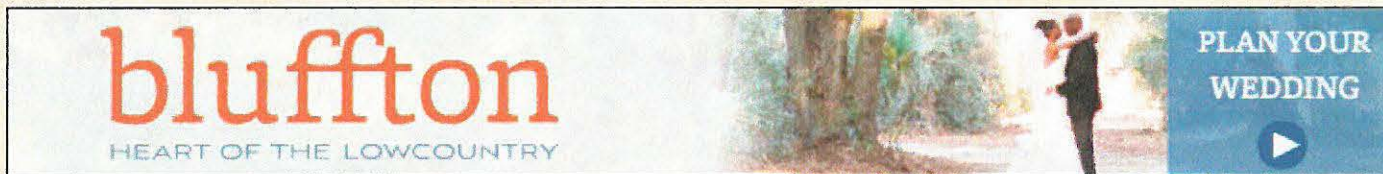
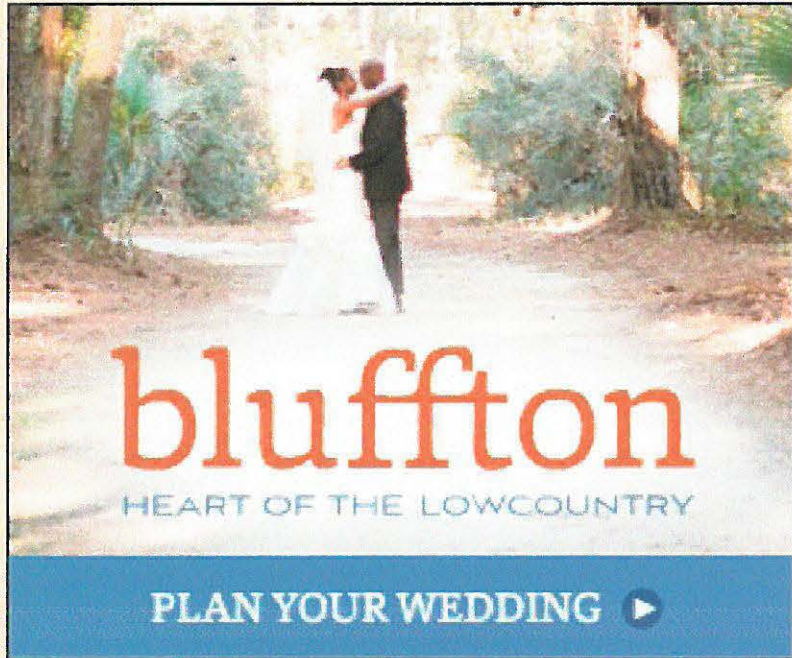
The *Southern Living Weddings* campaign is centered around increasing the awareness of Bluffton as a premier wedding destination.

- Banner ad featured on the weddings section of SouthernLiving.com
- Almost 4,000 pageviews to the weddings landing page on VisitBluffton.org



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Southern Living weddings banners




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VisitBluffton.org weddings

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MILTON HEAD ISLAND | CHAMBER OF COMMERCE | MEETINGS & GROUPS
PHOTO GALLERY | CONTACT US | BLOG

LOGGING | SET & DO | GOLF | LOCAL CUISINE | FARMERS MARKET | FESTIVALS & EVENTS | WEDDINGS | LIVING HERE



**PICTURING A WEDDING IN BLUFFTON,
THE HEART OF THE LOWCOUNTRY?**
**WHEN YOU'RE IN BLUFFTON, YOU CAN SEE AND FEEL
THE LOVE.**

Bluffton is a charming, historic coastal town with its heart on the Bay River. Bluffton is a central location between Savannah and Charleston thanks to a wonderful gathering point for family and friends to share in the wedding of your dreams.

Imagine the Bluffton charm on a wedding day against a stunning backdrop of breathtaking oak-lined parks, a historic estate, a view of historic homes, a bluff overlooking the beautiful Bay River or sunset views of your special day to leave a mark?

You could still want that more romantic wedding with **Palmetto Bluff** offering a romantic view of the Bay River and historic oaks. The Saint Michaels Square is well-suited for celebrating with your guests under the historic architecture of an elegant pavilion.

The Bluffton historical Preservation Society has two unique venues: the **Hayward House** and the **Colonial-Style House**. The extensive grounds of both mansions feature beautiful settings for your Bluffton Lowcountry wedding.

At **Gallop River Plantation Club**, the possibilities are endless. Enjoy the elegance of having their wedding ceremony on expansive views overlooking the Gallop River or in one of two elegant indoor venues.

Want your florist to be **Kim Mack**, who can assist you with her expertise at no cost to you. (843) 341-4368 or email kim@kimsmack.com

WEDDING APPLICATIONS & IMPORTANT INFORMATION

WEDDINGS
Wedding Resources

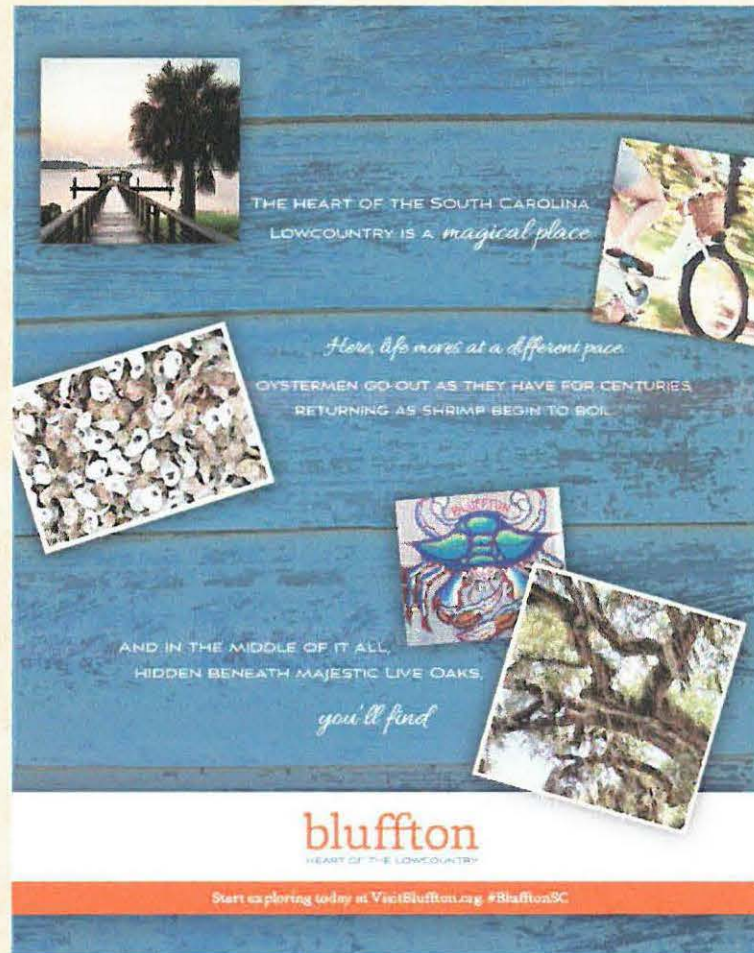
BLUFFTON VACATION PACKAGES
CHECK OUT THESE INCREDIBLE PACKAGES FOR YOUR NEXT BLUFFTON, SC GETAWAY.
VIEW PACKAGES

CONNECT WITH US...

BECOME A BLUFFTON INSIDER
Sign up to become a Bluffton Insider and you'll receive our bi-monthly Bluffton Insider blog posts plus an information package including a regional vacation planner and our Bluffton making your mark.

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HEART OF THE LOWCOUNTRY

Southern Living Resource Guide Ad



THE HEART OF THE SOUTH CAROLINA
LOWCOUNTRY IS A *magical place*

Here, life moves at a different pace.

OYSTERMEN GO OUT AS THEY HAVE FOR CENTURIES
RETURNING AS SHRIMP BEGIN TO BOIL.

AND IN THE MIDDLE OF IT ALL,
HIDDEN BENEATH MAJESTIC LIVE OAKS,
you'll find

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Start exploring today at VisitBluffton.org #BlufftonSC

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VisitBluffton.org

bluffton Historical Landmark of Lowcountry Plantation Culture
The Official Website of Bluffton

HOME | ABOUT | LOCAL COLOR | FARMERS MARKET | FESTIVALS & EVENTS | WEDDINGS | LIVING HERE



RESTAURANTS & DINING IN BLUFFTON

Bluffton is a vibrant community with a rich history and a diverse dining scene. From traditional Lowcountry cuisine to modern interpretations, there's something for everyone. Discover the best restaurants and dining spots in Bluffton, SC.



RESTAURANTS

- BACKWATER BAY'S GRILL**
Bluffton, SC
[VIEW DETAILS](#)
- BLUFFTON BBQ**
Bluffton, SC
[VIEW DETAILS](#)
- BLUFFTON SEAFOOD HOUSE**
Bluffton, SC
[VIEW DETAILS](#)

Bluffton Historic Center

Bluffton Historic Center is a National Historic Landmark. It is the heart of Bluffton's history and culture. Visit the historic center to see the original plantation house and learn about the town's past.

[VIEW DETAILS](#)

Bluffton Vacation Packages

Escape the ordinary and enjoy the incredible Lowcountry charm of Bluffton, SC. Choose from a variety of vacation packages to suit your needs.

[VIEW PACKAGES](#)

Bluffton is Open for Business

Bluffton is a vibrant community with a rich history and a diverse dining scene. From traditional Lowcountry cuisine to modern interpretations, there's something for everyone. Discover the best restaurants and dining spots in Bluffton, SC.

[LOG IN HERE](#)

CONNECT WITH US

Follow us on social media to stay up to date on the latest news and events in Bluffton, SC.

[FACEBOOK](#) [TWITTER](#) [INSTAGRAM](#) [YOUTUBE](#)

BECOME A BLUFFTON INSIDER

Join our exclusive list of insiders and receive special offers and news about Bluffton, SC. Sign up today!

[SIGN UP NOW](#)

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HEART OF THE LOWCOUNTRY

VisitBluffton.org

The screenshot displays the VisitBluffton.org website. At the top, the 'bluffton' logo is on the left, and navigation links for 'HOME', 'ABOUT', 'LOCAL BUSINESS', 'FARMERS MARKET', 'FESTIVALS & EVENTS', 'WEATHER', and 'LIVING HERE' are on the right. A large banner image shows a farmers market with people and fresh produce. Below the banner, the main content area features a featured article titled 'FARMERS MARKET IN BLUFFTON, SC' with a sub-image of produce. To the right of the article are three promotional boxes: 'Bluffton Vacation Packages' (blue), 'Bluffton is Open for Business' (green), and 'Connect With Us' (blue) which includes social media icons for Facebook, Twitter, and YouTube. At the bottom right, there is a 'BECOME A BLUFFTON INSIDER' section with a 'Sign Up' button.


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WILTON HEAD ISLANDS | CHAMBER OF COMMERCE | MEETINGS & GROUPS | PHOTO GALLERY | CONTACT US | BLOG

LOGGING | SEE & DO | GOLF | LOCAL CUISINE | FARMERS MARKET | FESTIVALS & EVENTS | WEDDINGS | LIVING HERE



THE HISTORY OF BLUFFTON, SOUTH CAROLINA

Bluffton is a coastal town along the lowcountry's historic and scenic Atlantic Seaboard. Bluffton is a historic town with a rich and diverse heritage. The town of Bluffton is a historic and scenic coastal town in the lowcountry, South Carolina.

THE FIRST INHABITANTS

Beginning more than 200 years ago, settlers began making their mark in the coastal lowcountry, just north of the Carolina River. So the area was a settlement of about 1000 indigenous people, the Yamacraw Indians, until in 1733 the transatlantic slave trade brought several years of trading, the rising sea to Florida.

EUROPEAN SETTLEMENT

Copying the Indian plan, in European settlement, the white Floridians claimed the land and built a new settlement in 1733, including the church and school. Bluffton has become the heart of Bluffton.

[Read More](#)

BLUFFTON WALKING TOURS

Make the most of your visit to Bluffton on a self-guided walking tour. The tour includes the historic district and the town square. [Click here to learn more about the Bluffton Walking Tours](#), which offer a unique and informative look at Bluffton's history and architecture. [Click here to learn more about the Bluffton Walking Tours](#).

THE HEYWARD HOUSE & MUSEUM

Step into Bluffton's history with a visit to the [Heyward House & Museum](#). A museum and historic site located in the heart of Bluffton's historic district, the Heyward House & Museum is a historic home for a local plantation owner. The 1700s-style plantation house is a fine example of early plantation architecture in Bluffton. Bluffton's historic district is a historic and scenic area of the lowcountry. The Heyward House & Museum is a historic home for a local plantation owner. The 1700s-style plantation house is a fine example of early plantation architecture in Bluffton.


[Read More](#)

GUIDED WALKING TOURS

Contact the Heyward House & Museum Center for information about the guided tours. Guided tours include a 10-minute tour of the house museum and grounds and a 30-minute tour of the historic district. The cost for the guided tour is \$15 per person.

SEE & DO

- Art & Galleries
- [Spa & Wellness](#)
- Shopping & Antiques
- May River



Heyward House Historic Center
Bluffton's Historic District
One of Bluffton's Historic Homes
Established in 1733

BLUFFTON VACATION PACKAGES

CHECK OUT THESE INCREDIBLE PACKAGES FOR YOUR NEXT BLUFFTON, SC GETAWAY

[NEW PACKAGES](#)

BLUFFTON IS OPEN FOR BUSINESS

FIND A BLUFFTON BUSINESS EASILY AND LEARN MORE ABOUT BLUFFTON'S VIBRANT BUSINESS ENVIRONMENT

[LEARN MORE](#)

VisitBluffton.org

The screenshot displays the VisitBluffton.org website interface. At the top, the 'bluffton' logo is on the left, and navigation links for 'HOME', 'ABOUT', 'CONTACT', 'FAQ', and 'SUPPORT' are on the right. Below the logo is a dark navigation bar with categories: 'SEE & DO', 'EAT & DRINK', 'LOCAL CULTURE', 'FAMILY & FRIENDS', 'FESTIVALS & EVENTS', 'SHOPPING', and 'LIVING HERE'. The main header features a large image of a woman in a white dress holding a yellow umbrella in a garden. Below this, the 'ARTHOUSES' section lists several businesses with their logos, names, addresses, and 'VIEW LISTING' buttons. The 'APPAREL' section lists 'BROOKS BROTHERS', 'PALMETTO MOON', 'PALMETTO RUNNING COMPANY', and 'SABO STW AVENUE DIT STW'. To the right, a 'SEE & DO' section includes 'Hayward House Historic Center' and 'BLUFFTON VACATION PACKAGES'. At the bottom right, there is a 'CONNECT WITH US' section with social media icons and a 'BECOME A BLUFFTON INSIDER' section.

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[WILTON HEAD ISLAND](#) | [CHAMBER OF COMMERCE](#) | [MEETINGS & GROUPS](#)
[PHOTO GALLERY](#) | [CONTACT US](#) | [BLOG](#)

SEARCH

LODGING
SEE & DO
GOLF
LOCAL CUISINE
FARMERS MARKET
FESTIVALS & EVENTS
WEDDINGS
LIVING HERE



DOING BUSINESS IN BLUFFTON, SC

A "BIG" SMALL TOWN

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Today's technology makes it possible to work from just about any place. Surging businesses and savvy entrepreneurs are choosing locations that meet their quality of life needs as well as their business needs. Bluffton is a growth and innovation mecca that's attractive to both established businesses as well as start-ups.



What was once a one square mile village, Bluffton now encompasses 54 square miles and is one of the fastest growing areas in the state of South Carolina. According to the latest US Census Bureau statistics, Bluffton's population grew an astounding 883 percent over the last decade. Evidence of this growth can be seen in the closure of new and existing K-12 schools as well as two higher education institutions with campuses in the Bluffton area: the University of South Carolina Beaufort's Fall River Campus and the Technical College of the Lowcountry.

The Town of Bluffton is dedicated to the concept of entrepreneurship, innovation and attracting high-tech industries. One of the best examples is the new Don Ryan Center for Innovation. A public-private partnership with the Town of Bluffton, Clemson University, Bank of America, Carolina Festival and others that is leading the charge in developing new technology start-ups in Bluffton. The Center strives to provide innovators with consulting resources and advice to grow their businesses more quickly. Resources provided includes the linking of innovators to mentors, property, technology evaluation, product development services, seed funding, business mentoring, corporate relationships and recruiting. In addition, assistance is provided to locate funding sources and in the preparation of funding requests. The goal is to support new technology company formation and development in Bluffton by helping increase the probability innovators will be successful. For more information, please visit www.visitbluffton.com.

Whether you're looking to start a new business or expand an existing organization, the Bluffton community

LIVING HERE

- [Quality of Life](#)
- [Bluffton Lifestyle](#)
- [Dining & Business](#)
- [Maps](#)



Heyward House Historic Center
 Bluffton Office of Historical Center
 One of Bluffton's Historic Sites
 to Visit in the Old Town
[Go to Bluffton](#) | [Visit Bluffton](#) | [www.visitbluffton.org](#)

BLUFFTON VACATION PACKAGES

CHECK OUT THESE INCREDIBLE PACKAGES FOR YOUR NEXT BLUFFTON, SC GETAWAY.

VIEW PACKAGES

CONNECT WITH US...

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HEART OF THE LOWCOUNTRY



Discover Bluffton, Heart of the Lowcountry

Bluffton is the heart of the Lowcountry, a region of South Carolina known for its beautiful scenery, rich history, and delicious food. From the historic streets of downtown Bluffton to the pristine beaches of the Atlantic Ocean, there is something for everyone in this charming coastal town. Whether you're looking for a peaceful retreat or an exciting adventure, Bluffton has it all.



Bluffton See & Do Headline

Bluffton is a charming coastal town in South Carolina, known for its beautiful scenery, rich history, and delicious food. From the historic streets of downtown Bluffton to the pristine beaches of the Atlantic Ocean, there is something for everyone in this charming coastal town. Whether you're looking for a peaceful retreat or an exciting adventure, Bluffton has it all.

