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City of Walterboro

242 Hampton Street

Walterboro, South Carolina 29488

Mailing Address:

Post Office Box 709

Walterboro, South Carolina 29488-0009

**Walterboro City Council
Regular Meeting
October 27, 2015
City Hall
6:15 P.M.**

A G E N D A

I. Call to Order:

1. Invocation.
2. Pledge of Allegiance.

II. Public Input on Agenda Items:

III. Approval of Minutes:

1. Minutes of the October 13, 2015 Regular Meeting (Minutes attached).

IV. Old Business:

V. New Business:

1. Consideration of Funding Recommendations from the Accommodations Tax Advisory Committee (Memorandum attached).
2. Request to Close Streets for Turkey Trot 5K Run/Walk, **November 26, 2015** from 8:30 A.M. to 9:30 A.M. by Walterboro-Colleton Chamber of Commerce (Letter attached).
3. Request to Close Streets for Annual Santa Sprint Run on **December 5, 2015** from 8:00 A.M. to 10:00 A.M. and Use of City Parking Lot from 10:00 A.M. to 11:00 A.M. by Colleton County Arts Council (Letter attached).

VI. Committee Reports:

VII. Executive Session:

1. Contractual Negotiation Items - Project "C".
2. Discussion of Negotiations Incident to Proposed Contractual Arrangements - I-95 Business Loop Project.
3. Personnel Matter - Consideration of Appointment to the City Appearance Board.

VIII. ADJOURNMENT.

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Walterboro City Council
Regular Meeting
October 13, 2015

MINUTES

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, October 13, 2015 at 6:15 P.M., with Mayor Bill Young presiding.

PRESENT WERE: Mayor Bill Young, Council Members: Jimmy Syfrett, Paul Siegel, Tom Lohr, Bobby Bonds and Judy Bridge. City Manager Jeff Molinari, City Clerk Betty Hudson and City Attorney George Cone were also present. Council Member James Broderick was absent. There were approximately 13 persons present in the audience.

There being a quorum present, Mayor Young called the meeting to order and welcomed everyone to the meeting. Council Member Syfrett gave the invocation and Council Member Bonds led the pledge of allegiance to our flag.

PUBLIC INPUT ON AGENDA ITEMS:

There were no public comments or questions on agenda items.

APPROVAL OF MINUTES:

The Minutes of the September 8, 2015 Regular Meeting and the Minutes of the September 14, 2015 Special Called Meeting were approved as submitted on the motion of Council Member Bridge, seconded by Council Member Bonds with all members voting in favor. Council Member Broderick was absent and did not vote.

OLD BUSINESS:

There was no Old Business before Council.

NEW BUSINESS:

1. **Certifying the Cancellation of the November 3, 2015 General Election and Declaration of the Winners - Resolution # 2015-R-08**

City Manager Molinari informed Council that the filing period for the November 3, 2015 City Council Election opened on August 26 and closed on September 4, 2015 at 5:00 p.m. At the end of that period, only the three (3) incumbents had filed - Bobby Bonds, Judy Bridge and Paul Siegel. From September 4 through September 18, no write-in candidates declared during that time period. On Monday, September 21, 2015, the Municipal Election Commission met and passed a certification that would cancel the November 3, 2015 Election and would elect Council Members Bobby Bonds, Judy Bridge and Paul Siegel.

Mayor Young then recognized that the Election Commission Chairman, Mr. Ted Tucker, was present at the meeting. Mr. Tucker then congratulated the three (3) City Council members elected - Bobby Bonds, Judy Bridge and Paul Siegel.

A motion was then made by Council Member Lohr to approve Resolution # 2015-R-08, certifying the winners and cancelling the November 3, 2015 General Election. Council Member Syfrett seconded the motion that passed with a vote of 6/0 with all members voting in favor, except Council Member Broderick was absent and did not vote. Copy of said resolution is attached as part of these minutes.

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2. **Consideration of Veterans Day Parade Permit Request, November 8, 2015 - Veterans Council**

City Manager Molinari told Council a parade application had been received from the Veterans Council to conduct the Veterans Day Parade on Sunday, November 8, 2015 at 2 p.m. The parade route will start on Hampton Street, at the Colleton Center, proceed east to Jefferies Highway, right on East Washington, right on Neyles, right on North Miller and will end back at the Colleton Center. He stated that City staff had no objections to this request.

A motion to approve the parade permit request for the Veterans Day Parade as submitted was made by Council Member Bridge, seconded by Council Member Syfrett, with all members voting in favor. Council Member Broderick was absent and did not vote.

3. **Request for Street Closings and Use of the Waterfall for Annual Christmas Parade on December 6, 2015 by the Colleton County Rice Festival Board**

Mayor Young recognized that Chairman Bubba Trippe and Mr. Charlie Sweat were present on behalf of the Rice Festival Board.

City Manager Molinari explained that the parade route for this request was exactly the same of the route just approved for the Veterans Day Parade. This parade will be held Sunday, December 6, 2015 at 6:00 p.m. The Rice Festival Board has asked that the streets be closed beginning at 4:00 p.m. He also stated that City staff has no objections to this request. Mayor Young then added that the Tree Lighting Program will be held at 5:00 p.m. before the parade.

A motion granting the streets closing and use of the downtown waterfall area for the Annual Christmas Parade as submitted was made by Council Member Siegel, seconded by Council Member Lohr and passed with all members voting in favor. Council Member Broderick was absent and did not vote.

4. **Designation of Voting Delegate for the NLC Congress of Cities and Exposition in Nashville, Tennessee on November 3-8, 2015**

Mayor Young then moved that Council Member Broderick be designated as the voting delegation for the NLC Conference in Nashville. Council Member Siegel seconded the motion that passed unanimously. Council Member Broderick was absent and did not vote.

At this point, Mayor Young announced that Council Member Broderick was absent due to attending a funeral out of state.

COMMITTEE REPORTS:

There were no Committee Reports given.

CITY MANAGER'S REPORT:

There was no City Manager's Report given.

EXECUTIVE SESSION:

The Mayor then entertained a motion to enter into an Executive Session. Council Member Lohr So Moved and Council Member Bridge seconded the motion. All

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in favor. None opposed. Motion carried. Council Member Broderick was absent and did not vote. The Mayor announced that the meeting will convene into an Executive Session for:

- 1) A discussion of negotiations incident to proposed contractual arrangement.
- 2) Receipt of legal advice - settle of legal claims.
- 3) A discussion of potential purchase of property.
- 4) Personnel Matter - Appointment of Municipal Judge, Associate City Judges, City Attorney and City Prosecutor.

The meeting then convened into an Executive Session.

At approximately 7:16 P.M., a motion was made by Council Member Lohr to exit Executive Session and return to Open Session. Council Member Siegel seconded the motion. All in favor. None opposed. Motion carried. Council Member Broderick was absent and did not vote.

The meeting returned to Open Session, and a motion was made by Council Member Syfrett to reappoint Maryann Seals as City Prosecutor and George Cone as City Attorney for another term ending June 30, 2016. Council Member Lohr seconded the motion. All in favor, None opposed. Motion carried. Council Member Broderick was absent and did not vote.

There being no further business to consider, a motion to adjourn the meeting was made by Council Member Bridge, seconded by Council Member Lohr and passed unanimously. Council Member Broderick was absent and did not vote. The meeting adjourned at 7:18 P.M. Notice of this meeting was distributed to all local media and posted on the City's website and the City Hall bulletin board at least twenty-four hours prior to meeting time.

Respectfully,

Betty J. Hudson
City Clerk



Accommodations Tax Advisory Committee

To: Walterboro City Council
Cc: Jeffrey P. Molinari, City Manager
From: Accommodations Tax Advisory Committee
Date: October 19, 2015
Re: Approvals at October 15th, 2015 meeting

At its regularly scheduled meeting held on October 15, 2015, the Accommodations Tax Advisory Committee approved the following requests for funding.

<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
Colleton County Arts Council – theatre marketing	\$ 4,000	\$ -0-
Walterboro Tourism – Wings & Wheels	\$ 7,500	\$ 7,000
The Colleton Center – Smoke in the Boro	\$ 8,000	\$ 8,000
South Carolina Artisans Center - marketing	\$14,400	\$14,400
SC Lowcountry & Resort Islands – promotion	\$15,000	\$10,000

Should these requests be approved as submitted, the projected remaining balance for 2015-2016 will be approximately **\$24,165**. The remaining funds will be for consideration at the next scheduled meeting. Therefore, the Atax Advisory Committee respectfully requests City Council approve these items.



CITY OF WALTERBORO ACCOMMODATIONS TAX FUNDING REQUEST

I. Basic Information

- A. Project Name: Colleton Children's Theatre marketing
- B. Amount Requested: \$4,000
- C. Total Cost of Project: \$4,000
- D. Applicant Information:
 - i. Colleton County Arts Council
 - ii. Kim Bridge – Director
 - iii. 334 Wichman Street, PO Box 1035, Walterboro, SC 29488
 - iv. (843) 549.1922 | ccart@lowcountry.com

II. Narrative

A. General Description –

The musical production of the 2016 Colleton Children's Theatre has yet to be determined, but we are requesting \$4,000 to aid in marketing for the production.

B. Benefit to Tourism –

With the help of ATAX dollars, we can advertise for the Colleton Children's Theatre in neighboring communities. Newspapers in Hampton, St. George, and Summerville can hopefully draw interests into Walterboro. The 2015 production of *Into the Woods, Jr.* saw visitors from Connecticut, Delaware, Massachusetts, and Maine who stayed in town the entire weekend of the show and visited many of the local shops. Others from out of town who come to see the musicals can enjoy local eateries for lunch and dinner, locally owned shops and boutiques, hotels, and visit historical sites such as Hampton Street Auditorium and surrounding places. Because all of those who help in the productions are from this community, they are well acquainted and proud to promote the move to Keep Bucks in the 'Boro. They are more than happy to give recommendations and suggestions to those who are not familiar with the area.

C. Benefit to Community –

With the exception of sports, the Children's Theatre is the one of the few constructive activities offered to kids ages 6-19 in Colleton County. The program benefits school aged children participating as well as those who come to see the shows on field trips and with their relatives. It gives teenagers the opportunity to receive volunteer hours for different organizations like the National Honor Society,

and it also allows parents and artists to get involved in something created by those in Walterboro. Beyond that, the presence of the Children's Theatre is important because it gives residents something to do, to see, and to support right in their own backyard.

D. Tracking –

We could be able to see an increase in ticket sales for performances and those participating in the productions. Also, because the Colleton Children's Theatre is so closely tied to the Arts Council, we would be able to get more people involved with art classes and would be able to track how well the advertisements work.

E. Duration of Project –

The Children's Theatre starts work on their productions from April through September, so the project would take place during the fiscal year of 2016-2017.

III. Budget - attached

IV. Required Attachments –

- A. Letter from Secretary of State confirming non-profit status – attached**
- B. Financial Statement – attached**
- C. Board Members - attached**

City of Walterboro

65% Accommodations Tax Funding Request 2015-2016

Project Name: **Wings & Wheels air show 2016**
"Wings & Wheels" at Walterboro's Lowcountry Regional Airport

Amount requested from A-tax: **\$7,500**

Organization Name: Walterboro Tourism Commission

Tax ID Number: 27-0473097

Contact Name: Michelle Strickland
Tourism Director
Downtown Walterboro Criterium Committee Member

Address: 242 Hampton Street
Walterboro, SC 29488

Phone & fax: 843-538-4353 office
843-909-4325 cell
843-538-4356 (fax)

Email: mstrickland@walterborosc.org

Project/Event Description (narrative)

Wings and Wheels two day air show event will be held **April, 2016**. Approximately 4,000 people attended this show in 2014 (Rainy weather affected participation in 2015) and we continue to build this air show with aerobatics, skydiving, stunt plane exhibitions and demonstrations, as well as helicopter rides, displays of vintage and modern aircraft, antique automobiles and emergency service related vehicles.

The Wings and Wheels committee is coordinated by a group of local volunteers that represent several of the local organizations, local businesses, and interested citizens.

Benefit to Tourism and/or the Community

Air shows are staged all over the country and fans are more than willing to travel to watch them. Pilots enjoy taking their special aircraft to shows, while car buffs and antique lovers flock to see antique autos and planes.

Walterboro is an antiques center, as well as home to the largest general aviation airport in the state. With our close proximity to Boeing and Gulfstream, we captivate an even greater audience giving Walterboro international visibility and additional press coverage. Tourists stay in the local hotels, eat in our various restaurants, and shop. Visitors are charmed by the quaint atmosphere and are encouraged to return. This event also contributes to visibility in corporate travel and pilots' interest in low fuel costs, plus ease of landing in the Lowcountry Regional Airport and staying at the hotels in Walterboro.

Accommodations Tax Funding Proposal Request – 2016

Advertising	
Broadcast Media:	\$2,500
Print Media: (such as Post & Courier, Lowcountry Weekly, The State)	\$2,500
Promotion	
Flying/pilot related promotion:	\$500
Flyers, brochures, programs, banners, signs, posters, internet:	\$500
Facilities & Services	
Public restrooms, fencing, signage:	\$1,500
Total	<u>\$7,500</u>



ACCOMMODATIONS TAX APPLICATION
CITY OF WALTERBORO

October 1, 2015

The Colleton Center and the Coastal Electric Trust, Inc.'s Operation RoundUp

I. Basic Information

- A. Project Name: *Smoke in the 'Boro, 3rd Annual SCBA (SC BBQ Association) Cook-Off*
- B. Requesting Amount: \$ 8,000
- C. Total Project Cost: \$17,635
- D. Application Information:
1. Name: The Colleton Center
 2. Federal Tax ID: 20-4536007
 3. Contact: Jean Harrigal, Executive Director
 4. Address: 494 Hampton Street, (P.O. Box 468, mailing)
Walterboro, SC 29488
 5. Phone: 843-549-8360
- Fax: Same
- E-Mail: colletonctr@lowcountry.com

II. Narrative

During the weekend of Friday, March 18th, and Saturday, March 19th, 2016, The Colleton Center and Coastal Electric Cooperative's community assistance program, the Coastal Electric Trust Incorporated (both 501(c)(3) organizations), are again planning to co-host *Smoke in the 'Boro*, a South Carolina Barbeque Association (SCBA) Cook-Off. As in 2014 and 2015, the event will be held at Coastal Electric's Outback facility located on Jefferies Boulevard. Power, water, parking, and the Outback building for the competition judging will again make this an ideal location. We are fortunate to have such a partnership.

This event has been developed under the direction of Wayne Keith, an SCBA-certified barbeque judge, who takes part during the year in a number of cook-offs as a judge and as a member of a cooking team. He and his family owned and operated Keith's Barbeque in Walterboro from 1949 until 1992 in various locations. Mr. Keith and his brother, Len, are now considered Senior Judges, based on their lifetime of experience in the barbeque world. Their reputation and position makes them uniquely qualified to recruit cooks, judges, and sponsors, and to spread the word about our events.

This will be a family weekend event, which will also feature live music on both days, and a separate area on Saturday for local churches to sell baked goods. There will also be a Cruise In car show on Saturday, which was a popular addition in 2015, attracting an additional audience.

Based on the success of and experience gained from our first two *Smoke in the 'Boro* events, this year will also feature two separate cook-offs. Friday night will again be an "Anything Butt"

night. Cooking teams will prepare entries of their choice - from chicken wings to seafood to desserts. As we did last year, we will have 10-12 local citizens serving as judges, evaluating and ranking the entries in a blind tasting. The winners will be announced and prizes awarded on Saturday afternoon.

On Saturday, the main cook-off for the best barbequed Boston Butt and ribs will take place. The cookers prepare their pork during the night, and submit their (blind) entries to the judges on Saturday morning. Based on the number of cook-off participants, 35-50 judges, SCBA-certified and novice level, will assess the entries. The judges will be under the direction of Lew Robertson, Regional Marshall. Both days will be conducted in accordance with SCBA requirements and guidelines. All participants will know those requirements in advance.

In March of 2015, eighteen certified teams from around the state ((Lexington, Rock Hill, Aiken, Blythewood, Charleston, Summerville, Beaufort, and locals from Walterboro and Varnville), as well as Garner, North Carolina and Savannah, Georgia participated. Many teams have already indicated an interest in returning in 2016. Based on participation in the last two years, we estimate that 20 - 25 cooking teams will enter in 2016. Each team will pay an entry fee of \$150 to \$200 (depending on the date of sign-up). Prizes for the top five will consist of a trophy (modeled after the Red Rocker logo) and cash ranging from \$150 to \$1,000. We again look for participation from all over South Carolina and the region, and we encourage and welcome local entrants.

For the Friday and Saturday events, the public will purchase tickets for \$1.00 each in order to taste the food of their choice. Soft drinks, water, beer and wine will be available each day with payment again with the tasting tickets. Sales of alcoholic beverages will be controlled through the ticket process. Only one glass of beer or wine can be purchased at a time. Permits for the sale of beer and wine will be obtained as required. Pepsi donated soft drinks and water last year, and Southern Eagle donated 2 kegs of beer. We will be working with those vendors again, and hope to be as fortunate in 2016.

A budget, included as an attachment to this application, is based on experience from the last two years. The Colleton Center and Coastal Electric are requesting \$8,000 from A-Tax to cover out of town signage and advertising costs, trash containers and collection, portolets, and printing. Printing will cover such items as posters, postcards, and banners used to promote the event at out of county locations. Advertising, which has already begun on the SCBA website, will continue through the local print media, additional websites, and, with funding from ATAX, through newspapers in such areas as Columbia, Orangeburg, Aiken, Beaufort, and the Charleston, Monck's Corner and Summerville areas, as many publications as possible. We would also like to advertise again in BBQ Times, a national magazine. Over the last two years, many newspapers and other publications noticed our ads and have called to request ads for their publications as well. As funding allows, these new placement locales will be evaluated for possible use this year.

Barbeque cook-offs are popular events, and it is expected that attendees this year will again be equally divided between locals and cook-off fans from a fifty to sixty mile radius around

Walterboro. The SCBA events have a loyal following from all over the state and the southeast region.

III. Benefit to Tourism

Our cook-offs have already attracted people from around the State and region. The barbeque world is a competitive world, with a large following. Because this is a two day event, visitors, judges, and some participants will stay in local hotels and B&Bs. For the 2014 and 2015 events, several attendees, judges and participants stayed in local accommodations, in order to attend both days' events. In 2014 the Travel Writers from Canada attended on Friday night producing a video of the event. They also interviewed attendees to publicize the BBQ on their website, so public exposure of the event was extensive. The 2016 BBQ will be another opportunity to attract people to Colleton County for a positive and popular event, provide them with two days of fun, food, and festivities, and entice them to come back for other occasions. Our first two *Smoke in the 'Boro* events shed a positive light on Walterboro, and we heard from many people - cooks and attendees alike who felt that Walterboro's event was one of the best in the state.

IV. Benefit to the Community

The Colleton community benefits from this event in a number of ways: 1) there will be an economic benefit for local businesses - hotels/motels, B&B's, restaurants, gas stations, etc, - benefiting from sales to participants and attendees; 2) supplies for the event from paper goods to meat for the cooks is almost exclusively purchased from local businesses; 3) local residents who wish to try their hand at competitive cooking have the opportunity to do so here at home; and 4) the event gives everyone an opportunity to enjoy a family-friendly weekend with great variety. This will be a positive, neighborly event, featuring good food, good music, and good spirited competition, typical of the enjoyable life in Colleton County.

V. Tracking

The cooks will provide their addresses, as will the judges. As with the two prior year events, we will be canvassing attendees to find out where they are from and how they heard about the event. For our planning purposes, we are estimating that 700 people will attend the Colleton Cook-Off during the two-day event. We will track attendance numbers through head count estimates, ticket sales and collection, and food and drink consumption. The numbers for our 2015 event were impressive. We had 18 competitive cooks and 39 SCBA judges, and general attendance for Friday was approximately 400 and for Saturday, 600. Canvassing at both days' events indicate approximately 250 visitors from areas outside of Colleton County and even some from outside of South Carolina.

VI Duration of Project

The Colleton Barbeque Cook-Off will take place on Friday, March 19th through Saturday, March 20th, 2016.

VII Permits

Beer/wine permits, any required DHEC permits, and any permissions for banner display or signage will be obtained prior to the event. Event insurance for the 2 days will also be purchased.

VIII Additional Comments

The barbeque cook-off is the type of event that gains momentum through success and by word of mouth. As we have indicated in the past, we plan for *Smoke in the 'Boro* to become an annual event for Colleton County, with each year showing an increase in competitors and visitors.

The Colleton Center is a 501(c)(3) organization whose mission is to provide for the renovation and restoration of the historic Hampton Street Elementary School building and for the development of a premiere arts and civic center, serving the interests and talents of the diverse Lowcounty residents and visitors.

Operation Round Up® is a Coastal Electric Cooperative community service assistance program governed and executed by Coastal Electric Trust, Inc., a 501(c)(3) corporation. Contributions to Coastal Electric Trust are used to assist local individuals or families with special needs or requests. These needs include but are not limited to food, shelter, clothing, healthcare, education and accessibility needs. Funds, once approved, are used to pay bills or for services directly and are never given to the individual or family making the request. Coastal Electric Trust has been an active service provider in the community for over 20 years.

IX Budget

Please see attached.

X Required Attachments

- A. Secretary of State Letter
- B. Organization's latest Financial Statement/Budget of Project

Thank you!



South Carolina Artisans Center
The Official Folk Art and Craft Center of South Carolina
Tax ID # 57-0983458
Oct 5, 2015

I. BASIC INFORMATION

A. Project Name: SC Artisans Center - Marketing & Promotions

B. Requested Amount: \$14,400

C. Total Project Cost: \$14,400

D. Applicant Information:

1. FI# 57-0983458
2. Gale Doggette, Executive Director
3. 318 Wichman Street
Walterboro, SC 29488
4. 843-549-0011 843-549-7433 (fax)
scartisanscenter@gmail.com



II. Narrative:

The South Carolina Artisans Center is the largest single tourist attraction located in Walterboro. Through visitor surveys, we recognize that our most successful marketing tool is the usage of billboards, specifically those located on Interstate 95. Like any other established business, we would like to grow in both customer count and in sales. *Great news!* With the Accommodations Tax dollars we received this past year, plus the SCPR&T TAG monies, the Center now has 4 Billboards. The Artisans Center is again requesting the support of the Accommodations Tax Committee. We need to strengthen and solidify our visibility to tourists and visitors by the ongoing use of the Center's (4) billboards on Interstate 95. We are requesting \$14,400 to continue the lease to promote the SC Artisans Center.

A. General Project Description:

The South Carolina Artisans Center was officially designated the "Official Folk Art and Craft Center of South Carolina" by then-governor Jim Hodges in 2000. The Center was originally conceived as a rural economic tourism development project. It was determined early in the planning stages that this Center should have an economic impact upon the local community as well as the entire state, and the project's planners proceeded to make this happen. The Center now showcases the work of over 328 artists from across the state, provides educational programming, and promotes community outreach to residents and visitors alike.

Some of the major accomplishments of the Center include:

We have become a major Tourist Destination off I-95. Approximately 336,000 people have visited the Center in the past twenty years. Over 95% of the Center's customers have traveled from outside of Colleton County and over 85% are visitors from another state. The majority of our customers take time

Board of Directors

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SCAC Founder
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Dawn Dawson-House

Director Public Relation
SC Parks, Recreation
Tourism

Sandra Ferguson

CEO, Veterans Victory
Walterboro SC

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Pharmacist
Walterboro SC

Bob Doster

Artist
Lancaster, SC

Charles Rowland

Reporter
Walterboro, SC

Kris Moore

Walterboro, SC

Becky Broderick

Teacher
Walterboro, SC

Kenneth Hodges

SC House of
Representative

Executive Director

Gale Doggette

from their travels to shop and view our exhibits. They also look for other places in Walterboro to visit, and the City of Walterboro has made downtown a wonderful place to send them. We also welcome tourist groups every month. Whether scheduled or spontaneous, they range in size from 5 - 50, and on their day trips of sightseeing and dining, the groups look to purchase a souvenir (s) to commemorate of their trip. As with individual visitors, these groups are looking for additional local attractions, shops, and historical venues to visit. The Center always offers information about, directions to, and recommendations of local and area places to visit, dine, shop, and spend the night.

The South Carolina Artisans Center is the only Tourist Attraction/Retail Venue in the Walterboro area that is open for business 7 days a week, and on some major holidays as a lot of travelers often visit on their vacations. Because of these regularly scheduled hours of operation, the Center has been designated as an "official stop" for the South Carolina National Heritage Corridor. A "stop" is a Visitors Center that distributes literature about Walterboro, Colleton County, and the entire heritage corridor.

B. Benefit to Tourism and/or Community:

The South Carolina Artisans Center has consistently pursued all avenues of advertising and marketing, including social media platforms such as *Facebook* and *Twitter*. Feature articles on the Center giving Walterboro and Colleton County increased media exposure and written within the past several years have appeared in the following publications: Most recent would be the 2014 Spring issue of *Charleston Home and Design*, *Carolina Living*, *Southern Lady*, *Southern Living*, *AAA Magazine*, *The State, Post & Courier* and *Beaufort Gazette, Times and Democrat, Charleston Magazine, and Living in Carolina...*

- Recently the Center was showcased on Channel 4 News as a must see destination.
<http://sbg.abcnews4.com/news/features/trippinII/walterboro/index.shtml#.VgQcLstVikq>
- <http://www.abcnews4.com/story/22017903/100-percent-made-in-south-carolina?autoStart=true&topVideoCatNo=default&clipId=8789142>.
- Most recently the Center was part of an article written for FODOR'S, an International Travel Guide. <http://www.fodors.com/world/north-america/usa/south-carolina/charleston/walterboro/>

Walterboro

"Welcome Back to Let's Remember." This sleepy Southern town makes Charleston look like Manhattan. Its main drag, East Washington Street, still looks like it did in the 1950s. While continuing to embrace its endearing small-town ways, it is moving in a new, savvy direction. To wit, its marketing slogan is "Walterboro, the front porch of the Lowcountry," with a cherry-red rocking chair as its logo. Those rocking chairs can be found outside shops and restaurants, inviting passersby to sit awhile.

Walterboro has become a fun day trip for Charlestonians. The South Carolina Artisans Center has become a major draw, as have the moderately priced antiques

and collectible stores. The annual events, which for decades included the Rice Festival on the last weekend in April and the Fall Tour of Plantation Homes in October, have been augmented by the Edisto Riverfest on the second weekend in June, the Walterboro Antiques, History & Arts Festival in mid-May, and the Downtown Walterboro Criterium USA Pro Cycling Classic in early May. A proliferation of inexpensive motels like Days Inn sprang up near the interstate, then limited-service chain hotels like Hampton Inn. Travelers wanting more local flavor opt for the homey bed-and-breakfasts in restored houses in the Historic District.

- http://charlestonmag.com/charleston_magazine/feature/ramble_on

Take an Art and Antiques Tour of Historic Walterboro

{ 48 miles [1 hour, 4 minutes]

Dubbed the "Front Porch of the Lowcountry," downtown Walterboro lives up to that moniker on East Washington Street, where a row of antiques shops beckons you to find that vintage rocker you've been dreaming of. Then walk a block to the S.C. Artisans Center, where the crafts, sculptures, and paintings of more than 300 artists (all from South Carolina) are displayed and available for purchase, with prices ranging from \$3 to \$15,000 (look for the hand-carved mahogany Wood Song canoes by artist Philip Greene near the top of that spectrum). If shopping hasn't worn you out, stop by the Bedon-Lucas House Museum for a taste of architecture and Lowcountry living à la the 19th century. Afterwards, grab dinner at Dukes Barbecue, leaving you satisfied for the short journey home.

■ walterborosc.org

■ S.C. Artisans Center, 318 Wichman St., Walterboro, (843) 549-0011,
www.scartisanscenter.com

Hours: Monday-Saturday, 9 a.m.-5 p.m., Sunday, 1-5 p.m.

■ The Bedon-Lucas House Museum, 205 Church St., (843) 549-9633

Admission: Donations accepted. Hours: Monday, Wednesday, & Friday, 9 a.m.-noon; call ahead to confirm.

- Attached is an article featured in the Arts & Travel portion of the Post and Courier that highlights the Center and Walterboro.

The Center has also developed a website www.scartisanscenter.com to keep up with the growing number of travelers who get their information off the Internet. Also, the Center is featured links to other sites such as SCPRT, SCItways, South Carolina Tourism News, and South Carolina Traditional Arts Network, the City of Walterboro, Colleton County, Discover Walterboro and the Colleton Museum & Farmers Market. This exposure has and will continue to generate many first time visitors to Walterboro. The increase in the Center's visits by tourists means more room rentals and meals served by our hospitality industry.

C. Tracking:

The Center continues to experience increases in the number of visitors, with a high percentage of these visitors coming from I-95. Our visitor counts and profiles show that 85% of our customers are from outside of South Carolina. This was encouraged by the marketing of the Center through billboards, our website, brochures, and Visitor Center displays. The Artisans Center is one of the biggest promoters of local

businesses and employees are eager to recommend local restaurants, downtown shops, historical highlights, the Great Swamp Sanctuary, and the use of our hotels and Bed & Breakfasts. *(Tracking numbers for past 3 months attached)*

D. Conclusion:

Art sales make all of this possible but, with the economic roller coaster, the South Carolina Artisans Center is always in jeopardy. That is why we are so reliant on I-95 billboards and ATAX commission for helping get the word out that we are here!

E. The duration of this project: The fiscal year ending June 2016.

III BUDGET:

Attached

IV Attached

V Attached

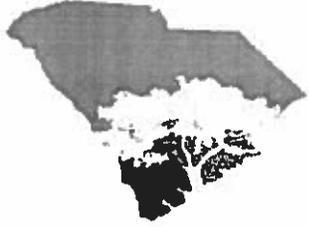
**South Carolina Artisans Center's
Tracking Numbers for last 3 months**

July- Sept	# of Visitors Directed to us by	(Tally from visitor's registry)
I-95 Billboards		609
SC Welcome Centers		134
Walterboro Welcome Center		12
Friends/Relatives		118
Internet		50
Tour Group		236
Downtown Merchants		38
Local		29
Hotel		16
Chamber of Commerce		21
Return Visit		604
Print Ads		75
Brown Signs		125
<u>Brochures</u>		<u>254</u>
		2321

TOTAL VISITORS July - Sept: 4428

States and Countries July – Sept 2015

State-Visitor				
AL	IA	NE	TN	France
AR	IL	NJ	TX	South Africa
AZ	IN	NY	UT	Quebec
CA	IO	NC	VA	Ontario
CO	KY	ND	VT	Germany
CT	MD	OH	WA	Canada
D.C.	ME	PA	WV	India
FL	MI	RI	WI	London
GA	MN	SC	WY	
HI	MS	SD		



South Carolina
LOWCOUNTRY
AND RESORT ISLANDS
TOURISM COMMISSION

City of Walterboro Accommodations Tax Funds
Application for FY 2015-2016

PROMOTION OF WALTERBORO AND THE LOWCOUNTRY

Amount requested from City of Walterboro ATAX funds: \$15,000

Total cost of project: \$533,640

LOWCOUNTRY
& Resort Islands
TOURISM COMMISSION

Federal ID# 57-0941807

Contact:
Peach Morrison,
Executive Director

Post Office Box 615
Yemassee, SC 29945

(843) 717-3090
Fax 717-2888

Email: peach@southcarolinalowcountry.com

October 2, 2015

ACCOMMODATION TAX FUNDS REQUEST APPLICATION

DATE: 10/02/2015

I BASIC INFORMATION:

A. Project Name: Promotion of Walterboro and the Lowcountry

B. Total Amount Requested: \$15,000

C. Total Cost of Project: \$533,640

D. Applicant Information

Organization: Lowcountry & Resort Islands Tourism Commission

Federal ID #: 57-0941807

Contact Name: Peach Morrison Title: Executive Director

Address: Post Office Box 615 Yemassee, South Carolina 29945

Contact Phone: (843) 717-3090 Fax: (843) 717-2888

Email: peach@southcarolinalowcountry.com

II PROJECT NARRATIVE:

A. General Description:

The Lowcountry Tourism Commission is one of eleven similar programs across the State designated by SC-PRT and created by the General Assembly. The Commission's primary mission is the stimulation of economic growth and the development of the area's tourism industry through regional tourism promotional activities. We have implemented an award-winning, professional tourism promotion program for Walterboro and the surrounding area for over 20 years.

B. Benefit to Tourism:

The Commission benefits tourism in Walterboro and the surrounding region through an integrated marketing campaign which includes our website, social media outlets, national & regional advertising, personal contact and international distribution of promotional literature which lists Walterboro hotels, restaurants, historic sites, etc. The Commission also serves as a local fulfillment agency - responding to requests generated by advertising placed by PRT and the Commission for travel & tourism information. The Lowcountry Visitors Center & Museum located on I-95 at Exit 33 (Point South) provides assistance and information to travelers and vacationers, and encourages tourists to visit Walterboro and its attractions.

C. Benefit to Community:

A growing industry in Walterboro is tourism and service related employment. Benefits include: wider exposure, attraction of more visitors needing accommodations and services - thereby creating more jobs, increased sales and revenues. We send visitors to Walterboro 7-days-per-week from our visitors center on I-95.

D. Tracking:

We conducted a Conversion Study which was completed in October 2012. The average spend per visit in our study was \$1,022 with an overall conversion rate of 46%, (55% through web leads). We can infer from the results of this study that our Commission produces a direct expenditure of \$22,145,943 from the trips taken by those who receive our Lowcountry Guidebook: 47,107 Guidebooks X 46% visits to the SC Lowcountry = 21,669. (AGAIN, this calculation provides ONLY the number of visitors influenced by our guidebook. This does not include those who stop in to the Frampton Plantation Visitors Center or interact with us on our social media sites.)

21,669 visits X \$1,022 average spend during vacation = \$22,145,943.

With respect to the City of Walterboro's piece of the economic impact of our results, we calculate that we will have brought 10,401 room nights to Walterboro during the last fiscal year. Walterboro was reported as the destination of the traveler in 10% of those completing the survey. With 47,107 Guidebooks dispersed and 46% actually making a trip to the Lowcountry, that gives us 21,669 visiting parties. Of that, 10% reported Walterboro as their destination – 2,167 visiting parties staying an average of 4.8 nights = 10,401 room nights. This does NOT include those receiving our information via our web site, events newsletter, attractions brochure or social media outlets. Also, these figures are direct impact only. They do not include indirect revenue created by our local citizens who are employed by the tourism industry, by the vendors who supply goods to the industry or sales tax or hospitality taxes which are collected from those visiting guests.

In FY 2014/2015, we were in direct contact with 70,683 guests and visitors who have requested our printed materials: 47,107 Guidebooks distributed + 10,000 Attractions Brochures distributed + 13,576 Guests at Visitors Center. Our online presence touched 83,696 viewers (at least once): 71,429 unique Web users (up 47% from the previous year) + 7,807 vetted and active Constant Contact email recipients (down 6% from the previous year) + 2,962 Facebook likes (up 12% from the previous year) + 786 Twitter followers (up 52% from the previous year) + 712 Pinterest followers (up 68% from the previous year) = 154,379. This is 30% higher than the total "attendance" from last year, predominately seen in our increased web presence. Our goal is to persist in our efforts optimizing each of our platforms in the marketing mix to continue this trend through FY 2015/2016.

We continue to measure our effectiveness through ongoing conversion studies, our monthly reports which determine ROI respective to media outlets, through collaboration with regional Chambers and City Tourism offices in guest profile studies and in conjunction with the Lowcountry & Resort Islands Tourism Institute and USCB. Our monthly reports track response to advertising across all platforms, guests that stop at the Frampton Plantation House, website traffic through Google Analytics and other tracking reports in Facebook, Constant, Pinterest and Twitter. We also use the tools provided through SC Parks, Recreation and Tourism and the Southeastern Tourism Society to keep abreast of the newest technology, upcoming trends and ever-changing ways to better reach our target market and influence travelers to choose Walterboro as their next destination.

E. Duration of Project: Starting Date July 1, 2015 Completion June 30, 2016

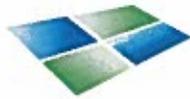
F. Permits Required: (if any) Does not apply. The Commission is the only statutorily established regional tourism entity serving Beaufort, Colleton, Hampton and Jasper counties.

G. Additional Comments:

A large portion of ATAX funds will be used to match 50/50 with Tourism Advertising Grant Funds (TAG) grants from PRT, thereby doubling the effectiveness of local accommodations tax funds used for advertising and promotion. In addition, one half of local ATAX funding will be used to operate the Lowcountry Visitors Center & Museum.

III. BUDGET

Approved by Commission Board of Directors, June 17, 2015



WALTERBORO-COLLETON
CHAMBER OF COMMERCE

Mayor Young
Walterboro City Council
242 Hampton Street
Walterboro, SC 29488

RE: Turkey Trot Race

Mayor Young and City Councilmen,

On November 26, 2015 beginning at 8:30 A.M., the Walterboro-Colleton Chamber of Commerce would like to have a 5k run/walk and a 1 mile fun run.

The event will last from 8:30 – 9:30 A.M. The race will start by the Sherriff's annex building, go down Klein Street entering into the Walterboro Wildlife Sanctuary, continuing through the sanctuary turning left onto Washington Street, passing over Ireland Creek turning right onto Ivanhoe Road, Ivanhoe Road turning right onto Jefferies Blvd., crossing over Ireland Creek Bridge and turning right onto Ireland Hills Drive, continuing on Ireland Hills Drive turning right onto Washington Street. This is where the race will end. Jeffrey Herndon is heading up this event for the WCCC. We appreciate you taking the time to consider this race for our community. We believe this is a great opportunity for our visitors and locals to enjoy the Sanctuary and see Walterboro on Thanksgiving Day with family and friends.

Regards,

Jeremy Ware
President
Walterboro-Colleton
Chamber of Commerce

October 21st, 2015

Dear Walterboro Mayor & City Council:

On behalf of the Colleton County Arts Council, I respectfully request permission to host the Annual Santa Sprint run on December 5th in the downtown area of Walterboro.

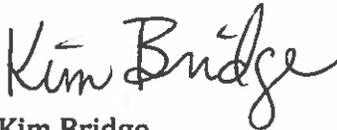
Please note the following details:

1. Sponsored by the Colleton County Arts Council
2. Proposed date: Saturday, December 5th, 2015
3. Time: 8-10 am
With celebration in downtown parking lot to follow at 10-11 am.
4. Proposed route: Rice Festival route
5. Estimated participants: 100
Open to everyone
\$20 per person in advance, \$25 day of the race, Group discount \$15 per person (3 or more people).

The event is to raise funds for art supplies for our many art classes, which helps keep the class cost affordable for students.

For further information, please contact Kim Bridge at (843) 549-1922.

Thank you,



Kim Bridge
Director

B

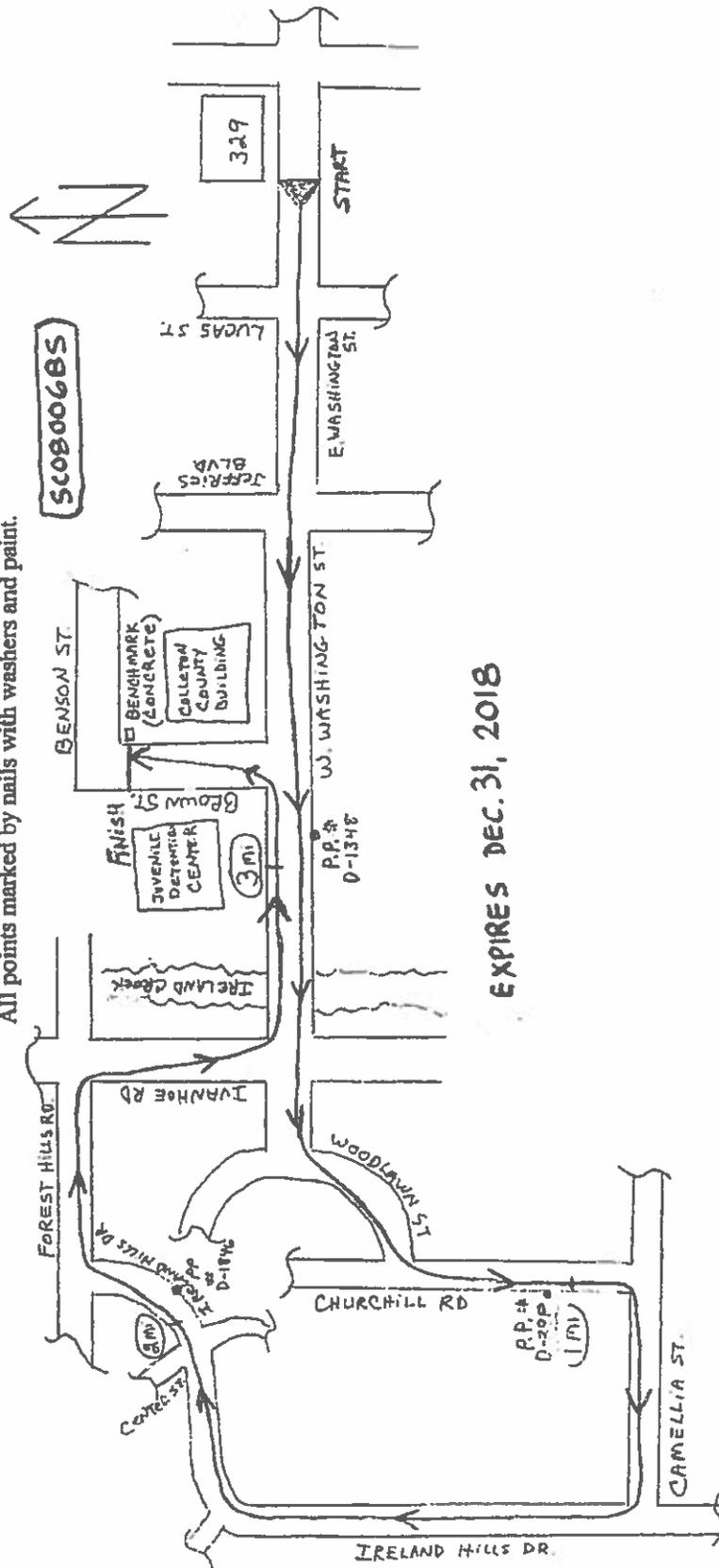
Rice Run/Walk 5K

Walterboro, SC

Measured for certification by Mike Chodnicki March 22, 2008

- Start: On East Washington St., even with the west edge of building at 329 E. Washington St.
- 1 Mile: On Church Hill St., 12 feet south of power pole # D-398, near the intersection with Camellia St.
- 2 Mile: On Ireland Hills Rd., 30 feet west of power pole # D-1846, across from 313 Ireland Hills Rd.
- 3 Mile: On West Washington St., 10 feet west of power pole # D-1348. (mark is on north side of road)
- Finish: On Brown St., mark is even with center of concrete benchmark located at the intersection with Benson St.

All points marked by nails with washers and paint.



EXPIRES DEC. 31, 2018