

PARKS, RECREATION & TOURISM

MEMORANDUM

TO: Carey Smith, City Manager

FROM: Ed Thompson, Director

RE: Tourism Commission Recommendations
2010-2011 Accommodations Tax Funding

DATE: May 1, 2010

The City received \$ 327,191.00 from the South Carolina Accommodations Tax Program from collections of January through December 2009. These monies are to be distributed in the City of Rock Hill's 2010-2011 funding cycle. The following is the breakdown of the allocation of the funds according to the state plan:

- City of Rock Hill General Fund \$ 25,000
 - 5% of the "balance" to General Fund \$ 15,110
 - 30% of "balance" to Rock Hill PRT \$ 90,657
(Tourism marketing/promotion)
 - 65% of "balance" – Tourism Related Fund \$ 196,424
(Available to applicants) – See Exhibit A
- TOTAL \$ 327,191**

The Tourism Related Fund (\$ 196,424) includes applications for marketing and promotions, Arts & Cultural Tourism, and Special Development projects (see attached Exhibit A). Exhibit B is a listing of the expenditures of the Tourism Marketing/Promotion fund designated by state law to an agency with an ongoing marketing and promotions program (\$ 90,657). Rock Hill PRT has been designated as that agency.

Each Tourism Commission member individually reviewed the applications for this year's funding cycle and reviewed/discussed them with the Commission as a group. The merits of the individual projects were reviewed as presented in the current year. The Commission has evaluated each application and has made its recommendations based on how it determines the events and projects will benefit the City of Rock Hill and recreate tourism dollars.

cc: Gerry Schapiro, Asst. City Manager
David Vehaun, Asst. City Manager
Kinch Edwards, Chair-Tourism Commission
Mark Sexton, Supv. – Tourism & Admin Services