



**Rock Hill Accommodations Tax/Tourism Commission
Wednesday, February 17, 2021
Virtual Meeting**

Minutes

PRESENT: Connie Delaney, Wayne Holmes, Antonio Mickel, Sharad Patel, Betty Plumb, Arvin Salvacion

ABSENT: Letonia Gladden

STAFF: Wendy Hill, Laurie Helms, David Linder

WELCOME: Chair, Connie Delaney, opened the meeting at 9 AM.

MINUTES: The minutes of January 20, 2021, were approved as presented.

STAFF HIGHLIGHT: Martin Lane, Project Specialist

Martin came to PRT in November 2020 and has been with the City of Rock Hill - planning Downtown Events under the umbrellas of the Economic Development Department, Old Town Association, ChristmasVille, and now PRT - since 2013. Events include Food Truck Fridays, Red White and BOOM!, BooHaHa, ChristmasVille and the Holiday Ice Rink. His work with PRT will also entail events such as the BMX Carolina Nationals.

DEPARTMENT UPDATE:

Tourism Related Construction Projects – David Linder

- Miracle Park is still under construction.
- The construction of Duke Energy Park on Lake Wylie is progressing with curb, gutter and gravel installation for the parking lot. Site grading and utility work is currently underway.

Monthly Report

- Will be emailed to Commissioners upon completion

Tourism Coordinator's Report - Wendy Hill
Accommodations Tax:

- ChristmasVille received full reimbursement from the 2020-2021 ATAX Grant Fund: \$20,000.

- The 2020 2% State ATAX Collection was down by 26%. The 65% Grant Available for Distribution to Rock Hill projects in Cycle 2021-2022 is \$355,063.

- Applications for the 2021-2022 ATAX Grant Fund are due to PRT by 5 PM, March 5.

Economic Impact:

- January brought 12 events to PRT sports facilities with estimations of 37,000 in attendance, 13,800 room nights and \$6.4 million in economic impact.

- Estimations are made via the “Destinations International Event Impact Calculator” method through Visit York County.

NEW BUSINESS:

A. 2021-2022 ATAX Applicant Meetings:

- Applicants met with various Commissioners and PRT Staff the latter part of January and early February to discuss the current ATAX cycle under Covid-19 restrictions as well as potential plans for the upcoming 2021-2022 projects. Commissioners Delaney, Plumb and Salvacion provided an overview of each meeting.

- David Linder spoke regarding the plans for the PRT and Sports Commission applications – bringing the total number of potential projects for funding consideration to 21.

B. Application Scoring

- Should applications be received before the due date of March 5, Wendy will email an online version to Commissioners so that there is an opportunity for all to view and score as many as possible as early as possible.

- Commissioners are asked to use the new scoring sheets in the recommendation process. Reasoning for scores of 1 and 2 in any category should be clearly defined.

- Paper packets will be ready for delivery or pickup no later than March 12.

C. Set Application Review Dates for March

- The initial review date is March 17 at 9 AM via Zoom.

- Additional review dates are March 24 and March 31. Commissioners will respond as to an 8 AM or 9 AM start time.

ADDITIONAL ITEMS:

None

ADJOURNMENT:

The meeting concluded at 10 AM. Our next meeting date will be Wednesday, March 17 at 9 AM.