

**AGENDA  
COLLETON COUNTY  
ACCOMMODATION TAX ADVISORY BOARD  
VIRTUAL REGULAR MEETING  
THURSDAY, OCTOBER 20, 2022  
3:30 P.M.**

1. Call to Order
2. Roll Call
3. Approval of Minutes
  - A. Regular Meeting May 19, 2022
4. New Business
  - A. ATAX Applications
    - a. South Carolina Artisans Center—"Shop Handcrafted", \$15,000
    - b. Lowcountry African American Cultural Arts Festival— Lowcountry African American Cultural Arts Festival, \$13,500.00
    - c. Walterboro Colleton Chamber of Commerce— WCCC 22-23 Marketing/ Tourism Plan
5. Adjournment
6. Informal Meeting of the Whole

ACCOMMODATION TAX ADVISORY BOARD MEETING ON OCTOBER 20, 2022

Colleton County will hold an Accommodation Tax Advisory Committee meeting on Thursday, October 20, 2022, at 3:30 pm. Due to the COVID-19 pandemic, the Accommodation Tax Advisory Board will be holding the meeting virtually and the public will be able to stream the meeting from a link on the County's home page or by going to [www.colletoncounty.org/live](http://www.colletoncounty.org/live). Individuals who would like to participate in public comment can do so at [www.colletoncounty.org/comment](http://www.colletoncounty.org/comment).



## ACCOMMODATIONS TAX APPLICATION CHECKLIST

- Determine Application Deadline for your project.
- Complete Current Application:
  - If returning to the Board for funding, a completed performance report must be on file for previously funded events before a new application is submitted.
- Complete Economic Impact Worksheet (Attached).
- Attach a detailed budget of expenditures and revenues.
- Provide proof of exemption status
  - Copy of tax exemption determination letter
- W-9 (First time applicants only)

**Deadlines for Applications are March 31<sup>st</sup> and September 30<sup>th</sup>. The Accommodations Tax Advisory Committee meets twice a year to recommend funding allocations to Council based on qualifying criteria.**

Return to: Colleton County Accommodations Tax Advisory Board 109 Benson Street, P.O. Box 157, Walterboro, SC 29488 or email all items to [kbrinson@colletoncounty.org](mailto:kbrinson@colletoncounty.org).

*Failure to provide completed forms on time may disqualify the applicant from receiving accommodations tax support. Meetings take place twice a year as advertised. Applicants are required to appear before the Board to present their request. Applicants will be notified in writing of County Council's decision. Funding recipients must recognize Colleton County as a sponsor on all promotional materials. Funds will be disbursed on a reimbursement basis. Copy of Invoice or documentation obligating entity are required.*

## Accommodations Tax Application Guidelines

Thank you for your interest in Colleton County Accommodations Tax Program. The following policies and procedures for making an application to the Tourism-related Fund are provided below for your assistance. Grant Overview & Guidelines are also available for your information on our website and should be reviewed prior to making an application.

Funding provided by Accommodations Tax used for promotion and advertising specifically designed to bring tourists to Colleton County, is made under the provision that the Colleton County will be listed as a co-sponsor on all advertising, including, but not limited to, all print media, radio, television and web ads. Funding priority will be awarded to those whose project will attract people to stay overnight in Colleton County and frequent Colleton County restaurants.

Grants funds from the Accommodations Tax Program should be considered supplementary to the budget of any applicant, and unless otherwise approved, must be used within the fiscal year for which the funds were approved.

**Number of Copies:** Applicant should submit one (1) original and eight (8) unbound applications (binder-clips acceptable). All applications must be typed/printed.

**Eligible Applicants:** The applicant must be a public or private non-profit organization.

**Disbursement of Funds:** Generally, funding is of the reimbursement method with appropriate documentation (i.e., signed contract(s), detailed invoice(s), canceled check(s), etc.).

**Financial Statements:** If your organization received funding last year, a copy of the final financial statement must accompany this application.

**Other Accommodations Tax Funding:** Organizations must indicate any other accommodations tax funds they have requested or received from other municipalities or counties for this funding year.

**Funding Approval:** Funding in one calendar year does not automatically ensure funding in subsequent years. Organizations seeking accommodation tax funding must submit an application each year. The Colleton County Accommodation Tax Committee will hold a public meeting to review applications, and if deemed appropriate, to hear presentations from selected applicants.

*IMPORTANT: Please note that a representative from your organization must be present at the accommodations tax advisory committee meeting to answer any questions or provide additional information needed by the committee. Presentations to the Accommodations Tax Advisory Board shall be no more than 5 minutes in length and should address the items listed below as well as the questions listed on the application. Failure to have a representative present at this meeting could result in your application to be dismissed without consideration.*

## ACCOMMODATIONS TAX FUNDING APPLICATION

Please check the appropriate category:

- |  |   |
|--|---|
| <input type="checkbox"/> Festival/event    | <input checked="" type="checkbox"/> Marketing/Promotions/Advertising                      |
| <input type="checkbox"/> Public Facilities | <input type="checkbox"/> Visitor Information Center                                       |
| <input type="checkbox"/> Tourist Shuttle   | <input type="checkbox"/> Waste Collection   |
| <input type="checkbox"/> Law Enforcement   | <input type="checkbox"/> Waterfront Erosion Control/Repair                                |
| <input type="checkbox"/> Fire Protection   | <input type="checkbox"/> Construction/maintenance/operation of civic or cultural facility |

1. Name of Applicant Organization: South Carolina Artisans Center
2. Mailing Address: 318 Wichman Street, Walterboro, SC 29488
3. Name of Project: "Shop Handcrafted"
4. Date of Festival/Event: \_\_\_\_\_
5. Dates you will begin and complete work on your project: January 1, 2023 - June 30, 2023
- Project Director: David Smalls Title: Executive Director
- Telephone #: 843-549-0011 Fax #: \_\_\_\_\_
- Email address: info@scartisanscenter.com

6. Applicant Category: (Check the description that best describes your organization).
- Government Agency       Non-profit       Private Business       Other
7. Please check which tax status applies to your organization:
- Not-For-Profit as registered with the Secretary of State of South Carolina  
Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_
- Federal Exempt under IRS Code 501(c)  
Date of IRS Tax Exempt Determination Letter April 8, 1994 (attach copy of letter)

Please provide W-9 by attaching to this application.

8. Amount of Request: \$15,000
9. Have you received funds from the Accommodations Tax Fund previously?       Yes       No
- If yes, how much? \$15,000 What Years? 2022

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize Colleton County as a sponsor on all promotional materials.

10. In order to comply with the State’s Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1 Destination Advertising/Promotion	<u>100</u>	%
2 Tourism-Related Events	<u>          </u>	%
3 Tourism-Related Facilities	<u>          </u>	%
4 Tourism-Related Public Services	<u>          </u>	%
5 Tourist Public Transportation	<u>          </u>	%
6 Waterfront Erosion Control/Repair	<u>          </u>	%
7 Operatoin of Visitor Information Centers	<u>          </u>	%
Total	<u>100</u>	%

Note: See TERC authorized category descriptions below:

- 1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.
- 2-Promotion of arts and cultural events.
- 3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.
- 4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.
- 5-Tourist shuttle transportation.
- 6-Control and repair of waterfront erosion.
- 7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.

The "Shop Hancrafted" project is a marketing campaign to utilize social media to attract visitors to the Center. Our objectives are to drive awareness and visibility, engage and educate daytrippers, and drive quality web site traffic and increase conversion. We are interested in continuing this project - (January - June 2023). We will target six markets that have an artistic vibe to their communities. These markets are Asheville, Bluffton, Columbia, Florence, Greenville, and Savannah.

12. Describe how your project will enhance the visitor and tourist trade within Colleton County. (State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)

The Center has been designated the "Official Folk Art and Craft Center of South Carolina" by the General Assembly. The Center is the single largest tourist attraction in the county and we showcase over 200 artists from 35 out of the state's 46 counties. The Center on average has 500 to 700 visitors with average sales of \$10,000 to \$16,000 per month.

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists\* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (\*Tourists are defined as those who travel at least 50 miles to attend.)

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

The "Shop Handcrafted" will utilize paid social media, mobile and contextual displays in the main target markets of Asheville, Bluffton, Columbia, Florence, Greenville and Savannah. We estimate there will be 550,000 - 600,000 monthly impressions with contextual displays and 167,000 mobile app display ads per month.

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and revenues. List other sources\* of funding if applicable. (\*Including amounts funded from other A-tax sources.)

The total cost of the project and the amount requesting is \$15,000.

Revenue:		Expenses:	
- Colleton ATAX	\$15,000	- contextual display	\$2,700
		- mobile display	\$6,000
		- paid social	\$3,525
		- paid search	\$2,775
			<u>\$15,000</u>

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

If we are funded at a partial amount, we will still conduct the project but will seek other possible funding or we would use sales from the Center.

17. Is County support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services.

No

18. Other comments for consideration.

**Economic Impact Estimation:** This is a new campaign for the Center and we cannot clearly estimate an impact based on this project but the Center has averaged around 500 to 700 visitors per month and a good percentage of them stay overnight in our hotels.

**Financial Guarantees:**

19. Provide a copy of the official minutes wherein the organization approves the application.

**Prior Recipient's Report (if you received prior ATAX Funds)**

20. Include the total annual ATAX funding received each year that you applied.

No interim report - current project in progress until December 2022.

21. How did you use the ATAX funds? Where the objectives achieved?

No interim report - current project in progress until December 2022.

22. What impact did this have on the community and/or how did it benefit tourism?

No interim report - current project in progress until December 2022.

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

24. Economic Impact Estimation

Name of Event	Estimated Attendance	Room Nights Estimated	Out of Town Visitors	Days in Town	Estimated Visitor Days (# of Visitors x Days in Town)

Room Night is defined as the total number of rooms multiplied by nights occupied.

Visitor is defined as someone who travels at least 50 miles to attend/stays overnight from home in paid accommodations or someone traveling to a high tourist area from outside their home community.

Economic Impact

Average Daily Expenditures	\$170.00
Dollars Requested	\$
Estimated Economic Impact = Visitor Days x Expenditures	\$



Project Director (signature)

9/29/2022

Date

# South Carolina Artisans Center

## Board Meeting Minutes -9/27/2022

**Present:** Morrison Payne - by proxy to Gene Varn, Gary Brightwell - by proxy to Gene Varn, Jessica Bright, Dr. Cedric Adderley, Dr. Vallerie Cave - via Zoom, Susan DuPlessis - via Zoom, Gene Varn, and Mark Wysong - by proxy to Gene Varn

1. Call to Order, Proxies and Introductions  
The meeting was called to order by David Smalls (designated by Morrison Payne-Board Chair) at 4:30 pm. Proxies were announced and recorded.
2. Minutes of June 28, 2022 Board Meeting  
The minutes of the June 2022 board meeting were presented as information and will be approved at the next board meeting.
3. Financials
  - a. June 2022 YTD & Year-end
  - b. July and August YTD  
With a motion made by Dr. Cedric Adderley and seconded by Gene Varn, the financials for June, July & August 2022 were unanimously approved as information.
4. Committee Reports
  - a. Governance (*1<sup>st</sup> Monday of each month*)
    - i. Board Terms
    - ii. Board Information List
    - iii. Board Meeting Schedule  
All items were received as information.
  - b. Finance - no report
  - c. Fundraising/Marketing (*1<sup>st</sup> Wednesday of each month*)
    - i. Colleton County Accommodations Tax Grant (ATAX)  
With a motion made by Gene Varn and seconded by Dr. Cedric Adderley, the board unanimously approved for the Center to apply for an ATAX grant from Colleton County.
5. Open discussion - Property opportunity  
A proposal has been made to the organization to consider the possibility of relocating the Center. It is a 28,000 square foot space with an acre parking lot in downtown Walterboro. All options are on the table from total donation to full purchase of property and building. After several minutes, the board agreed to continue this topic for further discussion when the full board is present.
6. Old Business - no report
7. New Business - no report
8. Executive Director's Report
  - a. Handmade Series - Every 3<sup>rd</sup> Saturday of the month
  - b. Holiday Handmade Series - December 3<sup>rd</sup>, 10<sup>th</sup> & 17<sup>th</sup>
  - c. Call for Entry - Fall 2022 (September) as of 9/27 there are 16 applicants
  - d. Colleton County Arts Council - rental lease was not renewed
  - e. Street banners - new banners are up on Wichman and Lucas Streets
  - f. Entrance signs - new entrances have been ordered for all entrance locations
9. Executive Session
10. Adjournment  
Meeting was adjourned at 5:41 pm.

Minutes submitted by:

David M. Smalls, Executive Director



## COLLETON COUNTY SOUTH CAROLINA

### ACCOMMODATIONS TAX APPLICATION CHECKLIST

Determine Application Deadline for your project. Complete Current Application:

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Complete Economic Impact Worksheet (Attached). Attach a detailed budget of expenditures and revenues. Provide proof of exemption status

- Copy of tax exemption determination letter W-9 (First time applicants only)

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Post Office Box 157, Walterboro, SC 29488 (843)549-5221 [www.colletoncounty.org](http://www.colletoncounty.org)

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## ACCOMMODATIONS TAX FUNDING APPLICATION

**Please check the appropriate category:**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Festival/Event | <input type="checkbox"/> Marketing/Promotions/Advertising                                    |
| <input type="checkbox"/> Public Facilities         | <input type="checkbox"/> Visitor Information Center  |
| <input type="checkbox"/> Tourist Shuttle           | <input type="checkbox"/> Waste Collection  |
| <input type="checkbox"/> Law Enforcement           | <input type="checkbox"/> Waterfront Erosion Control/Repair                                   |
| <input type="checkbox"/> Fire Protection           | <input type="checkbox"/> Construction/maintenance/operation of<br>Civic or cultural facility |

1. Name of Applicant Organization:

Lowcountry African American Cultural Arts Festival

2. Mailing Address: 373 Partridge Trail, Walterboro, SC. 29488

3. Name of Project: Lowcountry African American Cultural Arts Festival

4. Date of Festival/Event: February 1 – 28, 2023

5. Dates you will begin and complete work on your project: Present day – March 10, 2023

Project Director: Lillie Fowler Singleton. Title: Coordinator

Telephone#: (843) 510 – 9156 or. (843) 538 - 3582

Fax#: \_\_\_\_\_ Email address: zolasdaughter@gmail.com

6. Applicant Category: (Check the description that best describes your organization).

Government Agency  Non-profit  Private Business  Other

7. Please check which tax status applies to your organization:

Not-For-Profit as registered with the Secretary of State of South Carolina Date of Incorporation \_\_\_\_\_ Charter # \_\_\_\_\_

Federal Exempt under IRS Code 501(c)

Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (attach copy of letter)

Please provide W-9 by attaching to this application.

8. Amount of Request: \$13,500.00

9. Have you received funds from the Accommodations Tax Fund previously?  Yes  No

If yes, how much? \_\_\_\_\_ What Years? \_

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize Colleton County as a sponsor on all promotional materials.

10. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1. Destination Advertising/Promotion	50	%
2. Tourism-Related Events	25	%
3. Tourism-Related Facilities	20	%
4. Tourism-Related Public Services	20	%
5. Tourist Public Transportation	5	%
6. Waterfront Erosion Control/Repair	0	%
7. Operation of Visitor Information Centers	0	%
Total	100	%

Note: See TERC authorized category descriptions below:

1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.

2-Promotion of arts and cultural events.

3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.

4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.

5-Tourist shuttle transportation.

6-Control and repair of waterfront erosion.

7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.

**MISSION STATEMENT:** *\*To inform citizens of skilled craftsmen and artists located in the Lowcountry area and to celebrate our rich cultural heritage.*

*\*To bring awareness of the gifted and talented artist and entertainers in our community and surrounding areas.*

*\*To inspire our youth to develop hidden talents*

12. Describe how your project will enhance the visitor and tourist trade within Colleton County.

(State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)

*For the first year, we hope for at least 2,500 visitors. Since no other African American history and culture Festival or organized activity exists of this magnitude, we believe with the quality of programming and the thirst to learn more about our African American history and culture in the Colleton County/Lowcountry area we will draw a good crowd for our first year. We plan to advertise in the greater Charleston, Beaufort, Hilton Head and Savannah areas.*

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists\* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (\*Tourists are defined as those who travel at least 50 miles to attend.)

*The target audience will be both adults and children in South Carolina and neighboring states. The estimated total attendance will be approximately 2500 – 3000 for the first year; approximately 1000 of non-Colleton County residents. An expected 250 are expected to spend nights who are performers, artists, visitors, etc.*

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

*The target audience are both local and visitors from neighboring areas. We hope that marketing will reach between 5,000 and 30,000 people.*

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and revenues. List other sources\* of funding if applicable. (\*Including amounts funded from other A-tax sources.)

*To execute this project, we estimate the cost to be approximately \$20,000 - \$25,000. We are requesting \$13,500 from Colleton County. Acres of Ancestry has pledged \$5,000 for this project. Other sources of funding will be sought also, contributions and individual monetary donations from citizens, social organizations and local businesses.*

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

*A decrease in the requested amount would impact the number of activities. In order to run a successful festival, we need marketing dollars for advertisement. Therefore, a vast amount will be directed toward this area and activities will be dependent upon community contributions.*

17. Is County support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services.

*Some events, such as the garbage disposal may be required. We will ask for volunteers from the neighborhood to help with this. We are not having any outdoor events, therefore we feel police monitoring may not be required. However if there are any local ordinances that require police monitoring during any of the functions we would make inquiries as to the finances involved and make necessary arrangements to pay for the services.*

18. Other comments for consideration.

*County support is desperately needed. Forty-five percent of Colleton County are African American and we believe the festival which will showcase African American traditions, culture and history should be supported by the county.*

*We will ask that the schools consider planning field trips for students to attend the arts and crafts exhibits and/or have some of the craftsmen visit the schools to present their skills and tell the history and importance of their crafts and it's cultural contributions.*

**Financial Guarantees:**

19. Provide a copy of the official minutes wherein the organization approves the application.  
*We had one large group meeting. Then we divided up into groups. I have been meeting with each group to check on their progress. Attached is a copy of our initial meeting.*

**Prior Recipient's Report (if you received prior ATAX Funds)**

20. Include the total annual ATAX funding received each year that you applied.

NA

21. How did you use the ATAX funds? Where the objectives achieved?

NA

22. What impact did this have on the community and/or how did it benefit tourism?

*A festival such as we hope to have , has never occurred in Walterboro. However in observation African Festivals held in the Charleston, Beaufort, Hilton Head and Savannah areas we feel a festival in our area will be of interest to similar crowds. Their attendance was between 20 – 30 thousand.*

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

We plan to provide questionnaires to festival visitors for assessment of the various programs and informal conversations with the participants.

24. Economic Impact Estimation

Name of Event	Estimated Attendance	Room Nights Estimated	Out of Town Visitors	Days in Town	Estimated Visitor Days (# of Visitors x Days in Town)
LAACAF	2500	2 nights	1000	2	1000 x 2 days

Room Night is defined as the total number of rooms multiplied by nights occupied.

Visitor is defined as someone who travels at least 50 miles to attend/stays overnight from home in paid accommodations or someone traveling to a high tourist area from outside their home community.

Economic Impact

Average Daily Expenditures	\$170.00
Dollars Requested	\$13,500.00
Estimated Economic Impact = Visitor Days x Expenditures	Apx. \$20,000 - \$30,000

Lillie Singleton  
Project Director Signature  
(843) 510-9156

September 30, 2022  
Date

## Lowcountry African American Cultural Arts Festival

### Activities

February 2, 2023

Fashion Show

Chairpersons: Mrs. Vinnie Mitchell, Rev. Angela Ford, Eartha Cunningham

Vendor: Colleton Museum

Anticipated Audience: Apx. 50

February 6 – 2023 (Reception, February 9<sup>th</sup>)

Quilt Show, Crafts and Arts Exhibit

Chairmans: Mrs. Gloristine Williams, Ester Black, Linda Jordan, Jackie Callender

Vendor: Colleton Wildlife Center

Anticipated Audience: Apx. 1000 over the dates allotted

February 18, 2023

Clafin University Concert

Chairpersons: Priscilla McClellon, Eartha Cunningham

Vendor: Hampton Street Auditorium

Anticipated Audience: Apx. 500

February 25, 2023

Meet the Authors of the Lowcountry

Chairperson: Miss Sheila Keaise, Jackie Williams

Vendor: Colleton County Library

Anticipated Audience: Apx. 50

# 1st Official Board Meeting



## Introduction

Lillie Singleton, board chair and visionary of the project, welcomed the eight attendees and introduced the purpose of the Lowcountry African African American Cultural Arts Festival for the Lowcountry district. After each person introduced themselves and shared their talents and passions, a mission was comprised that was inclusive and compressive. The target audience was suggested to reach from the entire Lowcountry area at the beginning and branch out to surrounding states as the festival gains momentum.

## Mission Statement

To celebrate the gifted and talented artists in the Lowcountry who embrace the African American culture. To be inclusive and to inspire all of the citizens of the Lowcountry by offering informed, diverse, and culturally inspiring artisans and artists who bring awareness of the African American heritage

## Target Audience

Our target audience includes all of the citizens in the Lowcountry region and other surrounding areas interested in the African American heritage of the Lowcountry.

## Arts Categories

1. Fiber Arts  
(Fabric/knitting, etc)
2. Artists (paint, pencil)
3. Basket Weaving
4. Author
5. Fashion &  
Accessories
6. Entertainment

## Chairs for Arts Categories & PR

1. Gloristine Williams (Fiber Arts)
2. Jackie Callender (Artist)
3. Linda Jordan (Basket Weaving)
4. Shiela Martina Keaise (Author)
5. Lori Adams (Fashion & Accessories)
6. Priscilla McClellan/Eartha Cunningham (Entertainment)
7. Jackie Williams/ Angela Ford Nelson (Public Relations)

## Events Discussed for Festival

- Secured Wildlife Center for a Cultural Arts Exhibit (artisans presentations)
- It's a Wrap (teaching how to wrap head scarfs)
- Fashion Show at the Colleton County Memorial Library (African American clothing)
- Secured Author Sessions at the Colleton County Memorial Library (African American authors and books about African Americans)
- Secured Claflin University Choir will present musical renditions at the Colleton Center

**Attendance for 1st Meeting**

1. Lillie Singleton
2. Gloristine Williams
3. Jackie Callender
4. Linda Jordan
5. Shiela Martina Keaise
6. Lorilee Adams
7. Priscilla McClellan
8. Jackie Williams
9. Reverend Angela Ford Nelson

**Meeting Started & Adjourned**

**May 19, 2022  
6 pm - 7:30 pm**

**Next Meeting**

**July 2022--TBA**

LOWCOUNTRY AFRICAN AMERICAN  
CULTURAL ARTS FESTIVAL

**2023**

February 1 - 28 (TBA)

Arts and Sweet Grass Demonstrations  
SOUTH CAROLINA ARTISAN CENTER  
318 Wichman St, Walterboro, SC 29488

Thursday, February 2 (6:00 pm)

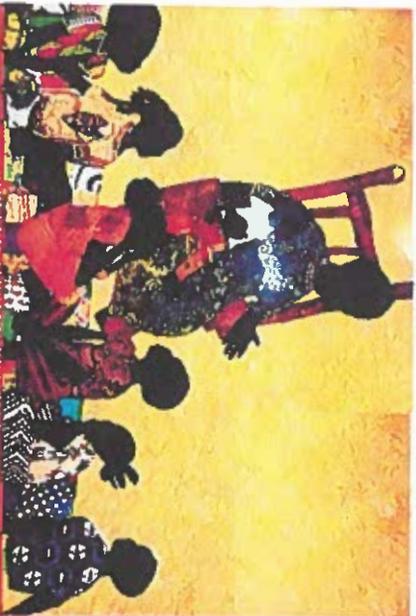
Africentric Fashion Show  
COLLETON COUNTY MUSEUM  
113 Neyle St, Walterboro, SC 29488

February 9 - 20

Quilt Show, Craft and Art Exhibition  
Thursday, February 9 (6 - 8 pm)

Public Reception  
COLLETON COUNTY WILDLIFE CENTER  
100 S Jefferies Blvd, Walterboro, SC 29488

FOR MORE INFORMATION CONTACT:  
L. SINGLETON (843) 510-9156



BLACK HISTORY: Remember, Educate, Celebrate

Saturday, February 18 (6:00 pm)

Claffin University Choir  
COLLETON CIVIC CENTER (Auditorium)  
494 Hampton St, Walterboro, SC 29488

Saturday, February 25 (10 am - 1 pm)

Meet Authors of the Lowcountry  
COLLETON COUNTY MEMORIAL LIBRARY  
600 Hampton St, Walterboro, SC 29488

## ACCOMMODATIONS TAX FUNDING APPLICATION

Please check the appropriate category:

- |  |   |
|--|---|
| <input type="checkbox"/> Festival/event    | <input checked="" type="checkbox"/> Marketing/Promotions/Advertising                      |
| <input type="checkbox"/> Public Facilities | <input type="checkbox"/> Visitor Information Center                                       |
| <input type="checkbox"/> Tourist Shuttle   | <input type="checkbox"/> Waste Collection   |
| <input type="checkbox"/> Law Enforcement   | <input type="checkbox"/> Waterfront Erosion Control/Repair                                |
| <input type="checkbox"/> Fire Protection   | <input type="checkbox"/> Construction/maintenance/operation of civic or cultural facility |

1. Name of Applicant Organization: WALTERBORO COLLETON CHAMBER OF COMMERCE

2. Mailing Address: 2095 WASHINGTON ST WALTERBORO SC 29488

3. Name of Project: WCCC 22-23 MARKETING/TOURISM PLAN

4. Date of Festival/Event: \_\_\_\_\_

5. Dates you will begin and complete work on your project: 11/22 - 2/23

Project Director: MR. WYSONG Title: PRESIDENT

Telephone #: 843-452-6112 Fax #: N/A

Email address: WYSONGME@HOTMAIL.COM

6. Applicant Category: (Check the description that best describes your organization).

- Government Agency     Non-profit     Private Business     Other

7. Please check which tax status applies to your organization:

- Not-For-Profit as registered with the Secretary of State of South Carolina  
Date of Incorporation 10-28-05 Charter # \_\_\_\_\_

- Federal Exempt under IRS Code 501(c)  
Date of IRS Tax Exempt Determination Letter \_\_\_\_\_ (attach copy of letter)

Please provide W-9 by attaching to this application.

8. Amount of Request: \$37,300

9. Have you received funds from the Accommodations Tax Fund previously?     Yes     No

If yes, how much? \_\_\_\_\_ What Years? \_\_\_\_\_

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize Colleton County as a sponsor on all promotional materials.

10. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1 Destination Advertising/Promotion	<u>50</u>	%
2 Tourism-Related Events	<u>          </u>	%
3 Tourism-Related Facilities	<u>50</u>	%
4 Tourism-Related Public Services	<u>          </u>	%
5 Tourist Public Transportation	<u>          </u>	%
6 Waterfront Erosion Control/Repair	<u>          </u>	%
7 Operatoin of Visitor Information Centers	<u>          </u>	%
	<b>Total</b>	<u>          </u> %

Note: See TERC authorized category descriptions below:

- 1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.
- 2-Promotion of arts and cultural events.
- 3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.
- 4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.
- 5-Tourist shuttle transportation.
- 6-Control and repair of waterfront erosion.
- 7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.

SEE ATTACHED

12. Describe how your project will enhance the visitor and tourist trade within Colleton County. (State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)

SEE ATTACHED

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists\* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (\*Tourists are defined as those who travel at least 50 miles to attend.)

SEE ATTACHED

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

SEE ATTACHED

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and revenues. List other sources\* of funding if applicable. (\*Including amounts funded from other A-tax sources.)

SEE ATTACHED

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

SEE ATTACHED.

17. Is County support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services.

SEE ATTACHED

18. Other comments for consideration.

SEE ATTACHED

**Financial Guarantees:**

19. Provide a copy of the official minutes wherein the organization approves the application.

SEE ATTACHED

**Prior Recipient's Report (if you received prior ATAX Funds)**

20. Include the total annual ATAX funding received each year that you applied.

N/A

21. How did you use the ATAX funds? Where the objectives achieved?

N/A

22. What impact did this have on the community and/or how did it benefit tourism?

N/A

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

N/A

24. Economic Impact Estimation

Name of Event	Estimated Attendance	Room Nights Estimated	Out of Town Visitors	Days in Town	Estimated Visitor Days (# of Visitors x Days in Town)

Room Night is defined as the total number of rooms multiplied by nights occupied.

Visitor is defined as someone who travels at least 50 miles to attend/stays overnight from home in paid accommodations or someone traveling to a high tourist area from outside their home community.

Economic Impact

Average Daily Expenditures	\$170.00
Dollars Requested	\$
Estimated Economic Impact = Visitor Days x Expenditures	\$

N/A

  
Project Director (signature)

10/15/22  
Date



WALTERBORO-COLLETON  
CHAMBER OF COMMERCE

**Accommodations Tax Funding Application (1-10)**

- a. Project Name: Walterboro-Colleton Chamber of Commerce  
Marketing and promotion Plan 2022/23
- b. Requested Amount: \$37,300
- c. Total Project Cost: \$37,300
- d. Current Budget Disbursement Categories
  - i. Destination Advertising/Promotions 50%
  - ii. Tourism Related Events/Locations 50%
- e. Applicant Information:
  - i. Not For Profit 10-26-1985
  - ii. EIN: 57-0293773
  - iii. Mark Wysong, President  
Walterboro-Colleton Chamber of Commerce
  - iv. 209 E. Washington St  
Walterboro, SC 29488
  - v. (843) 549-9595 / (843) 452-6112 Cell
  - vi. [Wysongme@hotmail.com](mailto:Wysongme@hotmail.com)

**Narrative (11-19)**

The Walterboro-Colleton Chamber of Commerce is a private, non-profit business membership organization whose purpose is to advocate for the interests of our membership through programs and services. Our Mission:

- The Mission of the Walterboro-Colleton Chamber of Commerce is to enable prosperity within Colleton County and Walterboro by:*
- 1. Advocating for business-friendly policies and programs that will help existing businesses thrive;*
  - 2. Promoting infrastructure, housing and educational development to attract new businesses; and*
  - 3. Providing member businesses with affordable integrated services that will yield profitable growth.*

In order to best accomplish our mission objectives, the Walterboro-Colleton Chamber of Commerce has created a massive marketing campaign designed to promote the attributes of both Walterboro and Colleton County to drive prosperity back into the community. We have established "The Colletonian Business Journal" which now has a circulation of 10,000 printed copies and is distributed throughout Walterboro and Colleton County in high density traffic locations.

In addition, we produce and distribute "The Colletonian Business Journal" TV show which is a half hour show that airs on multiple stations from Georgetown down through Hilton Head and encompasses nine counties. The current estimate for viewership on each episode of the show is 15,000. We also air the TV show on ROKU USA CHOICE Network, YouTube, and HULU with viewership exceeding 10,000 per month.

### **General Project Description**

The Walterboro-Colleton Chamber of Commerce is a marketing chamber dedicated to promoting prosperity for the businesses in the area. A thriving downtown Walterboro is essential to that mission. We are dedicated to telling the story of the people behind the businesses, the amazing places and locations, and the events that make Walterboro a wonderful place to live, work, and play.

Rather than focusing on one event, we are establishing Walterboro as a place that offers visitors an opportunity to spend an afternoon, a night or even a weekend to enjoy all we have to offer. Sustained economic prosperity requires we establish ourselves as a destination for visitors every month of the year. It is with this goal in mind we have created a marketing strategy to promote all our businesses by highlighting our people, business owners, and wonderful landscape attractions to drive visitors from all parts of the state of South Carolina and Georgia.

We believe our marketing plan will reach in excess 1.8 million viewers over a three month period.

### **Benefits to Tourism & the Community**

Walterboro sits in a geographical ideal location to pull from Charleston, Savannah, Columbia, and the Greenville Spartanburg areas. In addition, being located immediately off I-95 as a midway point between Miami and New York, interstate traffic compounds an ideal tourist location destination.

By marketing directly to these viewers, our numbers indicate that we can reach nearly 80,000 viewers a week from Charleston, Berkeley, Dorchester, and Beaufort counties alone. In addition, our streaming platforms will reach an additional 100,000.

Geofencing is a crucial part of capturing a traveling within a specific area. Geofencing is a location-based service in which an app or other software program uses radio frequency identification (RFID), Wi-Fi, GPS, or cellular data to trigger a targeted marketing action (such as a text, email, social media advertisement, app notification) when a mobile device or RFID tag enters or exits a virtual geographic boundary. By utilizing cable TV, Streaming platforms, and Geofencing to promote Walterboro and its business community, we can conservatively reach 603,821 viewers a month. This hits our estimate of reaching 1.8 million viewers in a three month period.

### **Tracking**

We are expecting a robust rebound in the business community post COVID pandemic. Our tracking of the TV shows will be through the social media platforms (Facebook, YouTube, and all Geofencing will be digitally tracked).

If the Viewership from these shows, streaming platforms, and geofencing generated just 1% of the 1.8 million viewership, it would bring in nearly 18,000 visitors over a three month period. The economic impact of those numbers would be substantial. The start date of the marketing would begin in November 2022 and end in February 2023.

### **Budget**

Please see attached. No County support services will be needed.

MINUTES  
THURSDAY, MAY 19, 2022  
VIRTUAL REGULAR MEETING  
3:30 P.M.

Colleton County Government  
109 Benson Street  
Walterboro, SC 29488

Present: Henry Hiott, Steven Dorner, Zetoya Pinckney, Kisha Kinard, Jennie Smith, Madison Terry, and Kaela Brinson, are in attendance.

Call to Order: Henry Hiott, Chairman called the meeting to Order.

**Approval of Minutes**

A. Virtual Regular Meeting April 21, 2022— Ms. Terry moved to approve the minutes of the Virtual Regular Meeting held on April 21, 2022. The motion was seconded by Kisha Kinard and the motion carried unanimously.

**New Business**

**A. ATAX Applications**

**Colleton County Museum and Farmers Market—“WHAM Festival”, \$20,000**

Jennie Smith moved to approve and grant the funding for Colleton County Museum and Farmers Market- “Wham Festival”, \$20,000. The motion was seconded by Steven Dorner. The motion carried unanimously. (Approved: 4, Recusal: 1 - Madison Terry, Opposed: 0)

**South Carolina Artisans Center—“Shop Handcrafted”, \$15,000**

Madison Terry moved to approve and grant the funding for South Carolina Artisans Center- “Shop Handcrafted”, \$15,000. The motion was seconded by Kisha Kinard. The motion carried unanimously.

**Colleton County Historical Society—Accessibility and Tourism at the Bedon-Lucas House, \$6,000.00**

Steven Dorner moved to approve and grant the funding for Colleton County Historical Society – Accessibility and Tourism at the Bedon-Lucas House, \$6,000. The motion was seconded by Zetoya Pinckney. The motion carried unanimously. (Approved: 4, Recused: 1 - Madison Terry, Opposed: 0)

**B. 2022 Accommodations Tax Advisory Board Meeting Schedule**

Chairman Hiott: Stated, we have been meeting monthly due to the pressing concerns. I do not believe that we have to meet quite as often. Is there a minimum requirement on how often we have to meet?

Ms. Brinson: Stated, No. The idea is to meet twice a year or quarterly. Due to not having a large amount of funding we have discussed meeting only twice a year. I spoke with the CFO and he suggested that the deadline be end of March and end of September based on when the funds are becoming available to us. So, we would meet in April or May and then again in October or November so that we could approve all the applications that we have received in that time period at once.

Chairman Hiott: Stated, I believe that October would be a better month due to the Thanksgiving holiday. However, I am open to either month. What works best with all of you all?

\*\*\*Majority voted to meet in October.

Chairman Hiott: Suggested to continue meeting on the third Thursday which set the next meeting date for October 20, 2022 at 3:30 PM.

Ms. Brinson: Stated, I will update everyone on the amount we have to allocate for the upcoming year as soon as I know.

Ms. Kinard: Asked, will we run an advertisement in the newspaper again?

Ms. Brinson: Stated, Yes we will.

Chairman Hiott: Stated, I appreciate everyone coming together. Is there anything else we need to address before adjourning?

Ms. Brinson: Stated, Could we vote on an April or May date for 2023?

Chairman Hiott: Stated, April 20, 2022 at 3:30 PM.

\*\*\*All board members were in agreement and the date was set.

### **Adjournment**

Kisha Kinard moved to adjourn the meeting. Ms. Terry seconded the motion, which was carried unanimously.

This 20<sup>th</sup> day of October, 2022.

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Kaela Brinson, Clerk to Council