



Rock Hill Tourism Commission Meeting

April 5, 2023 | City Hall Room 373

Present: Connie Delaney, Joe Gullledge, Wayne Holmes, Sharad Patel, Betty Plumb, Antonio Mickel, Arvin Salvacion
Staff: Rebekah Ardis, Andrea Barnette, Laurie Helms, David Linder

Welcome & Call to Order: Betty Plumb, Chair – Called meeting to order @ 8:38 AM

2023-2024 ACCOMMODATIONS TAX GRANT (65%) APPLICATION REVIEW: Betty Plumb

- Betty led the Commissioners in a final review of the 17 grant applications received for the 2023-2024 ATAX cycle.
- Connie accepted the Commission's recommended distributions as discussed and Joe seconded the motion. All were in favor.

2023-2024 ACCOMMODATIONS TAX GRANT (30%) PRT ADVERTISING/PROMOTIONS REVIEW: Laurie Helms

- Laurie led the Commissioners in a review of Exhibit B, which is a breakdown of how PRT will utilize the 30% balance. This is the mandated balance to be used by the City's designated Destination Marketing Organization.
- Connie accepted the recommended summary and Antonio seconded the motion. All were in favor.

2023-2024 ACCOMMODATIONS TAX GRANT PROGRAM SURVEY RESULTS: Laurie Helms

- Laurie gave a review of the results from the survey that was sent to all applicants, including those who attended the information workshops.
- There were nine organizations that responded.
- Commissioners all agreed they appreciated this extra effort by the staff at the end of the application/distribution process and would like to see it continued annually.

ADDITIONAL COMMENTS:

- Discussion of the next meeting lead to the cancellation of April 12, 2023, which will mean the next Tourism Commission meeting will be held on Wednesday, May 17, 2023.

Adjourned: 9:20 AM

*Respectfully submitted,
Rebekah Ardis*

Exhibit A

City of Rock Hill

Accommodations Tax & Tourism Commission

2023-2024 Accommodations Tax Funding

Tourism Commission Recommendations to City Council

65% of the Balance - Tourism Related Fund / Agency Allocation: \$609,324.55

Agency / Project	2023-2024 Request	2023-2024 Commission Rec.
Arts Council of York County	\$77,105	\$46,103.09
Bethelwoods	N/A	N/A
Big Shots Basketball	\$55,678	\$32,407.73
Camp Canaan	\$40,880	\$16,205.88
Carolinas Football - Independence	\$31,500	\$22,317.86
ChristmasVille	\$45,500	\$22,243.71
Come-See-Me	\$26,663	\$18,836.71
Culture & Heritage Museums	\$46,375	\$15,137.44
Historic Rock Hill	\$80,290	\$29,272.57
Juneteenth	\$8,400	\$3,993.50
Old Town Association	\$56,000	\$23,304.43
Olde English District	N/A	N/A
Rock Hill Bike Club	\$13,230	\$2,696.57
Rock Hill Boxing Club	N/A	N/A
Rock Hill Celebrates Marriage	N/A	N/A
Rock Hill PRT	\$200,000	\$151,627.55
Rock Hill Sports Commission	\$70,000	\$57,586.86
Rock Hill Theatre	\$990.50	\$990.50
US Disc Golf Championship	N/A	N/A
USA Volleyball/Palmetto Region	\$14,385	\$11,330.32
Varna International/Muzika!	\$38,500	\$9,445.29
Visit York County	\$262,500	\$145,824.54
Unallocated		
TOTALS	\$1,067,996.50	\$609,324.55

Exhibit B
City of Rock Hill
Accommodations Tax & Tourism Commission
2023-2024 Accommodations Tax Funding
Recommendations to City Council

30% of the Balance - Advertising/Promotions Special Fund (PRT)

30% Balance: \$252,834.50

▪ Marketing & Operations for Special Events	\$128,134.50
Marketing & operations for special events: softball/baseball, soccer, lacrosse, tennis, cycling, basketball, volleyball, cornhole, gymnastics & other sporting events; including bids on events. Glencairn Garden marketing, Rock Hill Sports & Event Center marketing, tourism-related meetings & conferences, match for marketing grants, postage for tourism-related information & marketing materials, etc.	
▪ Tourism Promotions Package	\$59,800.00
Promoting major events including BMX Fall Nationals, BMX Carolina Nationals, UCI BMX Racing World Championships, Rock Hill Sports & Event Center Events (Adidas 3SSB Basketball Championships, Under Armour Basketball Championships, USA Basketball Events and others.)	
▪ Tourism Promotional Items	\$29,900.00
▪ Advertisement - Print and Digital	\$25,000.00
▪ Brochure Development	\$5,000.00
Development and/or reporting of brochures	
▪ Miscellaneous	\$5,000.00
Visual displays, banners, etc.	

TOTAL \$252,834.50