



Rock Hill Accommodations Tax/Tourism Commission
Wednesday, June 16, 2021
City Hall – Room 373

Minutes

PRESENT: Letonia Gladden, Sharad Patel, Betty Plumb, Arvin Salvacion

ABSENT: Connie Delaney, Wayne Holmes, Antonio Mickel

STAFF: Mark Sexton, David Linder, Laurie Helms, Wendy Hill

WELCOME: Vice-Chair, Betty Plumb, opened the meeting at 9 AM.

MINUTES: The minutes of April 13, 2021, were approved as presented.

DEPARTMENT UPDATE:

Tourism Related Construction Projects – David Linder

- River Park: Improvements to the parking area and picnic shelter are complete. There are plans to add restrooms at a later date.
- Park on Lake Wylie: un-named at this time but under development and in association with Duke Energy; fishing piers, walking trails and a swimming area are under construction.
- Miracle Park: Construction of The Miracle Field at Miracle Park is complete with work continuing on the main office, restroom buildings, playground and youth baseball field.
- Grand Opening Date for Miracle Park: August 21, 2021

Monthly Report – Wendy Hill

- Included in Commissioner packets
- Shared from the Parks and Recreation Commission's May report: there were twelve sports tourism events that generated an estimated 40,000 attendees for an estimated monthly economic impact of \$5.7 million. June will bring six outdoor events and multiple indoor events at the Sports & Event Center that will include NCAA visits from college coaches and three local high school graduations.

Tourism Coordinator's Report - Wendy Hill

2020-2021 Accommodations Tax:

- Visit York County received a final reimbursement from the 2020-2021 ATAX Grant Fund: \$61,122.39.
- To date, four projects leave remaining balances for the cycle ending June 30, 2021: Yap Ye Iswa Festival, US Disc Golf Championship, College Disc Golf, Old Town Association's Holiday Ice Rink.
- Ten projects are outstanding and will be due no later than August 30 for end of year reporting to the SC Tourism Expenditure Review Committee (due October 1).

Economic Impact:

- Tournaments that occurred in May are listed by facility with the number of participants, estimated economic impact and room nights included.
- Monthly estimations are also listed for 2021 with the mid-year progress already showing \$31,126,149 as estimated economic impact from the six sports facilities owned and operated by the City of Rock Hill.
- Estimations are made via the "Destinations International Event Impact Calculator" method through Visit York County.

2021-2022 ATAX RECOMMENDATIONS UPDATE:

- Commissioner (and Vice Chair) Plumb attended the Budget Review presentation to City Council with PRT Director, John Taylor, on May 10. Betty assisted in answering several questions from Council regarding projects that received funding for use during the Covid Pandemic and for those being recommended for next cycle funding.
- Staff and fellow Commissioners expressed much appreciation to Betty for representing the Tourism Commission so well.
- PRT Operations Manager, Mark Sexton, presented the 2021-2022 ATAX Recommendations to City Council on May 24, 2021, for final approval. All were approved by unanimous vote with no further questions.

ADDITIONAL ITEMS:

- Mark Sexton spoke to the Commission to relay thanks from Mayor Gettys and City Council for the effort and energy that was expended during this recommendation process as well as last years. Mark also reiterated his and staff's many thanks to the Commission for their dedication and commitment to the process.
- David Linder reported that the City of Rock Hill hosted NASCAR as they recorded a show highlighting Olympic Sports for their series – *The Pace Lap*. This should be airing soon on MAV TV.
- Giordana's sponsorship for the Velodrome has come to an end; name change coming and sponsorship available.

- Laurie Helms shares there have been two video projects at Glencairn Garden. One of them, the *Trail of History*, will air next Tuesday, June 22, 2021, at 8:30 PM on WTVI PBS Charlotte. PRT will share the link on social media.
- Commissioner Plumb attended Rock Hill's first *One Word Poetry Festival* (June 4-6, 2021) - a weekend of live music, workshops, open mics, poetry slam and a Poetry brunch. She states it was fabulous!
- The first *Food Truck Friday* (FTF) event of 2021 is set for Friday, June 18. The *Juneteenth* event has teamed with FTF to provide an exciting weekend event for Rock Hill.
- *Red, White and Boom* is back this year (July 3) – with fireworks.
- There are plans for *Main Street Live* to be back as a monthly event with the goal of driving business to downtown restaurants and merchants.
- Shuttles from the Sports and Event Center to Legal Remedy, the Mercantile, Old Town and back are being discussed. More to come on this.

ADJOURNMENT:

The meeting concluded at 9:40 AM.

NEXT MEETING DATE: TBD

Submitted by: Wendy Hill, ATAX & Tourism Commission Liaison

June 17, 2021