

PARKS, RECREATION & TOURISM

MEMORANDUM

TO: David Vehaun, City Manager  
FROM: Ed Thompson, Director  
RE: Tourism Commission Recommendations  
2012-2013 Accommodations Tax Funding  
DATE: April 27, 2012

The City received \$ 375,620.90 from the South Carolina Accommodations Tax Program from collections of January through December 2011. These monies are to be distributed in the City of Rock Hill's 2012-2013 funding cycle. The following is the breakdown of the allocation of the funds according to the state plan. In addition, \$ 5,703.00 is a carried over amount from the previous year to the 65% application fund balance; and \$11,625.00 is carried over from the 2011-2012 cycle due to an applicant declining reimbursement for that cycle.

o City of Rock Hill General Fund	\$ 25,000.00 (note: from \$375,620.90 collected)
o 5% of the "balance" to General Fund	\$ 17,531.05
o 30% of "balance" to Rock Hill PRT (Tourism marketing/promotion)	\$ 105,186.27
o 65% of "balance" – Tourism Related Fund	\$ 227,903.59
o (Available to applicants) – See Exhibit A	
PLUS Carry Over	\$ 17,328.00
<b>TOTAL for 65% Distribution</b>	<b>\$ 245,232.00 (rounded)</b>

The Tourism Related Fund (\$ 245,232.00) 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 (\$ 105,186.27). 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, Deputy City Manager  
Jimmy Bagley, Deputy City Manager  
Kinch Edwards, Chair-Rock Hill ATAX & Tourism Commission  
John Taylor, Operations Supervisor  
Mark Sexton, Supv. – Tourism Division Supervisor

/vhw April 27, 2012

**EXHIBIT A**  
**City of Rock Hill**  
**2012-2013 ACCOMMODATIONS TAX FUNDING**  
**RECOMMENDATIONS TO CITY COUNCIL**

Tourism Related Fund (65% of balance)

Approved by Rock Hill ATAX & Tourism Commission on April 17, 2012

<b>Application Project</b>	<b>FY 13 Agency Request</b>	<b>Tourism Commission Recommendations</b>
<b>Arts Council of YC County</b>	\$ 45,000	\$ 40,000
<b>Catawba Cultural Preservation</b>	\$ 999	\$ 999
<b>Old Town Association – ChristmasVille</b>	\$ 28,416	\$ 22,000
<b>Come See Me Festival</b>	\$ 22,354	\$ 22,354
<b>Thomas Gymnastics – 2012 Crown of the Carolinas</b>	\$ 25,000	\$ 18,000
<b>YC Culture/Heritage Comm.</b>	\$ 30,000	\$ 20,000
<b>Educational Disc Golf Experience - US Disc Golf Championship</b>	\$ 10,800	\$ 10,000
<b>Fort Mill Lacrosse Club – Lacrosse Tournament Promo</b>	\$ 4,062	\$ 2,000
<b>Northwestern High School – JAZZ Discovery Music Fest</b>	\$ 999	\$ 999
<b>Olde English District – Tourism Promotion</b>	\$ 24,000	\$ 20,080
<b>Old Town Amphitheater Summer Concert Series</b>	\$ 16,000	\$ 14,800
<b>Rock Hill Bicycle Club- Rock Hill Bike Classic</b>	\$ 17,500	\$ 10,000
<b>RH/YC Convention &amp; Visitors Bureau – Sports and Meetings Marketing</b>	\$ 74,151	\$ 60,000
<b>Historic White Home Marketing &amp; Promo</b>	\$ 6,000	\$ 4,000
<b>TOTALS</b>	<b>\$ 305,281 REQUESTED</b>	<b>\$ 245,232 AVAILABLE</b>

**EXHIBIT B**

**2012 - 2013 ACCOMMODATIONS TAX RECOMMENDATIONS**

**Advertising/Promotions Special Fund**

**(30 % of the balance – PRT's portion)**

Approved by RH ATAX & Tourism Commission: April 17, 2012

**Rock Hill PRT:            \$ 105,186.27**

<input type="checkbox"/> Marketing Rock Hill for special events, i.e. softball, baseball, soccer/lacrosse, tennis tournaments, cycling events & other sporting events, bids on events, billboard, Glencairn Garden marketing, Rock Hill Outdoor Center marketing, tourism related meetings/conferences, postage for tourism related information and marketing materials, etc.	\$ 42,665
<input type="checkbox"/> Tourism promotions package - Direct Mail Campaign (tourism related facilities), website updates, magazine advertisement and match for marketing grant	\$ 27,965
<input type="checkbox"/> Tourism promotional items	\$ 16,000
<input type="checkbox"/> CVB Visitors Guide ad	\$ 1,800
<input type="checkbox"/> Brochure development Rock Hill Outdoor Center Marketing Trails & Greenways Marketing Glencairn Garden Map Reprints of Existing Brochures/Maps as needed during the year	\$ 12,000
<input type="checkbox"/> Miscellaneous, i.e., visual displays, VIP baskets, etc.	<u>\$ 4,756.27</u>
<b>TOTAL</b>	<b>\$ 105,186.27</b>