

**AGENDA**  
**COLLETON COUNTY**  
**ACCOMMODATION TAX ADVISORY BOARD**  
**REGULAR MEETING**  
**THURSDAY, OCTOBER 24, 2024**  
**3:00 P.M.**  
**COUNTY COUNCIL CHAMBERS, OLD JAIL BUILDING**

1. Call to Order
2. Roll Call
3. Approval of Minutes
  - A. Virtual Regular Meeting Minutes September 13, 2023
  - B. Virtual Regular Meeting Minutes September 27, 2023
  - C. Virtual Regular Meeting Minutes September 25, 2024
4. New Business
  - A. ATAX Fund Balance
  - B. ATAX Applications
    - a. Colleton Museum & Farmers Market— WHAM 2025!, \$40,684
    - b. South Carolina Artisans Center — Shop SC Art, \$25,000
    - c. Colleton Chamber of Commerce— Discovery Map Collection, \$24,730
    - d. Colleton County Rice Festival— \$18,000
    - e. FestiVELO— FestiVELOEIN, \$15,000
    - f. ERCK— Equipment Update, \$20,000
5. Adjournment

## A Tax Funding Request Application

### I. BASIC INFORMATION

- A. Project Name: WHAM! Festival 2025
- B. Amount Requested: \$ 40,684
- C. Total Cost of Project: \$ 70,284
- D. Applicant Information:
  - 1. Colleton Museum & Farmers Market Tax ID #57-6000339
  - 2. Matt Mardell, Director Colleton Museum & Farmers Market
  - 3. 506 E. Washington Street  
Walterboro, SC 29488
  - 4. 843-549-2303
  - 5. [mmardell@colletoncounty.org](mailto:mmardell@colletoncounty.org)

### II. NARRATIVE

#### A. GENERAL DESCRIPTION

We are requesting a-tax funds for ads from several low country media outlets to include print, digital, billboard and postcards to advertise the WHAM! Festival to be held the week of May 3<sup>rd</sup> – May 11<sup>th</sup> 2025. In addition, we are also requesting some help with printing costs.

The festival has grown in the short five years since it has started. This past year, we were able to partner with our local school district and Colleton Prep Academy. Elementary, middle, and high school students were able to have their art on exhibit in one of our three galleries for the entire weeks so visitors could see not only art exhibited by artists from across the state but also some of the amazing work students in Colleton County were producing.

WHAM! Festival is a festival in which we celebrate Walterboro's History, Art, and Music. Many organizations take part in this Festival such as Colleton County Museum & Farmers Market, the City of Walterboro, the Colleton Civic Center, Colleton County School District, Colleton County Memorial Library, Colleton County Historical and Preservation Society, South Carolina Artisan Center, Colleton County Arts Council, many local businesses and artists previously from Colleton County. The event is made possible through a grant from the South Carolina Arts Commission. We will have art work displayed around the City of Walterboro from local artists as well as others from across the state. An art competition will be held with three different categories and prizes will be awarded. The week will wrap up with a live concert from local

artists and acts previously from Colleton County. Since the first five years have been so successful, we are wanting to branch out and bring in a "Level A premier act", a level of entertainment our community or those around us have never experienced in Walterboro before. The finale will be held at the City of Walterboro's Wildlife Center's Amphitheatre. This year we will have events throughout the week at various locations throughout the City of Walterboro. In 2024, WHAM! Festival brought in 5,600 visitors from 30 zip codes outside of Walterboro and we are striving to double that number with a premier act and a bigger advertising push.

## B. BENEFIT TO TOURISM

The Colleton County Museum & Farmers Market and the Walterboro Wildlife Center are a natural draw for the City of Walterboro and Colleton County as area attractions. Both venues are used for events, programming, and meetings, many of which draw out-of-town visitors. In the past, we have hosted groups such as the SC Humanities Council Festival, Festivelo, area farm meetings, the South Carolina Tourism Commission and the list goes on. The Colleton Museum constantly provides rotating displays that attract out-of-area interest as we saw last year during WHAM! Festival when we had art from artists displayed in Market Hall, the Colleton Civic Center and the Walterboro Wildlife Center. Each year we have seen an increase in hotel rooms utilized by participants and vendors that come for the events. This past year, WHAM! Festival brought 5,600 visitors to our art gallery spaces during the week-long event. These folks shopped in our local shops and dined in our restaurants. Record sales for the week occurred at the Colleton Museum and Farmers Market, making it the second-best sales week for the year.

We know how important it is to collect data from those coming to the many events held during the week. At each event, we try to have folks sign a guest log so we can keep a head count of those that are coming and we also ask them for their zip codes so we can prove how many tourist WHAM! Festival is bringing to our community. In 2024, we collected 30 zip codes outside of the Walterboro (29488) zip code. Some of the events that brought the most tourists to our area were the ballet by the Lowcountry Youth Dance Academy, the musical by the Colleton County High School Chorus, Palmetto Bricks Expo by Palmetto Bricks and friends, and the grand finale night which saw over 500 people in attendance. In 2024, we also had our local restaurants hosts events such

as trivia, poetry readings, and dance classes which boosted revenue for the local businesses and served as an advertising tool for folks who did not know what a great downtown area Walterboro has.

#### C. BENEFIT TO THE COMMUNITY

All three main venues serve as exciting hubs of local activity. Since its inception, the museum has exhibited a permanent history exhibit featuring the history of Colleton County and Walterboro as well as an exhibit featuring the Animals of the Ace Basin; collected hundreds of artifacts; offered rotating art shows; provided monthly programming and highlighted local artwork. We have established hands-on environmental and historical educational programs and have worked with the school district to provide additional resources and learning opportunities. WHAM! Festival will provide an art gallery for students in Colleton County to not only display their work but also give them a chance to win awesome prizes. The art teachers within the Colleton County School District have now adopted the WHAM! Festival to serve as their Arts Extravaganza instead of holding the event for one night only on their campus. This gives family and friends of local students a whole week to walk through the galleries to enjoy art and to be a tourist in their own town. Many said they did not even know our town had a museum. This festival has grown so much and so quickly over the past four years we are adding two new venues. The Colleton Civic Center will serve as an additional art gallery space as well as serve as a backup stage in case of unfortunate weather for our outdoor concert finale night. The South Carolina Artisans Center is also trying to involve their current producing artists by opening a gallery next door to their facility to showcase new art produced just for WHAM! In addition to the art gallery spaces we have also added the new gymnasium at the Colleton County Recreational facility to host the 2024 Palmetto Brick Expo. This event brought close to 1,000 guests alone last year, many from well over 50 miles away. Through other art exhibits and events, the community will learn more about other cultures, lowcountry history, and different genres of music performed by homegrown artists.

#### D. TRACKING

Attached are tracking numbers for the Colleton Museum & Farmers Market as well as for the Walterboro Wildlife Center art galleries for the

past year. We have also included the numbers from events during the week that were separate from the art galleries. Staff from both venues routinely touts local businesses and recommends local restaurants, shops, places of historical interest, and the use of local hotels. This year we are developing a digital sign-in system for visitors to our galleries. This will allow us to be able to market to these visitors quicker than ever before. We will gather their email addresses and physical addresses so we can contact them both ways to let them know of future events. We had a big uptick in the amount of traffic from the Beaufort/Bluffton area as that was one of the areas we targeted with advertising.

**E. DURATION OF THE PROJECT**

May 3, 2025 – May 11, 2025

**F. PERMITS**

If any permits are required for any of our events either Ryan McLeod, Assistant City Manager for the City of Walterboro, or myself will be responsible for obtaining them.

**G. Additional Comments: None**

**III. BUDGET**

Attached

**WHAM! Budget 2024/Atax Request in Red**

<b>Print Advertising</b>	Charleston City Paper Columbia Free Times Hampton County Guardian Barnwell People Sentinel The Times and Democrat		10,000
<b>Bill Boards</b>	Addams		8000
<b>E-marketing &amp; Print Media</b>	FB ads: 2000 Postcards: 500 Stickers: 300	300	2500
<b>Postage</b>		300	
<b>Signage</b>	Yard Signs: 500 PinPoint Signs (Banner Buzz):1400 Shark Fin Gallery Banners (Banner Buzz): 1400	500	2800
<b>Art Screens</b>	Displays to Go 4 panel with feet x 10	4300	
<b>Venue rentals</b>	Civic Center Auditorium 1000 CC Art gallery 1000 Market Hall 1600 Rec Gym 1600 Wildlife Center 4200	9400	
<b>Live Entertainment</b>		6000	12000
<b>Program Presenters</b>		2500	2500
<b>Motel Rooms for select artists</b>		2000	
<b>Promotional items Stadium Cushions</b>		1800	2500
<b>Prizes for artists</b>		2500	
<b>Website- annual fee</b>			384
<b>TOTALs</b>		29,600	40,684

## 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 SC Art"
4. Date of Festival/Event: \_\_\_\_\_
5. Dates you will begin and complete work on your project: October 1, 2024 - June 30, 2025
- 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: \$25,000
9. Have you received funds from the Accommodations Tax Fund previously? ☒ Yes ☐ No
- If yes, how much? \$53,100 What Years? \$23,100 (10/23), \$15,000 (1/23) & \$15,000 (6/22)

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	Operation 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 SC Art" project is a continuation of the 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 to increase conversion. We are interested in continuing this project - (October 2024 - June 2025). We will target six markets that have an artistic vibe to their communities. These markets are Bluffton/Hilton Head Island, Charleston, Columbia, Greenville/Spartanburg, and Savannah, Ga.

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 artwork by over 225 artists from 36 out of the 46 counties within the state. The Center on average has 600 to 800 visitors with average sales of \$10,000 to \$15,000 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 SC Art" campaign will utilize paid social media. mobile and contextual display ads in the main target markets listed previously. Over the campaign period of July 2023 - June 2024, it delivered 4.2 million impressions resulting in 7,129 clicks.

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.)

Colleton ATAX:  
\$25,000

Expenses:	
- paid social	6,000
- paid search	5,000
- mobile display ads	10,000
- contextual displays	<u>4,000</u>
	\$25,000

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?

We will continue conducting the marketing campaign and will seek other funding opportunities. This campaign has been very successful for 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.

**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.

Received \$15,000 - June 2022	Colleton County
Received \$20,000 - August 2022	City of Walterboro
Received \$15,000 - November 2022	City of Walterboro
Received \$15,000 - January 2023	Colleton County
Received \$3,075 - March 2023	City of Walterboro
Received \$23,100 - October 2023	Colleton County
Received \$10,000 - November 2023	City of Walterboro
Received \$6,000 - March 2024	City of Walterboro

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

See attached proof of performance report.

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

See attached proof of performance report.

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

See attached proof of performance report.

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)

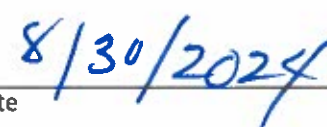
Room Night is defined as the total number of rooms multiplied by nights occupied.

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)

  
Date



ADVANCE  
TRAVEL & TOURISM  
of the South Carolina Artisans Center

Year Campaign Performance  
July 12, 2023 - June 30, 2024





# Campaign Overview

Display 1at long, and paid social together served over 4.2 million impressions resulting in 7,129 clicks and a 0,17% CTR.

During this time there were 3,235 unique users who visited your website.



# Display

1,009,951 Impressions  
1,367 Clicks  
0.14% CTR

Top performing location was Gervais St Columbia SC and Charleston SC.

Display Benchmark CTR: 0.10% - 0.20%

ADGAMM  
TRAFFIC TOURISM

ARTISANS

Hand-Crafted & Hand Picked Art



DISCOVER LEARN MORE

ARTISANS

Hand-Crafted & Hand Picked Art



DISCOVER LEARN MORE

SOUTH CAROLINA ARTISANS

DISCOVER LEARN MORE



ARTISANS

TAKE HOME A PIECE OF SC ART

Learn More

DISCOVER



SOUTH CAROLINA ARTISANS

DISCOVER LEARN MORE

There is something for everyone. Love of beautiful handcrafted art by handpicked ARTISTS!



LET'S GO SOMEWHERE together



# Paid Social | Meta

- 3,269,971 Impressions
- 5,749 Clicks
- 0.18% CTR
- 964 Landing page views and

Your ads reached 631,142 unique people resulting in 3,700 link clicks.

14,800 people remember seeing your ad when Meta asked within 2 days.

- 427 Post reactions
- 20 Shares
- 14 Saves
- 9 Comments

Your audience is mostly 55-65 but followed closely by 25-35-year-olds. 59% are male and 38% female.

Average Social Benchmark CTR: 0.05% - 1.5%

ADD/ANALYZE  
TRAFFIC TOURISM



LET'S GO SOMEWHERE together

## Google Analytics 4

- 3,235 users came from your paid ads with Advance Travel & Tourism.

Awareness Social Benchmark CTR: 0.05% - 1.5%

ADVANCE  
TRAVEL & TOURISM

ADVANCE TRAVEL & TOURISM

LET'S GO SOMEWHERE together



## 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: Colleton County Chamber of Commerce
2. Mailing Address: 111 A East Washington St Walterboro, SC 29488
3. Name of Project: Discovery Map Colleton
4. Date of Festival/Event: N/A
5. Dates you will begin and complete work on your project: Oct 1st - Dec 31st
- Project Director: Stewart McAdoo Title: President
- Telephone #: (843)549-9595 Fax #: \_\_\_\_\_
- Email address: Stewart.McAdoo@colletonchamber.org

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 12/08/1951 Charter # 00019265
- ☐ 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: ~~25,210~~ 24,730
9. Have you received funds from the Accommodations Tax Fund previously? ☒ Yes ☐ No
- If yes, how much? 37,300 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	100	%
2 Tourism-Related Events		%
3 Tourism-Related Facilities		%
4 Tourism-Related Public Services		%
5 Tourist Public Transportation		%
6 Waterfront Erosion Control/Repair		%
7 Operatoin of Visitor Information Centers		%
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.

Our project aims to develop a comprehensive and visually engaging map that highlights key local businesses within our community. This map will serve as a valuable resource for both residents and visitors, showcasing restaurants, shops, attractions, and other essential local establishments. The finished product will be distributed to tourist information centers, hotels, and other strategic locations outside our community to attract and encourage tourism.

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.)

By highlighting Colleton County's unique businesses and attractions, our map will serve as a valuable guide for visitors, helping them discover local dining spots, shops, and cultural sites they might not have otherwise found. By promoting our assets, we will make Colleton County a more attractive destination for tourists.

We will keep a record of each site that we place maps at and track restocking. This will help gauge which locations are receiving the most traffic for our map.

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.)

N/A

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

We are requesting a print run of 50,000 printed maps. Our target audience are tourists travelling through and around SC. We have contacted South Carolina Welcome Centers for placements of the maps and have converted our map to be a trifold style to meet the SC Welcome Center guidelines.

A portion of the 50,000 maps will remain local to Colleton County for businesses to have to also promote in-county tourism.

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.)

Total cost for the project is \$24,730. The following is a breakdown of these costs:

Map creation and design: \$9250

Print Run of 50,000 copies in tri-fold style: \$15000

Shipping costs: \$480

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?

The majority of our cost is in the printing of the maps. If we were to receive partial funding, we would lower the amount of printing to a smaller amount. For example 30,000 copies reduces the print run costs from \$15,480 to \$9,000 or a discount of \$6480.

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.

N/A

18. Other comments for consideration.

The Chamber is committed to working with local businesses and stakeholders throughout the development of the map to ensure it accurately reflects what our community and county has to offer. We live in a county with rich culture and appreciation for our heritage and local businesses. We would like to share what our county has to offer with those who may be unfamiliar and can spend a day trip visiting our slice of South Carolina.

**Financial Guarantees:**

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

Our board of directors have approved doing this map but the meeting minutes will not be officially approved by the time of this application submission.

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

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

In 2022, the Colleton County Chamber received \$37,300 in funding.

Prior to this, we are unaware of additional recent application requests for ATAX funding.

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

Under the previous President, ATAX funds were used to create and promote a television show that would be aired and broadcasted across the eastern seaboard of South Carolina.

It is unclear to the current Chamber administration if the objectives of the television show was achieved.

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

It is unclear to the current Chamber administration if the objectives of the television show was achieved or how it impacted tourism for Colleton County.

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

The television show had ways to track the engagement and viewership numbers. These were presented to the previous President and the current administration does not have access to these numbers.

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)
N/A	N/A	N/A	N/A	N/A	N/A

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	\$N/A
Estimated Economic Impact = Visitor Days x Expenditures	\$ N/A

  
Project Director (signature)

9-10-24  
Date

**Colleton County: Your Map to Discovery**

**Total Funding Requested: \$25,210**

**Applicant Information:**

Colleton County Chamber of Commerce

Fed #: 57-0293773

Stewart McAdoo, President

111A East Washington Street

Walterboro, SC 29488

843.549.9595

[Stewart.McAdoo@ColletonChamber.org](mailto:Stewart.McAdoo@ColletonChamber.org)

**Narrative:**

The Colleton County Chamber of Commerce is excited to offer a new way to explore our historic and beautiful community. We are creating a map that will guide visitors to the best spots for food, hospitality, shopping, and entertainment, while also highlighting our historic landmarks and spaces that showcase the rich history of our corner of South Carolina.

Our team is dedicated to promoting our community's services and being an integral part of Walterboro and Colleton County. We have heard from tourists and visitors who have requested a tangible map to help them navigate the area and discover local food, hospitality, shopping, and entertainment options. Our goal is to make this a reality.

**Benefits to Tourism:**

- A physical map will enhance the tourist experience by providing easy navigation and highlighting key attractions, encouraging longer stays and increased spending.
- It will serve as an interactive guide, allowing tourists to discover hidden gems and local businesses, directly impacting economic growth.

**Benefits to the Community:**

- For the community, a comprehensive map will foster a sense of pride and identity by showcasing the area's history and landmarks.
- Increased tourist activities among our businesses will directly impact local jobs and volunteer opportunities, bringing our community closer together and enhancing our town and county's visibility and accessibility.

#### **Duration of Project:**

This project will take approximately 90 days (about 3 months) to complete. Since this is a physical product being produced, we will need to work with our supplier to bring it to fruition.

The project's life can be ongoing. The Chamber plans to update the map annually to keep it current and accurate. Future funding requirements will be reduced as the foundational work is already completed during this year's setup.

#### **Budget:**

The total cost of this project is estimated at \$25,210, which includes both hard and soft costs. The following is a breakdown of the total project costs and how the funds provided by ATAX will be used:

#### **Project Startup:**

- Five Color-Coded Categories:
  - Things to Do
  - Where to Stay
  - Eat and Drink
  - Shop and Services
  - Characters and Points of Interest on the Map representing the uniqueness of Walterboro, Edisto Beach, Cottageville, and Colleton County
- Double-sided map containing 101-150 buildings drawn as landmarks highlighting our community

Total Cost: \$9,250

#### **Physical Map:**

- Initial Print Run for 50,000 physical copies: \$15,000 (\$0.30 per copy)
- Shipping: \$480

#### **ATAX Funding Allocation:**

ATAX funding is being requested to cover the following costs:

- Project Startup: \$9,250
- Physical Map: \$15,480

**Total: \$24,730**

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	20	%
2 Tourism-Related Events	60	%
3 Tourism-Related Facilities	0	%
4 Tourism-Related Public Services	20	%
5 Tourist Public Transportation	0	%
6 Waterfront Erosion Control/Repair	0	%
7 Operatoin 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.

In April of 2025 we will host the 50th annual Colleton County Rice Festival. As this is a hallmark year, we plan to expand our 2-day festival into a full week of events. This year's proposed scheduled is:

Monday: Movie on the Lawn at Walterboro Wildlife Center - Free Family Event \*New\*

Tuesday: Taste of Walterboro

Wednesday: History Event to include Rice Culture & Rice Sampling \*New\*

Thursday: Preview night! Concert featuring Cody Webb, Food Vendors \*New\*

Friday & Saturday: Festival to include vendors, carnival, entertainment, competitions per usual

Saturday & Sunday: Benefit ball tournament at CC Parks & Rec - travel & public works \*New\*

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.)

Previous festival data shows that vendors, entertainers, competitive participants, and festival attendees total approximately 20,000. We anticipate \$170,000 tourist/visitor dollars to the community. With the addition of the tournament on Saturday and Sunday, we expect to bring in approximately 10 travel ball teams. Teams consist of 10-12 players each, with an estimated 2.7 spectators per player, resulting in an additional 270-324 visitors for 2 days. We do not have an estimate of how many visitors will result from the new concert & history events.



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.)

Our target audience is South Carolina residents within a 100-mile radius. This target is based on past participation. Our closest estimate of total attendance is 20,000 attendees over the span of the festival weekend. In past years, we have averaged 120 hotel rooms for at least one night.

With the addition of the tournament, we estimate that at least half of the teams reside outside of a commutable area and will need to stay overnight, adding 50-60 hotel rooms.

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

We will use print to include newspaper, billboard & flyers, digital and targeted social media for advertisement.

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 cost to execute the 2024 Rice Festival was approximately \$118,000 with approximately \$113,697 in revenue, including sponsorships, City of Walterboro ATAX funding, application and registration fees, event registration, etc. A detailed copy of revenue and expenses is attached.

With the additional activities we plan to execute this year we expect an increase in expenses of \$18,050.

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 not granted all of the amount requested, we would rely heavily on support in the form of sponsorships from local businesses and individuals to execute this year's plan for an extended festival. In the event we do not raise enough to cover the planned events, we would strike the outlying events from the agenda.

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.

Close collaboration with Colleton County Parks and Recreation as well as CC Sheriff and EMS/Fire rescue will be required. We hope to be able to fund any expenses required of their personnel and facilities.

Facilities Rental fee: \$2,500

Personnel for field, trash & restroom maintenance: Included with facility rental

Colleton County Sheriff Department Officer(s) & Colleton County EMS/Fire Rescue: Plans to ask for on-duty assignment.

18. Other comments for consideration.

We know that, in a small town, businesses are approached over and over with funding requests for local initiatives. As the Rice Festival continues to grow each year, funding like yours allows us to grow with our extended audience without placing the bulk of the burden on our local businesses. Any support we receive is appreciated and so vital to our success.

#### **Financial Guarantees:**

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

The application was approved at the scheduled Colleton County Rice Festival board meeting on 9/9/2024. A transcription of those minutes is not yet available but can be provided no later than 9/30/2024.

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

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

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

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

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)
Colleton County Rice Festival	20,000	170	5,000	2	1000

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	\$ 20000
Estimated Economic Impact = Visitor Days x Expenditures	\$ 170,000

Ashley Rohde  
Project Director (signature)

09/16/24  
Date



**Colleton County Rice Festival  
2024-2025 Board Members and Staff**

**Officers**

Mahallie Martin, President

Marcus Pinckney, Vice President

Leigh Cook, Secretary

Rhonda Bailey, Treasurer

**Board**

Scott Grooms

Danielle Bunton

Kevin Smalls

Jessica Cartrette

Tonya Smalls

**Staff**

Ashley Rohde, Event Planner/Office Manager

## 2024 Rice Festival Budget

### Income

Sponsors	\$39,000.00
City of WB ATAX	\$30,000.00
T-Shirts	\$12,288.05
Food Vendors	\$12,000.00
Street Vendors	\$4,000.00
Taste of Walterboro	\$3,426.26
Rice Run	\$3,050.00
Carnival	\$2,300.00
Swingin' Medallions Concert/VIP Dinner	\$5,173.14
Beauty Pageant	\$1,800.00
Cornhole	\$550.00
Ice Sales	\$110.00
	<b>\$113,697.45</b>

### Expenses

Tshirts	\$13,732.00
Advertising	\$12,664.00
Fireworks Show	\$12,000.00
Rice Run	\$7,739.00
ED/Office Manager*	\$4,650.00
Portalets	\$7,070.00
Swingin' Medallions	\$6,750.00
Trampoline	\$6,000.00
BMX	\$5,000.00
Mighty Kicks	\$4,000.00
Insurance	\$4,000.00
Stage	\$3,510.00
Cornhole	\$3,382.00
Motel Rooms	\$2,500.00
Signage	\$2,500.00
Food Court Entertainment	\$2,000.00
VIP Dinner Catering	\$6,600.00
Balloon Artist	\$1,200.00
Walker Taylor	\$1,200.00
Salk Scholarship	\$1,000.00
Taste of Walterboro	\$3,100.00
Photography	\$800.00
Misc. Supplies (Tents, Cords, Tape, etc.)	\$1,000.00
PRTC Phone	\$816.00
Rice for Civitans	\$750.00
Adobe Design Software	\$720.00
Licensing (AsCap Music, Sec of St)	\$675.00
First Baptist Lot + Electric	\$250.00
Bethel Donation	\$250.00
Beauty Pageant	\$400.00
Chamber Dues	\$350.00
Dog Show	\$300.00
Xerox	\$300.00
Taxes (Griffin, Beach & Co.)	\$240.00
Equipment	\$180.00
Car Show	\$170.00
Office Supplies	\$150.00
Permits (Beer/Wine, State Renewal)	\$100.00
	<b>\$118,048.00</b>

## 2025 Rice Festival Anticipated Additional Expenses

### TOURNAMENT

Facilities	\$2,500.00	*request made for in-kind sponsor donation
Officials	\$2,300.00	
Balls	\$750.00	
Merchandise	\$2,500.00	
Trophies/Awards	\$1,000.00	
Advertising	\$1,000.00	
	<b>\$10,050.00</b>	

### CONCERT

Facilities	\$0.00	*in-kind sponsor donation
Cody Webb	\$5,000.00	*estimated based on past performers.Waiting on official quote.
Refreshments	\$500.00	
Advertising	\$1,000.00	
	<b>\$5,500.00</b>	

### HISTORY/RICE EVENT

Facilities	\$0.00	*in-kind sponsor donation
Rice, Food Items, Supplies	\$1,000	
Prize for Best Rice Dish	\$500	
Advertising	\$1,000.00	
	<b>\$2,500.00</b>	

<b>TOTAL ADD. EXPENSES</b>	<b>\$18,050.00</b>	
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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	60	%
2 Tourism-Related Events	40	%
3 Tourism-Related Facilities		%
4 Tourism-Related Public Services		%
5 Tourist Public Transportation		%
6 Waterfront Erosion Control/Repair		%
7 Operation of Visitor Information Centers		%
Total		%

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.

FestiVelo is an event that on average, raises over \$20,000 dollars per year for the Palmetto Cycling Coalition. This will be FestiVelo's 27th year and we have been operating in Walterboro since 20216.

We were recruited by Jeff Herndon to Walterboro and Colleton County.

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.)

FestiVelo is recognized as one of the most unique bicycling festivals in the USA! The ride normally brings in 280-350 riders along with an additional 50-75 people who are non-riders and/or volunteers from 25-30 states and usually a few countries each year, for several days. 2023 will mark the 26th annual FestiVELO Ride, taking place November 6-10, 2024, out of Walterboro, SC. It is estimated over 1000 hotel room nights are booked, the Artisan Center has there largest week of sales, and restaurants experience an increase in business each year

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 is people over 55 with high incomes and disposable income. Including volunteers, over 400 people will attend for 4-5 days, and over 1000 hotel room nights will be booked during the event. We know that over 80% of the attendees come from over 50 miles away, with 60% from outside of South Carolina.

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

We send tens of thousands of emails, have a FaceBook, Instagram, and Twitter accounts where we run ads. In addition, we print a FestiVELO guide that highlights Walterboro and Collecton County. We have a FestiVELO app, that is downloaded by participants from over 30 states over the last 8 years and the app links to the Walterboro resources. The app is also available year round for listing of the bike routes and resources in Walterboro/Collecton County.

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.)

We have a budget of \$92,000 dollars to run this event. We do not have paying sponsors, so our revenue comes from registration fees and we did receive \$18,000.dollars from Walterboro via ATAX.

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?

Full funding will allow us to do all the events outside of the bike ride FestiVELO provides including the First Thursday participation in Walterboro. Partial funding would not allow us to provide all the events for the tourist in order that we continue our goal of donating to PCC for biking in S.C. Also, if we only break even or lose money, we may not be able to continue the event. Our participants spend a lot of money in Collecton County and they never cause any trouble. Ask Wade or any of the City or County officers and they will tell you there is never an issue with our participants.



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.

The county has provided support in the past as far as the city and county officers get us out of town and also have provided assistance with the SC DOT to allow us to use lanes for two way traffic on the same lane during the event.

18. Other comments for consideration.

FestiVelo typically brings in over 400-500 people (Riders, volunteers, spouse/family/significant other) to Colleton County, from a total of 18-25 states and a few countries. Approximately 60% of registered riders were from outside of South Carolina in 2023, and approximately 80% of registered riders were from over 50 miles outside of Walterboro/Colleton County. In 2023, we estimate that approximately 1012 hotel/BND/Camping room nights were utilized by the participants. This includes B and B's, RV and camping locations.

**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.

This is our first year we are applying for County ATAX. We did receive ATAX from Walterboro and I will include report.

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

Please see attached report from Walterboro.

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

Please see attached

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

Please see attached.

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)
FestiVELO	400	1000	350	3	1050

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	\$15,000
Estimated Economic Impact = Visitor Days x Expenditures	\$ 178,000.00



Project Director (signature)

9-18-2024

Date

## **Festivelo XXVII 2024**

### **Accommodations Tax Funding Request 2024**

#### **I. Basic Information**

##### **A. Project Name:**

**Festivelo XXVI 2024:** "A Festival of Cycling in the SC Lowcountry" (Twenty-seventh annual)

**B. Amount requested from A-tax:** \$15,000.00

**C. Total Cost of Project:** \$92,250

##### **D. Applicant Information**

###### **1. Organization name with Federal ID number**

Velos of SC, dba FestiVELO

EIN 92-3317406

###### **2. Contact Name and Title of person submitting application**

Charles Fox of FestiVelo,

###### **3. Address**

4248 Dorchester Road, Charleston, SC 29405

###### **4. Phone, Fax and E-mail**

843-303-3334

4248 Dorchester Road, Charleston, SC 29405

#### **II. Narrative**

**Provide a detailed description of the project to be accomplished with A-tax funding to include at least the following mandatory components:**

**A. General Description (Include information about innovative ideas, community support, partnerships and evidence of management capability)**

FestiVELO has teamed with Colleton County and Walterboro to not only create one of the most unique events in the USA, but has “gone against the tide” by increasing the participation of riders, volunteers, and the community, while all other bicycling events are declining in registration of participants in the USA.

FestiVelo is recognized as one of the most unique bicycling festivals in the USA! Founded by Charles Fox and the Fox Family, FestiVelo is a bicycle touring event with HQ at the Farmers Market & Museum in downtown Walterboro, S.C. The ride normally brings in 280-350 riders along with an additional 50-75 people who are non-riders and/or volunteers from 25-30 states and usually a few countries each year, for several days. 2023 will mark the 26th annual FestiVELO Ride, taking place November 6-10, 2024, out of Walterboro, SC.

Our annual four-day event offers a choice of morning rides in the Walterboro/Colleton County area, including a short, medium, and long ride (30, 65, and 100 mile options), fully supported with restrooms, food, and mechanics.

The food and festivities make FestiVelo the best multi-day rides in the USA, because of the hot meals at the lunch stops (World O’ Grits, etc.) and again at dinner (BBQ, etc.) each day when riders return to home base in Walterboro in the afternoons. This all-inclusive registration and “add on’s” include all the festivities one needs to celebrate a long ride with friends: themed dinners, drinks, live music, dancing, oysters, campfire, smores, wine and chocolate, etc.

Since 2016, FestiVelo has been headquartered out of Walterboro, and this continues to be a great decision. The terrain is flat and the traffic is light, which makes Walterboro a good choice for people wanting to do a first Century (100 mile) ride, drawing people into a welcoming atmosphere to push their athletic abilities. The staff at the Farmer’s Market & Museum continues to provide an excellent venue and support for food and facility needs.

FestiVelo volunteers, facilitated by event leadership, constantly monitor the riders and course, and help is always not far away, with “Support and Gear”, also known as SAG. Rest stops are located about every 15 miles, and each includes packaged snacks (Yahoo & Moon Pie, etc.), water, Gatorade, a restroom, and a bike pump. On Thursday, we lead a ride for those who have never broken the 100-mile mark, and a trophy is given to every 100 mile finisher, no matter their time. On Sunday, every rider who rides 100 miles all 4 days earns a FestiVelo 100 Mile Iron Butt Trophy!

*The Walterboro location affords the opportunity to have a great ride early in the day and then visit Walterboro or surrounding cities in the afternoon and/or evening. Event organizers encourage everyone to stay in Walterboro and participate in the many different FestiVelo events and visit the restaurants, antique shops, art center, wildlife sanctuary, and the other businesses.*

FestiVelo is run by a core group of volunteer director leaders, many dozens of volunteers and a small number of modestly paid contract staff, called National Charity Event Management Service. That core group makes the ride happen every year, and they do the labor necessary to direct, setup, and promote the event each year. The expertise and partnerships of this group of

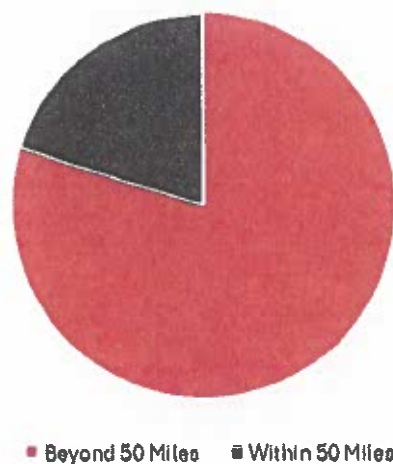
leading ride managers is what sustains the ride into the future. The planning team has meetings throughout the year, via Zoom, to reconvene on a monthly basis. These meetings, attended by 6-10 people each month, are in combination with more subcommittee meetings and emails throughout the year, which ultimately coordinates all the logistics necessary to plan, promote, and execute the ride. It is no small feat for this small group of modestly paid staffers to manage the entire operation. This small group is crucial to keeping FestiVelo going every year, in addition to coordinating and motivating the much larger number of unpaid volunteers.

The use of the Racereach App is also crucial for managing the ride. Because the App is integrated with the website and registration system, the volunteer ride managers use it all the time to manage and keep track of ride logistics, volunteers, registrants, rest stops, rider locations and route viewing through location services. The App allows remote coordination through the phone, because it fully integrates 3 databases: Racereach registration, our website and routing, and Racereach volunteer management. FestiVelo would be much more expensive to execute without the App. The App is utilized by the vast majority of all riders and volunteers, as it was downloaded by 432 people in 2021, and then again by 349 in 2022. The App was developed, is continuously updated and fully supported by David Cole.

#### **B. Benefit to Tourism**

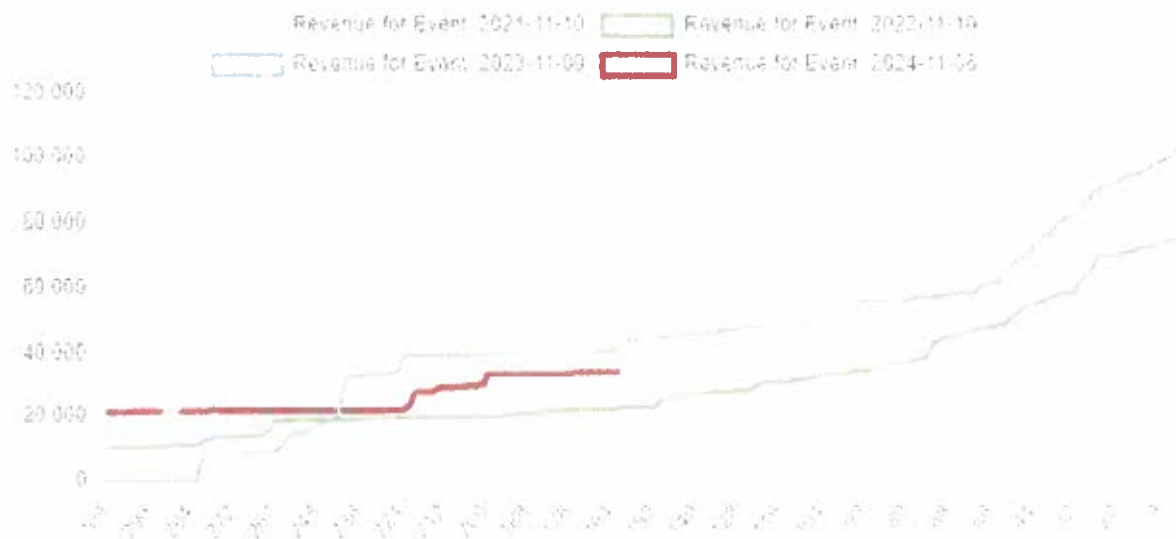
FestiVelo typically brings in over 400-500 people (Riders, volunteers, spouse/family/significant other) to Colleton County, from a total of 18-25 states and a few countries. Approximately 60% of registered riders were from outside of South Carolina in 2023, and approximately 80% of registered riders were from over 50 miles outside of Walterboro/Colleton County. In 2023, we estimate that approximately 1012 hotel/BND/Camping room nights were utilized by the participants. This includes B and B's, RV and camping locations.

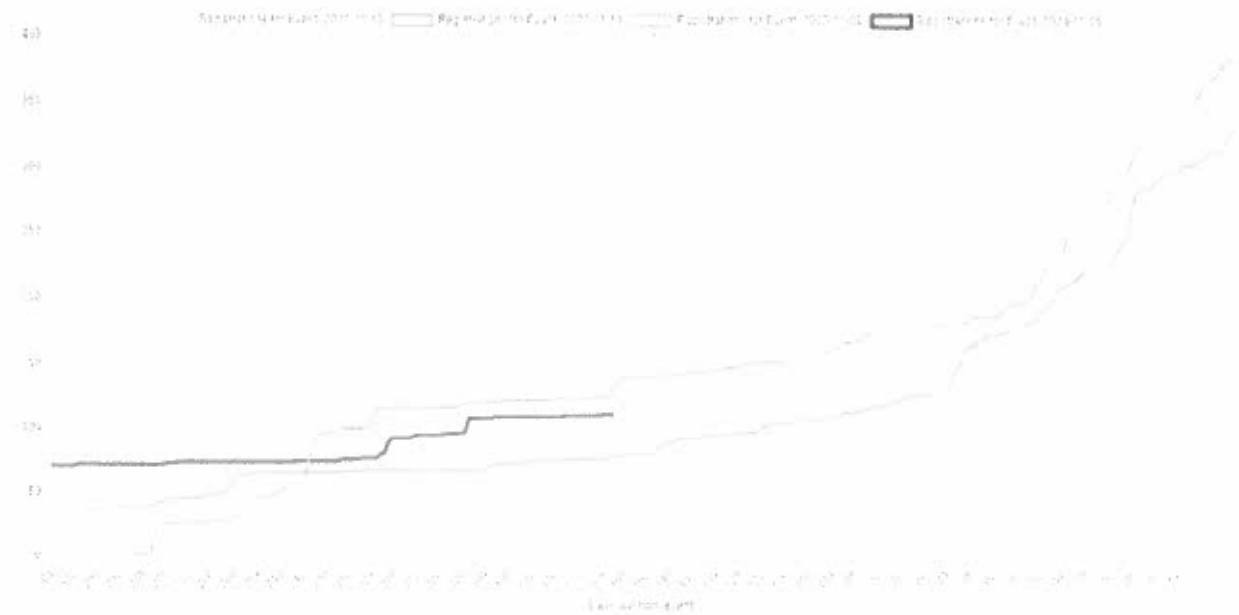
80% of Riders from Beyond 50 Miles



We program the FestiVelo event from 5:30am until 9:30pm, so ride participants engage in the full experiences provided by the City of Walterboro. Very often, ride participants bring their family members along, since there are so many social opportunities programmed around the ride. Since the ride has normally had increasing rates of satisfaction every year; it is led by roughly the same crew of organizers.

Registrations are on target to surpass 2023 after already surpassing those from the last 3 years, so we anticipate meeting our target goal, once again.





We know our participants visit the local restaurants, antique shops, art venues, and points of interest. In addition, FestiVelo makes every effort to use local vendors in Walterboro/Collecton County. Walterboro/Collecton County is given international visibility, as well as additional press coverage in all forms of media. Many segments of the rides are filmed and photographed and shared with family, friends, and the international bicycling community.

FestiVelo rider demographics typically are represented by a median age of 55 years and a higher than average median income with disposable income. As the population in the USA increases in median age, people are seeking events such as FestiVelo to stay healthy and active with this low impact sport, in addition to using this event to connect with old and new friends. Our participants stay in the local hotels, eat in various restaurants, and shop in several of the retail outlets. Visitors are charmed by the quaint atmosphere and are encouraged to return.

FestiVelo partnered with many other rides in exchange for cross promotion of the FestiVelo ride. The benefit here is a higher likelihood of recruiting registered riders from further outside the 50 mile radius of Walterboro. FestiVELO has cross promoted with rides in SC, NC, Virginia, and Maryland so far this year.

Our 2024 Cycling Event Guide every year contains relevant information about items of interest within and around Walterboro and Collecton County, in addition to other content our target audience might enjoy. Our website displays information about hotels available near the ride HQ at the Farmer's Market & Museum, as well as information about Walterboro and a link to the 2024 Cycling Event Guide.

The annual marketing investment for this ride pays off, in 2023, we obtained over 35 new riders who heard of us first on social media (FestiVELO App, Website, FaceBook, Instagram) These new riders will likely become repeat riders into future years ahead. Each time we use \$50 to boost a FB post, it raises the post views from an average of 550 to 8500.

### **C. Benefit to Community**

FestiVelo impacts the local economy in many ways, including through hotels, restaurants, shops, and local purchase of supplies and food. The HQ is located in the city of Walterboro's downtown, in the Farmer's Market, additionally benefiting the local and often homegrown small pop-up businesses and downtown shops, with hundreds of riders drawn to the after-ride festivities. Additionally, the event provides a relaxed atmosphere for good natured fun and fitness, which offers only positive vibes from tourists visiting Walterboro.

And finally, event organizers are homegrown in SC and NC, with a heart for the lowcountry, so naturally cultural engagement is built into every SAG stop, giving tourists a chance to meet many others from Walterboro's various churches, etc., whose volunteers often host the SAG stops. The social settings of the SAG stops is one of many reasons ride participants come from all parts of the US to enjoy themselves, and that was specifically noted many times in the post ride survey.

### **D. Tracking: Number of hotel/motel room nights projected to be added as a direct result of this project (Include brief explanation as to the calculation used for this estimate as well as description of how you plan to track this information).**

In 2023, we estimate that approximately 1000 hotel/BNB/AirBNB/Camping room nights were utilized by the participants filling over 900 Hotel room notes alone, and the available RV and camping locations. Therefore, we project a conservative estimate of 700-1000 hotel rooms for 2024, based on data from the past 3 years. We've extrapolated our 2024 estimate, based on 333 known riders, along with an additional 50-75 non-riders and volunteer organizers for 2-5 days/nights, and the majority stay 3-4 nights.

### **E. Duration of Project (Start and End dates)**

The event will occur from Nov 6-10th, 2024, but many volunteers show up Nov 4th. Up to 30 plus volunteers and staff ride organizers are in Walterboro for 5-7 days. The project is prepared in those initial days, by posting signs, parking routes, raising banners, setting up the venues for meals, music, SAG, and ride HQ, and preparing other managers and volunteers in a host of meetings.

### **F. List Permits (if any required)**

Event organizers coordinate with the local sheriff, police, and fire department, and we intend to secure another Special Use Permit again for the camping location, as we did in 2023, which is for securing the church's grassy adjacent lot.



**G. Additional comments (optional)**

**III. Budget**

The budget of expenses is below. Our main source of revenue is from individual registrants, as they pay for a registration fee, that is all inclusive or pays for additional services, such as individual evening festivities (oysters), activities (chocolate obsession, wine night, etc.), or camping accommodations. Additionally, registrants purchase various types of merchandise.

<b>2023 Accounting Category</b>	<b>2023 Atax subcategories</b>	<b>2024 Budget</b>	<b>2024 Atax requested</b>
<b>E-marketing &amp; print media</b>	Facebook 1500 Instagram 700 Website maintenance and update for marketing 1200 Direct mail marketing 1500 RideWithGPS 300 Postcards/Posters 2000 Promotional Items (Stickers, maganets, etc) sent across the USA 1000	\$8,200	<b>\$2,000.00</b>
<b>Event infrastructure to run event.</b>	Route marking paint: 600. Gas for route marking: 1000. Directional signs: 600. Poles and temporary fencing 600. Rented outdoor tents/tables/chairs 1200	\$3,400	<b>\$1,500.00</b>
<b>Event Setup and tear down</b>	Shower trailer/electric/gas/towing fee, 800. Truck/Driver cost to move Equipment to Walterboro with driver and labor 1500. Daily moving of equipment and setup in Collecton County  Event Management Project Manager 2000	\$4,300	<b>\$2,000.00</b>
<b>entertainment</b>	DJ, speaker fees/Special Event	\$2,400	
<b>insurance</b>	event insurance	\$2,500	
<b>other labor</b>	Labor costs to Walterboro Museum staff for meals, & after ride snacks: 7500. Labor costs to Charleston staff for rest stop and lunch stands:	\$8,500	

	1000.		
<b>food</b>	3 meals, rest stops, snacks, food at evening festivities, Volunteer dinner:	\$33,350	
<b>marketing:</b>	<b>cycling event guide: 5000</b>	\$5,000	<b>\$1,000.00</b>
<b>motel</b>	motel for select volunteers	\$3,000	<b>\$2,000.00</b>
<b>Campsite/Event Infrastructure</b>	Campground 500. Power for campground to church: 400. Campground Administrator 400. Clean-up and turf repair, etc.300	\$1,600	<b>\$1,000.00</b>
<b>Museum rental</b>	Walterboro Farmer's Market & Museum	\$1,600	
<b>Postage</b>	Various mailings/shipping of posters, postcards, mailers, and various other postal services to several events, bike shops, to over 15 states.	\$3,400	<b>\$1,800.00</b>
<b>supplies</b>	event t-shirts & sweatshirts: 4000. jerseys: 4600. Other supplies: 200	\$8,800	
<b>telecommunications</b>	zoom: 300. google: 300. Calls with participants and potential participants across the USA	\$600	<b>\$600.00</b>
<b>toilets</b>	<b>Portapoddies and portalets: \$3,200</b>	\$3,200	<b>\$1,600.00</b>
<b>FestiVELO/ Walterboro App</b>	<b>The FestiVELO app requires a yearly update of Walterboro's information, routes, events, tourist attractions, hotel page, etc, in Walterboro, and is downloaded/updated months in advance, and is viewed very often by the participant. This application is functional all year and usable by the participant for routes or reference to Walterboro and FestiVELO</b>	\$3,500	<b>\$1,500.00</b>
<b>TOTALs</b>		<b>\$92,250</b>	<b>\$15,000.00</b>

## **City of Walterboro Accommodations Tax Funding**

Final Report – Year funds received: 2023

### **I. PROJECT INFO:**

Organization Name: Velos of SC, dba FestiVELO

EIN 92-3317406

FestiVELO

Project Name: Festivelo

Contact Name: Charles Fox (Festivelo)

Phone: Festivelo - Charles Fox: 843-303-3334

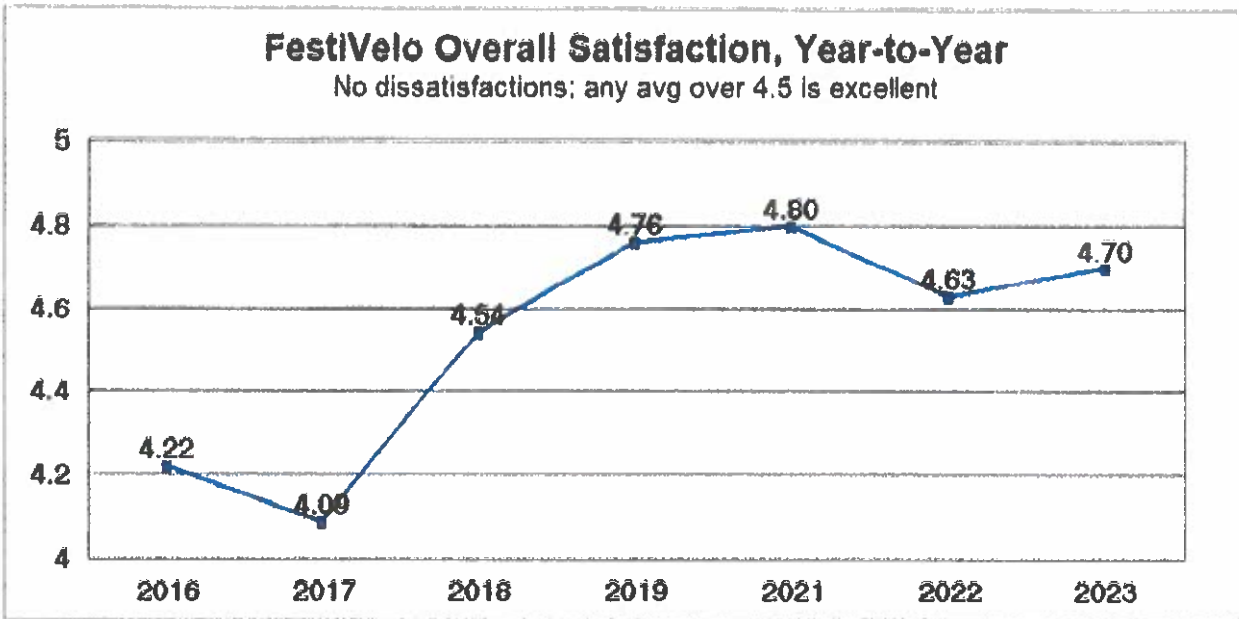
### **II. PROJECT COMPLETION:**

Were you able to complete the project as stated in your original application? yes

If no, state any problems you encountered. NA

### **III. PROJECT SUCCESS:**

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)



Festivelo 2023 grew substantially in 2023. There were almost 400 people (333 riders) involved with FestiVELO which includes mostly riders and volunteers. The post ride survey indicated participants generally reported high satisfaction, which we think reflects our continued presence and support in Walterboro. The great reviews all mentioned the food, venue, logistics, planned events, and hotel and camping availability.

Some changes from last year were greater use of the App by the Volunteer Manager to manage volunteers, as well as managing supplies for rest stops and lunch spots. The App continues to aid in successful event management.

FestiVelo App Downloads			
Year	IOS	Android	Total
2021	318	114	432
2022	281	68	349
2023	302	73	375

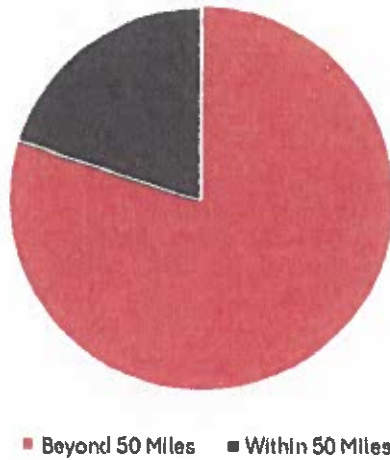
#### IV. PROJECT SUMMARY DATA:

Record numbers in table below to reflect funds received and attendance for up to two years.

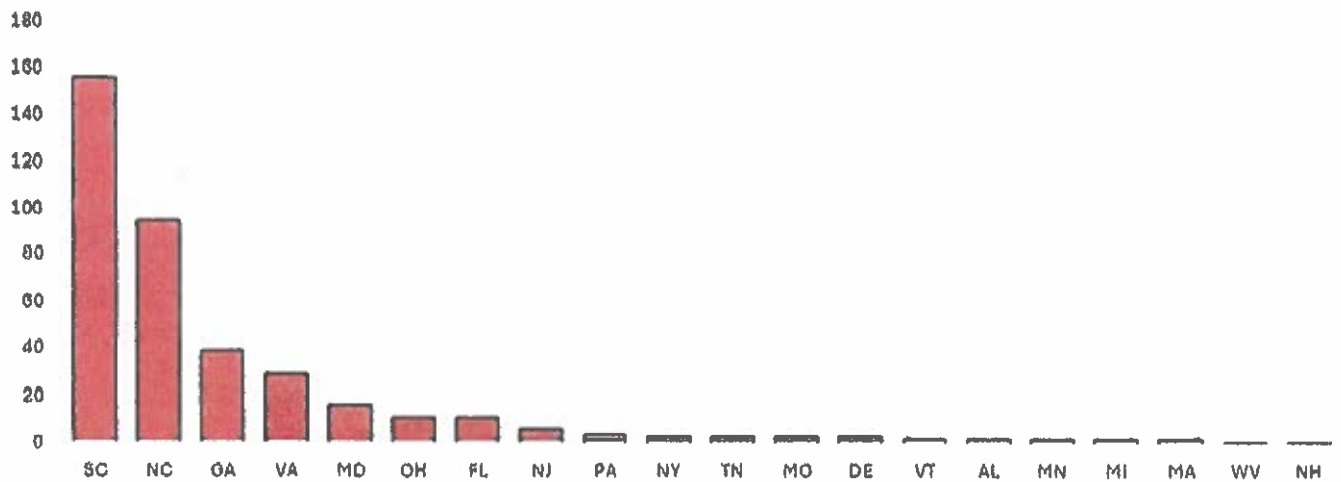
	<b>FY 2019</b>	<b>FY_2021</b>	<b>FY_2022</b>	<b>FY_2023</b>
Total budget of event/project	\$59,722	\$78,394	\$68,300	92,500
Amount funded by City of Waltherboro A-tax	\$16,000	\$10,750	\$16,000	21,000
Amount funded by A-tax from all sources	\$16,000	\$10,750	\$16,000	21,000
Total attendance	265 riders	311 riders	281 riders	333 riders
Total tourists*	63% riders were from out-of-state, and ~95% were form outside the 50 mile radius	65.6% were from out-of-state, and~95% were form outside the 50 mile radius	41% were from out-of-state, and 80% were form outside the 50 mile radius	Over 60% were from out-of-state, and 80% were form outside the 50 mile radius
Total estimated hotel nights	750	959	754	1012

\* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

### 80% of Riders from Beyond 50 Miles



### FestiVelo 2023 Registrants by State 60% of Riders / Volunteers from Out of State



## V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.)

FestiVELO uses the leading Registration and Payment Platform, RaceReach. During the Registration Process, the participant and volunteers, as part of the registration and payment, address, city, state, and zip code are collected.

**VI. PROJECT EXPENSES:** Attach report with final project expenses paid for by City of  
Walterboro A-tax funding.

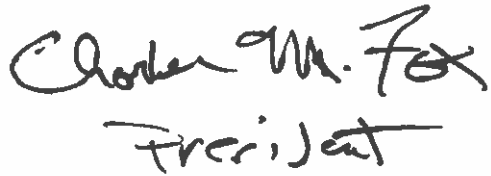
*Attached (below): "Festivelo Expenses 2023 for ATax"*

**VII. ORGANIZATION SIGNATURE:**

Provide signature of official within organization, verifying accuracy of above statements.

Charles Fox, Executive Director, FestiVELO

Name, Title

Handwritten signature of Charles M. Fox, President.

Signature

Date: 9-18-2024

### 2023 FestiVELO Expenses

<b><u>Funded:</u></b>	<b>Budget</b>	<b>Actual</b>	<b>Difference</b>
<b>Marketing: Print media ads and social media</b>	\$4,500	\$9700	\$5200
<b>Signs: promotion directional signs</b>	\$500	\$700	\$200
<b>Toilets: port-o-lets &amp; trailer-based toilets</b>	\$2,500	\$2,800	\$300
<b>Cycling Event Guide</b>	\$4,000	\$5,000	\$1000
<b>Website development</b>	\$1,000	\$1,200	\$200
<b>Website bike route development</b>	\$1,500	\$1,100	\$400
<b>App development for full integration of registration, volunteer management, route viewing, rider location finder, etc.</b>	\$6,000	\$7,000	\$1000
<b>Stickers/magnets/cups/promotional items shipped</b>	\$700	\$300	\$300
<b>Ride with GPS account</b>	\$300	\$300	\$300
<b>Postage &amp; printing</b>	\$1,450	\$2,100	\$650
<b>subtotals</b>	<b>\$22,500</b>	<b>\$30,200</b>	<b>\$7700</b>
<b><u>Non Funded:</u></b>	<b>Budget</b>	<b>Actual</b>	<b>Difference</b>
<b>REMAINING: App development for full integration of registration, volunteer management, route viewing, rider location finder, etc.</b>	\$1,000	\$1,000	\$0



<b>REMAINING: Cycling Event Guide</b>	<b>\$3,300</b>	<b>\$1,435</b>	<b>\$1865</b>
<b>Food for registrants &amp; vols(rest stops, meals)</b>	<b>\$17,000</b>	<b>\$23,502</b>	<b>\$6,502</b>
<b>Supplies, Event T &amp; Jersey</b>	<b>\$10,000</b>	<b>\$23,244</b>	<b>\$13,244</b>
<b>Motel, Museum Rental, and Campsite setup</b>	<b>\$7,000</b>	<b>\$13,383</b>	<b>\$6,383</b>
<b>Transportation, Moto, &amp; facilities</b>	<b>\$5,000</b>	<b>\$2,100</b>	<b>\$2,900</b>
<b>Other labor, Insurance, &amp; Entertainment</b>	<b>\$9,000</b>	<b>\$19,304</b>	<b>\$10,304</b>
<b>subtotals</b>	<b>\$52,300</b>	<b>\$83,968</b>	<b>\$31,668</b>
<b><u>TOTALS</u></b>	<b>\$68,300</b>	<b>\$104,205</b>	<b>\$35,905</b>

\*The FestiVELO Budget is dependent upon two major variables, which are:

1. Registration and the number of 3 and 4 day all-inclusive riders that register.
2. ATAX Funding

As a result, the budget can increase with an increase in higher dollar registrations and the ATAX Funding. The budget has increased last two years based upon these variables, which are reviewed monthly.