



Rock Hill Tourism Commission Meeting Minutes
March 16, 2022 | PRT Conference Room 373

Present: Connie Delaney, Betty Plumb | Absent: Wayne Holmes, Antonio Mickel, Letonia Gladden, Sharad Patel, Arvin Salvacion
Staff: Rebekah Ardis, Laurie Helms, Lisa Nunez | Absent: David Linder
Guests: Jessica Harby, Jacob Sailer from INSIDE RH class.

Welcome & Call to Order: Betty Plumb, Chair (9:06 AM) *Introductions were made.*

Due to guests from Inside Rock Hill class being present, explanation of the Tourism Commission and Rock Hill Accommodations Tax Grant Program was provided.

Approval of Minutes: Having no quorum, minutes were not approved. They will be presented at the next meeting, March 30.

Old Business:

- **Tourism Construction Update:** Laurie Helms presented in David Linder's absence due to event preparation.
 - Hope to have Duke Energy - Rock Hill Park completed by end of summer.
- **Upcoming Events:** Laurie Helms
 - March 18-March 20: Rock Hill is hosting the BMX Carolina Nationals for the 8th year. Estimated to have 8,000 in attendance. Riders are competing for points to qualify for BMX World Championships in France and the Olympics. We will host the BMX Worlds in 2024.
 - This weekend we also have: a large basketball event at the Rock Hill Sports & Event Center, soccer games at Manchester Meadows, and St. Patrick's Day on Main downtown Saturday from noon-9 PM.

New Business:

- **Economic Impact:** Rebekah Ardis
 - Explained to guests that every year PRT partners with Visit York County to work together using software to get analysis on area events, using the Economic Impact Calculator thru Destinations International. This data is compiled each month and is used to help City Council and stakeholders see how tourism impacts our area.
 - In February there were 19 events, with 1 being outside of PRT facilities in York County.
 - In February a total of 12,405 room nights were sold, with 47% of participants staying overnight.
 - Total direct economic impact was almost \$8 million, which is a great number for February.
- **Application Process Update:** Rebekah Ardis
 - Checked all applications for errors and corrected math/percentage calculations on several. Provided details.
 - Requested all scores are given by Friday, March 25 to prepare for Wednesday, March 30 meeting.

Additional Comments: Thanked guests for attendance.

Executive Session:

- N/A

Adjourned: 10:06 AM

Respectfully submitted,
Rebekah Ardis

Next Tourism Commission Meeting: Wednesday, March 30, 2022 at 9 AM
Staybridge Suites | 493 Galleria Blvd, Rock Hill, SC 29730