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Sent: 1/15/2015 12:12:20 AM

To: John Buchanan

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Subject: 10 guidelines non profits must follow to receive monies

John this is what I have ,can you please add or subtract from this and send back to all of us a proper simple draft of guidelines to be followed for a Cvb/ DMO and all other non profits submitting for public funds . I have explained to many all our ideas for Beaufort County and SC are used by other communities and cities in the USA that have conducted Forensic audits and want to close the door to those who attempt wrong doing , violations and corruption . If our community will just act and learn from other professionals we can clean up Beaufort county very quickly and easily . Transparency , accountability and performance measures will no longer be a concern as well.

DMO qualifications

1. A Cvb /Dmo needs to have a board made up of marketing professionals made up of ad agencies , hotels, rental companies, advertising and media companies with knowledge of destination marketing . A VCB / Dmo must be totally separate from a Chamber to eliminate any comingling and confusion on use of tax funds . A chamber mission ,purpose and bylaws is simply to support local business members to prosper in the community no more no less. An elected board made up of local business owners of all types bankers , insurance , restaurants , lawyers , plumbing and electric companies etc . Board should be elected with term limits not appointed buddy board like we now have which allows for to much abuse and power in a few hands .

A Cvb is to simply invest our tax dollars to promote our community outside our community to increase tourism , visitation , business conventions and meetings .

2. A Cvb needs to provide an annual abstract of tourism comparing results to at least 5 previous consecutive years; visitors by type (hotel, timeshare, etc.), average daily rate for hotel and short term rental, RevPAR for hotels and short term rentals, occupancy rate for hotels, short term rentals and

timeshares

3. CVB /Dmo needs to have at least one board member from town government (mayor, town council, city manager, etc.) provide board minutes of all meetings .

4. Cvb /Dmo Must submit to SC FOIA law and submit all financial records, including all operating budgets, cash, check and expense ledgers, etc., including copies of annual IRS Form 990. That information must also be independently audited annually or every 3 yrs subtracting 1-3% from the money it receives to pay for the outside independent audit . Internal audits do not qualify . Dmo /Cvb must abide by all IRS laws governing 501-c6 non profits as well as all UBIT laws.

6. Cvb/ DMO must spend all public funds in-state and foremost with local vendors for all goods and services if available , if goods or services are not available locally ,then in SC and only out of SC if not available . Under no circumstance can funds be taken out of the USA.

All funds must be spent with local tax paying companies and companies with a town business license . All goods and services over 3k must be put out for bid to all Local businesses with a bidding process open to review. All Barter and trades must also be bid under a fair bidding process, however preferable to not use barter and trade. Must abide by all IRS laws governing this .A complete detail bidding report made available . Violating any guidelines is grounds for Dmo termination .

7. Must provide an annual business/marketing plan, clearly stating business goals and benchmarks for measuring success, and agree to a public review before Town Council and/or other public funding agencies to assess success or failure. Failure to meet stated objectives for more than one year will lead to defunding and a search for a replacement Dmo organization.

8. Cvb /Dmo should not be in any business whatsoever and use and promote local members goods, services and products available. This includes all media products such as tourism magazines , tourism websites , apps , and must fully support and use all local media products for any mail out or internet info needed to promote Hilton head island . The current Cvb / Dmo website Hiltonheadisland.org <<http://Hiltonheadisland.org>> is not allowed to sell advertising or favor one local company over the other . This Cvb / Dmo website should list all local companies in a directory form promoting all the benefits of Hilton head with pictures , videos and listing all local media for