

Mayor  
Elise Partin

Mayor Pro-Tem  
James E. Jenkins

Council Members  
Phil Carter  
Tim James  
Hunter Sox

City Manager  
Tracy Hegler

Deputy City Manager  
Jim Crosland  
Assistant City Manager  
Michael Conley



**City of Cayce  
Regular Council Meeting  
Wednesday, July 26, 2023  
5:00 p.m. – Cayce City Hall – 1800 12<sup>th</sup> Street  
[www.caycesc.gov](http://www.caycesc.gov)**

**I. Call to Order**

- A. Invocation and Pledge of Allegiance

**II. Public Comment Regarding Items on the Agenda**

**III. Presentation**

- A. Recognition of US Department of State-Sponsored Group from Israel

**IV. Resolutions**

- A. Consideration and Approval of Resolution Declaring Filing Dates for Candidacy for Municipal Elections
- B. Consideration and Approval of Resolution Authorizing and Approving Financing through Lease Purchase and Award of Lease Purchase Contract – General Fund Vehicles and Equipment

**V. Items for Discussion and Possible Approval**

- A. Discussion and Approval of the Accommodations Tax Committee's Recommendation for Distribution of Funding for FY23/24
- B. Discussion and Approval of Hospitality Tax Grant Funding for FY23/24
- C. Discussion and Approval of Memorandum of Agreements (MOA) with the South Carolina Department of Transportation (SCDOT) for Utility Relocation (Sewer and Water) at the US 21 (Charleston Hwy) and S-1258 (Old Wire Rd.) Intersection Improvements and Associated Funding
- D. Discussion and Approval of Bid Award for the Lloydwood Pump Station Generator

**VI. City Manager's Report**

**VII. Council Comments**

**VIII. Executive Session**

- A. Receipt of legal advice relating to claims and potential claims by and against the City and other matters covered by the attorney-client privilege
  - B. Discussion of negotiations incident to proposed contractual arrangement for a sewer line project and the Joint Municipal Water and Sewer Commission Utility Service
- IX. Reconvene**
- X. Possible actions in follow up to Executive Session**
- A. Discussion and approval of proposed contractual arrangement for a sewer line project and the Joint Municipal Water and Sewer Commission Utility Service
- XI. Adjourn**

**SPECIAL NOTE: Upon request, the City of Cayce will provide this document in whatever form necessary for the physically challenged or impaired.**

STATE OF SOUTH CAROLINA	)	<b>RESOLUTION</b>
	)	<b>Declaring Filing Dates for Candidacy for</b>
LEXINGTON COUNTY	)	<b>Municipal Elections</b>
	)	
CITY OF CAYCE	)	

**WHEREAS**, an election for Mayor and Councilmembers for Council Districts 2 and 4 is scheduled to be held on November 7, 2023; and

**WHEREAS**, the City wishes to advise the public of the opening and closing dates for the filing by any candidate for such office of a statement of candidacy,

**NOW, THEREFORE, BE IT RESOLVED**, by Mayor and Council of the City of Cayce, in Council, duly assembled, that:

(A) Filing for candidates for election for Mayor and Councilmembers for Council Districts 2 and 4 is declared to be open August 16, 2023 at noon.

(B) Filing for candidates for election will be closed at twelve o'clock noon on August 30, 2023.

**ADOPTED** this \_\_\_\_\_ day of July, 2023.

\_\_\_\_\_  
Elise Partin, Mayor

ATTEST:

\_\_\_\_\_  
Mendy C. Corder, CMC  
Municipal Clerk

First reading and adoption: July \_\_\_\_\_, 2023

Approved as to form: \_\_\_\_\_  
Danny C. Crowe, City Attorney

## 2023 ELECTION DEADLINES

Three offices: Mayor (Elise Partin), Council Member District 2 (Skip Jenkins) and Council Member District 4 (Phil Carter)

Action	Deadline
<input type="checkbox"/> Review Election Laws and Update Ordinances	Now
<input type="checkbox"/> Declare Election Open beginning Aug 16 at Council Meeting (Resolution) - 90 days prior to election	July 26 Council Mtg
<input type="checkbox"/> Prepare and send press release announcing election open	Wk of July 31
<input type="checkbox"/> Public Notice in Newspaper (1 <sup>st</sup> notice) To run August 10	August 10
<input type="checkbox"/> Public Notice in Newspaper (2 weeks after 1 <sup>st</sup> notice) To run August 24	August 24
<input type="checkbox"/> <b>Deadline for filing</b>	<b>August 30 at 12pm</b>
<input type="checkbox"/> Copy of Candidates Roster, Statement of Econ Interest, copies of Statement of Candidacy forms, SEI form and SEI Confirmation sheets forwarded to County Board of Voter Registration and Chair of Cayce MEC	August 30
<input type="checkbox"/> Original Candidates Roster, Statement of Econ Interest, copies of Statement of Candidacy forms, SEI form and SEI Confirmation sheets forwarded to State Ethics Comm	August 30
<input type="checkbox"/> <b>Write-in candidates will not be on the ballot but will be accepted the day of elections</b>	
<input type="checkbox"/> Once ok received from Ethics Comm, send letter to candidates advising they have been approved to be placed on the ballot	Ethics Comm
<input type="checkbox"/> Send letter to MEC to confirm their commitment	September 1
<input type="checkbox"/> Place notice of MEC meetings on City web site and outside board	As needed
<input type="checkbox"/> Hold MEC Meeting	Wk of Oct 4
<input type="checkbox"/> Election Day	November 7
<input type="checkbox"/> MEC to meet with County Election Commission to declare results	November 9

# PUBLIC NOTICE CITY OF CAYCE GENERAL ELECTION

The Municipal Election Commission of the City of Cayce announces the General Election for the City of Cayce to be **Tuesday, November 7, 2023.**

The following offices shall be included in this election:

Mayor term expiring 11-2-27  
Councilmember District #2 - term expiring 11-2-27  
Councilmember District #4 - term expiring 11-2-27

Precincts are as follows:

Emmanuel Church – Emmanuel Lutheran Church, 2491 Emmanuel Church Rd.  
(Hunters Mill subdivision)  
Edenwood – Broadacres Baptist Church, 2350 Taylor Road  
Cayce #1 – American Legion Hall, 402 Naples Ave.  
Cayce #2 – Cayce Presbyterian Church, 1600 Summerland Dr.  
Cayce #3 – Cayce United Methodist Church, 1600 12<sup>th</sup> St.  
Chalk Hill – Shiloh United Methodist Church, 546 Garners Terrace Rd, West Columbia  
Cayce #2A – New Bridge Academy, 2305 Frink St.

**People desiring to vote in the upcoming election must be registered by October 7, 2023. To register, one must contact the County Board of Voter Registration.**

Citizens desiring to be candidates for one of the above listed offices must file a Statement of Candidacy at Lexington County Election and Registrations office, 605 W, Main St., Suite C., Lexington, SC 29072 and pay the appropriate fee. The fee for the office of Mayor is \$100 and Councilmember is \$50.00.

Statement of Economic Interest and Campaign Disclosure file according to Ethics requirement.

**Books are open for filing beginning noon, August 16, 2023 and remain open during regular business hours until noon, August 30, 2023.**

This is a nonpartisan election and no party affiliation shall be placed on the ballot.

The polls shall be open at 7:00 a.m. on Election Day and close at 7:00 p.m. At 9:00 a.m. on said Election Day the poll managers will begin examination of the absentee ballot return envelopes. This examination will be held at the Lexington County Voter Registration & Election Office.

On Thursday, November 9, 2023 at 9:00 a.m. the Lexington County Board of Canvassers will hold a hearing to determine the validity of all provisional ballots cast in the Election at the Lexington County Voter Registration & Election Office – 605 W. Main Street, Ste C, Lexington SC 29072

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# Memorandum

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**To:** Mayor and Council

**From:** Tracy Hegler, City Manager  
Kelly McMullen, City Treasurer

**Date:** July 26, 2023

**Subject:** Lease Purchase Award for General Fund Vehicles and Equipment, as Approved by Council in the 2023-2024 Budget

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## Issue

Council approval is needed for a resolution authorizing and approving financing through a Lease/Purchase and awarding of the Lease/Purchase Contract to a Financial Institution for Eleven (11) General Fund Vehicles and equipment, including six (6) Police Department Vehicles, One (1) Fire Department Vehicle, one (1) Information Technology Vehicle, one (1) Planning and Development Vehicle, one (1) Sanitation Vehicle, and one (1) Administrative Vehicle.

## Discussion

The vehicles and equipment were approved for purchase by Council in the 2023-2024 Fiscal Year Budget. The total value and thus financing for all vehicles and equipment will not exceed \$500,000. Staff contacted 18 financial institutions and requested lease purchase financing proposals for the vehicles and equipment based on the purchase price. The City received two (2) responses.

Ameris Bank: four (4) years at 8.50%

First Community Bank: four (4) years at 4.78%

If the City of Cayce approves the First Community Bank quote, annual payments (with no down payment) would be as follows:

\$137,579 annually for 4 Years at 4.78% (total interest paid over 4 years: \$50,314.45)

The payments shall be monthly in arrears. Funding for the lease/purchase contract is included in the FY 2023-2024 General Fund budget and will be included in successive years.

## Recommendation

Staff recommends that the lease-purchase contract be awarded to First Community Bank for a four (4) year term contract at 4.78% with annual payments in arrears of \$137,579 for principal and interest. Staff also recommends that Council approve a "Resolution Approving Financing" through First Community Bank and that the City Manager be authorized to execute the contract documents.

STATE OF SOUTH CAROLINA	)	RESOLUTION
	)	
COUNTY OF LEXINGTON	)	APPROVING FINANCING TERMS
	)	FOR GENERAL FUND
CITY OF CAYCE	)	VEHICLES AND EQUIPMENT
	)	LEASE PURCHASE

**WHEREAS**, the City of Cayce (“City”) has previously determined to undertake a project for the financing of eleven (11) General Fund Vehicles and Equipment for The General Fund Lease Purchase (“the Project”), and the Finance Officer has now presented a proposal for the financing of such Project.

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and Council of the City of Cayce, in Council, duly assembled, that:

1. The City hereby determines to finance the Project through First Community Bank, in accordance with the proposal dated July 19, 2023. The amount financed shall not exceed \$500,000, the annual interest rate (in the absence of default or change in tax status) shall not exceed 4.78%, and the term shall not exceed four (4) years.

2. All financing contracts and all related documents for the closing of the financing (the “Financial Documents”) shall be consistent with the foregoing terms. All officers and employees of the City are hereby authorized and directed to execute and deliver any Financing Documents, and to take all such further action as they may consider necessary or desirable, to carry out the financing of the Project as contemplated by the proposal and this resolution. The Financing Documents shall include a Financing Agreement and an Escrow Agreement as First Community Bank may request.

3. The Finance Officer is hereby authorized and directed to hold executed copies of the Financing Documents until the conditions for the delivery of the Financing Documents have been completed to such officer’s satisfaction. The Financing Officer is authorized to approve changes to any Financing Documents previously signed by City officers or employees, provided that such changes shall not substantially alter the intent of such documents or certificates from the intent expressed in the forms executed by such officers. The Financing Documents shall be in such final forms as the Finance Officer shall approve, with the Finance Officer’s release of any Financing Document for delivery constituting conclusive evidence of such officer’s final approval of the Document’s final form.

4. The City shall not take or omit to take any action the taking or omission of which shall cause its interest payments on this financing to be includable in the gross income for federal income tax purposes of the registered

owners of the interest payment obligations. The City hereby designates its obligations to make principal and interest payments under the Financing Documents as “qualified tax-exempt obligations” for the purpose of Internal Revenue Code Section 265 (b)(3).

5. The City intends that the adoption of this resolution will be a declaration of the City’s official intent to reimburse expenditures for the project that is to be financed from the proceeds of the First Community Bank financing described above. The City intends that funds that have been advanced, or that may be advanced, from the City’s general fund or any other City fund related to the project, for project costs may be reimbursed from the financing proceeds.

6. All prior actions of City officers in furtherance of the purposes of this resolution are hereby ratified, approved and confirmed. All other resolutions (or parts thereof) in conflict with this resolution are hereby repealed, to the extent of the conflict. This resolution shall take effect immediately.

**APPROVED** this 26<sup>th</sup> day of July, 2023.

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Elise Partin, Mayor

**ATTEST:**

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Mendy C. Corder, Municipal Clerk





July 19, 2023

To: Kelly McMullen, City Treasurer

Re: Proposal for 2023 Lease Purchase, City of Cayce, South Carolina

Following is our offer for the financing requested in the amount of \$500,000:

Interest Rate	Final Maturity	Proposed Payment Structure
4.78% BQ	48 months	Monthly principal and interest payments

This transaction can be closed using draft documents provided by First-Citizens Bank & Trust Company. There will be no closing costs or ongoing fees due to the Bank. In addition to executed transaction documents in form satisfactory to the Bank, you must provide an opinion of your attorney addressing certain matters, including, but not limited to:

1. The Borrowing Structure is valid, legal, binding, and enforceable;
2. The tax status of the interest component of payments due under the financing. The attorney’s opinion must state that the borrowing is designated as a “qualified tax-exempt obligation” under Section 265(b)(3)(B) of the Internal Revenue Code of 1986, as amended.

The borrowing entity must also designate the obligation as a “qualified tax-exempt obligation” prior to closing. It is recommended that this designation be included or recited in the borrowing ordinance/resolution. You or your advisors will be responsible for preparing and filing any IRS required documents.

The rate contained in this proposal is subject to change unless the loan is closed within 45 days of the date hereof. If you have any questions, please contact Courtney Dunlap at 803-931-1721 or me at 803-931-1723.

Thank you for the opportunity to submit this proposal.

**First-Citizens Bank & Trust Company**

By: Steve Groth  
Director of Government Lending

The foregoing proposal is accepted and approval of rate and funding is requested:

City of Cayce, South Carolina

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

City of Cayce 2023 LP

Computation Interval: Monthly

Nominal Annual Rate: 4.780%

**Cash Flow Data - Loans and Payments**

Event	Date	Amount	Number	Period	End Date
1 Loan	08/23/2023	500,000.00	1		
2 Payment	09/23/2023	11,464.88	47	Monthly	07/23/2027
3 Payment	08/23/2027	11,465.09	1		

**TValue Amortization Schedule - U.S. Rule, 30E3/360**

	Date	Payment	Interest	Principal	Balance
Loan	08/23/2023				500,000.00
1	09/23/2023	11,464.88	1,991.67	9,473.21	490,526.79
2	10/23/2023	11,464.88	1,953.93	9,510.95	481,015.84
3	11/23/2023	11,464.88	1,916.05	9,548.83	471,467.01
4	12/23/2023	11,464.88	1,878.01	9,586.87	461,880.14
<b>2023 Totals</b>		<b>45,859.52</b>	<b>7,739.66</b>	<b>38,119.86</b>	
5	01/23/2024	11,464.88	1,839.82	9,625.06	452,255.08
6	02/23/2024	11,464.88	1,801.48	9,663.40	442,591.68
7	03/23/2024	11,464.88	1,762.99	9,701.89	432,889.79
8	04/23/2024	11,464.88	1,724.34	9,740.54	423,149.25
9	05/23/2024	11,464.88	1,685.54	9,779.34	413,369.91
10	06/23/2024	11,464.88	1,646.59	9,818.29	403,551.62
11	07/23/2024	11,464.88	1,607.48	9,857.40	393,694.22
12	08/23/2024	11,464.88	1,568.22	9,896.66	383,797.56
13	09/23/2024	11,464.88	1,528.79	9,936.09	373,861.47
14	10/23/2024	11,464.88	1,489.21	9,975.67	363,885.80
15	11/23/2024	11,464.88	1,449.48	10,015.40	353,870.40
16	12/23/2024	11,464.88	1,409.58	10,055.30	343,815.10
<b>2024 Totals</b>		<b>137,578.56</b>	<b>19,513.52</b>	<b>118,065.04</b>	
17	01/23/2025	11,464.88	1,369.53	10,095.35	333,719.75
18	02/23/2025	11,464.88	1,329.32	10,135.56	323,584.19
19	03/23/2025	11,464.88	1,288.94	10,175.94	313,408.25
20	04/23/2025	11,464.88	1,248.41	10,216.47	303,191.78
21	05/23/2025	11,464.88	1,207.71	10,257.17	292,934.61
22	06/23/2025	11,464.88	1,166.86	10,298.02	282,636.59

City of Cayce 2023 LP

	Date	Payment	Interest	Principal	Balance
23	07/23/2025	11,464.88	1,125.84	10,339.04	272,297.55
24	08/23/2025	11,464.88	1,084.65	10,380.23	261,917.32
25	09/23/2025	11,464.88	1,043.30	10,421.58	251,495.74
26	10/23/2025	11,464.88	1,001.79	10,463.09	241,032.65
27	11/23/2025	11,464.88	960.11	10,504.77	230,527.88
28	12/23/2025	11,464.88	918.27	10,546.61	219,981.27
<b>2025 Totals</b>		<b>137,578.56</b>	<b>13,744.73</b>	<b>123,833.83</b>	
29	01/23/2026	11,464.88	876.26	10,588.62	209,392.65
30	02/23/2026	11,464.88	834.08	10,630.80	198,761.85
31	03/23/2026	11,464.88	791.73	10,673.15	188,088.70
32	04/23/2026	11,464.88	749.22	10,715.66	177,373.04
33	05/23/2026	11,464.88	706.54	10,758.34	166,614.70
34	06/23/2026	11,464.88	663.68	10,801.20	155,813.50
35	07/23/2026	11,464.88	620.66	10,844.22	144,969.28
36	08/23/2026	11,464.88	577.46	10,887.42	134,081.86
37	09/23/2026	11,464.88	534.09	10,930.79	123,151.07
38	10/23/2026	11,464.88	490.55	10,974.33	112,176.74
39	11/23/2026	11,464.88	446.84	11,018.04	101,158.70
40	12/23/2026	11,464.88	402.95	11,061.93	90,096.77
<b>2026 Totals</b>		<b>137,578.56</b>	<b>7,694.06</b>	<b>129,884.50</b>	
41	01/23/2027	11,464.88	358.89	11,105.99	78,990.78
42	02/23/2027	11,464.88	314.65	11,150.23	67,840.55
43	03/23/2027	11,464.88	270.23	11,194.65	56,645.90
44	04/23/2027	11,464.88	225.64	11,239.24	45,406.66
45	05/23/2027	11,464.88	180.87	11,284.01	34,122.65
46	06/23/2027	11,464.88	135.92	11,328.96	22,793.69
47	07/23/2027	11,464.88	90.79	11,374.09	11,419.60
48	08/23/2027	11,465.09	45.49	11,419.60	0.00
<b>2027 Totals</b>		<b>91,719.25</b>	<b>1,622.48</b>	<b>90,096.77</b>	
<b>Grand Totals</b>		<b>550,314.45</b>	<b>50,314.45</b>	<b>500,000.00</b>	

<b>ANNUAL PERCENTAGE RATE</b>	<b>FINANCE CHARGE</b>	<b>Amount Financed</b>	<b>Total of Payments</b>
The cost of your credit as a yearly rate.	The dollar amount the credit will cost you.	The amount of credit provided to you or on your behalf.	The amount you will have paid after you have made all payments as scheduled.
<b>4.780%</b>	<b>\$50,314.45</b>	<b>\$500,000.00</b>	<b>\$550,314.45</b>

# Memorandum

**To:** Mayor and Council

**From:** Tracy Hegler, City Manager

**Date:** July 26, 2023

**Subject:** Accommodation Tax Grant Funding for FY2023-2024

## Issue

City Council approval is needed to utilize Accommodation Tax funds to award grants for Fiscal Year 2023-2024 (FY24).

## Discussion

- During FY23, \$35,000 in Accommodation Tax funds were awarded to grant applicants.
- The City received eight (8) Accommodation Tax Fund grant requests for FY24 totaling \$50,850.
- The Accommodations Tax Committee recommends awarding a total of \$50,850 for eight (8) projects in FY24.
- The Accommodations Tax Committee recommends awarding a total of \$36,585 to dedicated Tourism Organizations (30% Designees) in FY24.

<b>2023-2024 Estimated Available</b>	\$121,950.00
<b>2023-2024 Requested</b>	\$189,830.00
<b>2023-2024 Recommended</b>	\$87,435.00

The State's Tourism Expenditure Review Committee (TERC) advised the City that starting this year, the City's Accommodations Tax Committee is responsible for making allocation recommendations for the 30% funding required by law to be given to tourism-related organizations. Previously, TERC had allowed this to be done by a jurisdiction's staff.

A breakdown of grant requests and recommendations from the Accommodations Tax Committee review can be viewed in the attached chart. Also attached are the Return on Investment (ROI) figures Council requested last year.

Council may approve, deny or reduce any of the grant requests and/or the reserve amount.

## Recommendation

The Accommodations Tax Committee recommends City Council approve \$87,435.00 in Accommodation Tax grant awards for Fiscal Year 2023-2024.

**ACCOMMODATIONS TAX FUNDING REQUESTS FY 2023-2024**

Estimated Allocation Available: \$85,365	FY 2023-2024			FY 2022-2023		
Name	Requested \$	Recomm \$	Notes	Requested \$	Approved \$	Funds Used
Ad Specialties (replenish stock)	\$6,000	\$6,000		\$3,000	\$3,000	\$3,000
Ad Specialties- Police	\$3,000	\$3,000		N/A	N/A	N/A
Airport High School JV Soccer Tournament	\$2,500	\$2,500		\$2,500	\$2,500	\$2,500
Airport High School Girls Soccer Tournament	\$2,500	\$2,500	Crescent Cup	\$2,500	\$2,500	\$2,500
Cayce Fall Fest	\$15,000	\$15,000		\$15,000	\$15,000	\$0
Cayce Pickleball	\$2,550	\$2,550		N/A	N/A	N/A
Cayce Serves	\$2,300	\$2,300		N/A	N/A	N/A
The River Alliance/Tartan Day South	\$17,000	\$17,000		\$12,000	\$12,000	\$12,000
<b>Total Funds Requested / Approved</b>	<b>\$50,850</b>	<b>\$50,850</b>		<b>\$35,000</b>	<b>\$35,000</b>	<b>\$20,000</b>

Estimated Allocation Available: \$36,585	FY 2023-2024			FY 2022-2023		
30% Designees	Requested	Recomm %	Recomm Amount	Request	Approved %	Approved \$
Experience Columbia	\$30,000	35%	\$12,804.75	\$20,000	20%	\$7,317
Greater CWC Chamber of Commerce	\$98,980	35%	\$12,804.75	\$30,000	55%	\$20,122
Lake Murray Country	\$10,000	30%	\$10,975.50	\$8,000	25%	\$9,146
<b>Total 30% Designees</b>	<b>\$138,980</b>		<b>\$36,585.00</b>			<b>\$36,585</b>

<b>Total Estimated Available FY 23/24</b>	<b>\$121,950.00</b>
<b>Total Requested for FY 23/24</b>	<b>\$189,830.00</b>
<b>Total Recommended for FY 23/24</b>	<b>\$87,435.00</b>



Accommodations Tax  
ROI  
FY 22/23

- Page 1. Challenge Cup
- Page 2. Crescent Cup
- Page 3. Tartan Day
- Page 13. Experience Columbia
- Page 19. Greater CWC Chamber
- Page 22. Lake Murray Country

City of Cayce Accommodations Tax Funds

To whom it may concern,

During February of this past year, Airport High School Girls Soccer hosted their 9<sup>th</sup> annual “Challenge Cup” JV girls Soccer Tournament. The weekend was a huge success as one of our team’s big fundraisers. The funds were used to help pay athletic trainers, officials, trainers, etc. Without the help of the City of Cayce, it would be very difficult to financially put on such a high-class tournament. It is the largest JV girls soccer tournament in the state of SC.

Over the course of the weekend, approximately 1,800-2,400 fans attended the tournament. 24 teams attended the tournament from Friday to Sunday. The visiting teams in the tournament helped to boost the sales of local restaurants, hotels, and convenience stores. Teams stayed at multiple local hotels. The hotels were very helpful in accommodating our out of town guests.

We had many local businesses who I also believed benefited from this year’s tournament. Overall, I believe the City of Cayce benefited greatly from the Challenge Cup Tournament. The hotels were booked, the local area restaurants saw an increase in sales, and local area convenience stores benefited from the influx of visitors to Cayce. We are very thankful that the City of Cayce continues to support our endeavors to creating one of the best girls’ soccer tournaments in the state. Thanks in advance for your continued support.

Sincerely,

Keith Morris

Airport High School

803-238-4904

Challenge Cup Tournament

Tournament Director

City of Cayce Accommodations Tax Funds

To whom it may concern,

During March of this past year, Airport High School Girls Soccer hosted their 20th annual “Crescent Cup” Varsity girls Soccer Tournament. The weekend was a huge success as one of our team’s big fundraisers. The funds were used to help pay athletic trainers, officials, trainers, etc. Without the help of the City of Cayce, it would be very difficult to financially put on such a high-class tournament.

Over the course of the weekend, approximately 1,500-2,000 fans attended the tournament. 14 teams attended the tournament from Friday to Sunday. The visiting teams in the tournament helped to boost the sales of local restaurants, hotels, and convenience stores. Teams stayed at multiple local hotels. The hotels were very helpful in accommodating our out of town guests.

We had many local businesses who I also believed benefited from this year’s tournament. Overall, I believe the City of Cayce benefited greatly from the Crescent Cup Tournament. The hotels were booked, the local area restaurants saw an increase in sales, and local area convenience stores benefited from the influx of visitors to Cayce. We are very thankful that the City of Cayce continues to support our endeavors to creating one of the best girls’ soccer tournaments in the state. Thanks in advance for your continued support.

Sincerely,

Keith Morris

803-238-4904

Airport High School

Crescent Cup Tournament

Tournament Director



## Tartan Day South

## 2023 Working Final Books

Marketing Expenses		Operating Expenses		Revenues	
The Graphic Source		Hardware Purchases	\$ 1,116.28	2022 Roll Over	4,100.44
Paul Pope Photography	\$ 750.00	British Bulldog	\$ 337.02		
Paper Pro		Whiskey Supplies	\$ 680.40		
Field Signs	\$ 996.06	Tent Rentals	\$ 23,788.23	<b>Grants &amp; Sponsors</b>	
Printing		Vip Tent Expenses	\$ 2,500.00		
Celtic Life	\$ 1,290.00	Golf Carts	\$ 1,884.00	West Columbia A-Tax	\$ 10,000.00
Alpha Media	\$ 4,000.00	T Shirts Expense (Vol, Ath, Sale)	\$ 4,061.12	Cayce A-Tax	\$ 15,000.00
98.5 Steve WVOC 560 AM	\$ 12,000.00	Restroom Services	\$ 3,500.00	Lexington Beverage Tax	\$ 2,500.00
97.5 WCOS FM 104.7 fm		Trash Services	\$ 1,000.00	Cayce H-Tax	\$ 30,000.00
Magnolia Sign Board	\$ 2,500.00	Athletic Equipment	\$ 400.00	Town of Lexington A-Tax	\$ 15,000.00
107.5 The Game		Feeding Athletes	\$ 280.00	<b>Sponsors</b>	
WIS TV Full Market	\$ 12,000.00	Line Painting	\$ 3,600.00	Guinness	\$ 2,000.00
Peach Jar		Electrical and Logistics Rentals	\$ 5,375.35	Vital Chiropractic	\$ 482.06
Gardner Media	\$ 396.00	Police and Fire	\$ 1,560.00	McDaniels	\$ 2,000.00
Billboard CVB	\$ 2,180.00	<b>Music Artists, Pipe Bands, Sou</b>	\$ <b>22,540.00</b>	Samual Reynolds Law Firm	\$ 2,500.00
Cumulus Radio	\$ 2,000.00	<b>Dogs and Birds, Judges</b>		Cottman	\$ 482.06
Lexington Chronical	\$ 525.00	Tasting Supplies	\$ 600.00	Lake Murray Lifestyles	
The State		<b>Pipe Band Coordinator</b>	\$1,000.00		
Social Media Consultant	\$ 750.00	<b>Prizes Athletes</b>	\$ 648.90	McCray Meadows	\$ 700.00
Free Times/Post and Courier	\$ 2,000.00	<b>Ice</b>	\$ 390.00	AOH	\$ 1,000.00
Midlands Media Group	\$ 3,500.00	Kirkin of Tartans	\$ 300.00		
Grace Bill Boards	\$ 2,500.00	Rooms for Bands & Judges	\$ 28.00	Oharas Pub	\$ 750.00
WXRY		Event Insurance	\$ 1,309.00	Culpepper	\$ 2,500.00
Web Redesign and Maintan:	\$ 708.00	Facility Rental	\$ 10,000.00	First Community	\$ 1,000.00
<b>Total Marketing</b>	\$ <b>45,641.00</b>	Equipment for Athletes	\$ 400.00	<b>Total G &amp; S</b>	<b>90,014.56</b>
<b>Operating Expenses</b>		Miscelanous Labor	\$6,375	Reg Vendors	
		Ammusement Taxes	\$ 112.86	Vendor Income	\$ 10,064.69
		Grant Writers Fees and sales Ci	\$ 8,350.00	Car Club Fees and Income	\$ 1,670.00
<b>Total Expenses</b>		Fairy	\$ 300.00	Program Sales, Shirt, Scotch	\$ 2,317.47
		Highland Dancers	\$ 200.00	Ticket Sales	\$ 39,085.00
		Van Driver	\$ 200.00	Beverage Income	\$ 5,618.00
		<b>Operating Expenses</b>	\$ <b>102,836.16</b>	Tasting	\$ 1,575.00
				<b>Total Revenues</b>	<b>\$ 150,344.72</b>
		<b>Total Expenses</b>	\$ <b>148,477.16</b>		



## Tartan Day South 2022 by the Numbers

13,630 Total Attendees over 4 Days

4,021 Zip Codes were collected  
over 2 days (April 1 and 2)

Attendees from 187 Unique Zip Codes from  
29 states outside of South Carolina

An estimated 2,300 visitors were from outside  
of South Carolina

Zip Codes were collected from 191 Unique  
Zip Code Areas in South Carolina

Over 3,900 Patrons were from 126 Unique  
Zip Codes in South Carolina outside  
of 50 Miles of Lexington County

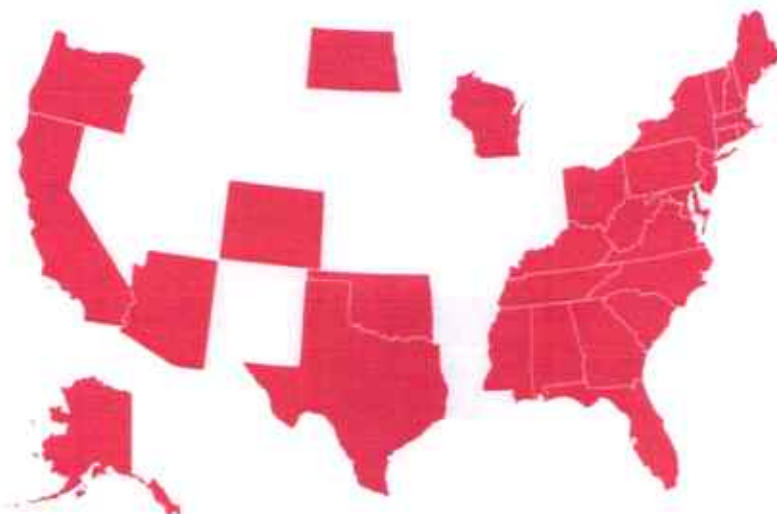
Tartan Day South 2022 Economic Impact  
\$1.74 Million Dollars on the local Economy



Patrons from 346 Unique Zip Codes in the US



Patrons from 191 Unique Zip Codes in the SC



Patrons from 30 States Visited TDS in 2022

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

Rhode Island			North Carolina			North Carolina		
2920	CRANSTON	RI	27078	YADKINVILLE	NC	28615	CRESTON	NC
			27150	WINSTON SALEM	NC	28681	TAYLORSVILLE	NC
	<b>New Hampshire</b>		27172	WINSTON SALEM	NC	28711	BLACK MOUNTAIN	NC
			27201	ALAMANCE	NC	28712	BREVARD	NC
3867	ROCHESTER	NH	27205	ASHEBORO	NC	28722	COLUMBUS	NC
			27215	BURLINGTON	NC	28734	FRANKLIN	NC
	<b>Maine</b>		27223	BURLINGTON	NC	28739	HENDERSONVILLE	NC
			27230	CEDAR FALLS	NC	28754	MARS HILL	NC
4080	HARPSWELL	ME	27263	HIGH POINT	NC	28782	TRYON	NC
			27281	JACKSON SPRINGS	NC	28792	HENDERSONVILLE	NC
	<b>Vermont</b>		27376	WEST END	NC	28803	ASHEVILLE	NC
			27410	GREENSBORO	NC	28805	ASHEVILLE	NC
5035	BROOKFIELD	VT	27526	FUQUAY VARINA	NC			
			27540	HOLLY SPRINGS	NC			
	<b>Connecticut</b>		27576	SELMA	NC			
			27705	DURHAM	NC	20877	GAITHERSBURG	MD
6074	SOUTH WINDSOR	CT	27902	WOODLAND	NC	20877	GAITHERSBURG	MD
			28054	GASTONIA	NC	21009	ABINGDON	MD
	<b>New Jersey</b>		28056	GASTONIA	NC	21220	MIDDLE RIVER	MD
			28079	INDIAN TRAIL	NC			
8360	VINELAND	NJ	28105	MATTHEWS	NC			
			28173	WAXHAW	NC			
	<b>New York</b>		28205	CHARLOTTE	NC	22967	ROSELAND	VA
			28207	CHARLOTTE	NC	23139	POWHATAN	VA
11704	WEST BABYLON	NY	28209	CHARLOTTE	NC	23421	PARKSLEY	VA
11752	ISLIP TERRACE	NY	28210	CHARLOTTE	NC	23454	VIRGINIA BEACH	VA
13480	WATERVILLE	NY	28211	CHARLOTTE	NC	24073	CHRISTIANSBURG	VA
14028	BURT	NY	28217	CHARLOTTE	NC	24523	BEDFORD	VA
			28227	CHARLOTTE	NC			
	<b>Pennsylvania</b>		28277	CHARLOTTE	NC			
			28278	CHARLOTTE	NC			
15201	PITTSBURGH	PA	28306	FAYETTEVILLE	NC	25410	BAKERTON	WV
15458	MC CLELLANTOWN	PA	28307	FORT BRAGG	NC	26154	MUNDAY	WV
16028	EAST BRADY	PA	28327	CARTHAGE	NC	26334	BRIDGEPORT	WV
16601	ALTOONA	PA	28376	RAEFORD	NC	26464	WYATT	WV
17003	ANNVILLE	PA	28390	SPRING LAKE	NC	26501	MORGANTOWN	WV
17112	HARRISBURG	PA	28422	BOLIVIA	NC			
18301	EAST STROUDSBURG	PA	28461	SOUTHPORT	NC			
18974	WARMINSTER	PA	28560	NEW BERN	NC			
19333	DEVON	PA	28601	HICKORY	NC	40461	PAINT LICK	KY
19390	WEST GROVE	PA	28610	CLAREMONT	NC	41053	KENTON	KY

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

	<b>Florida</b>			<b>North Dakota</b>	
32694	WALDO	FL	58105	FARGO	ND
32941	MELBOURNE	FL	58701	MINOT	ND
33065	CORAL SPRINGS	FL	58719	BERTHOLD	ND
33478	JUPITER	FL			
33565	PLANT CITY	FL		<b>Oklahoma</b>	
33810	LAKELAND	FL			
			73099	YUKON	OK
	<b>Alabama</b>				
				<b>Texas</b>	
36907	CUBA	AL			
			77399	LIVINGSTON	TX
	<b>Tennessee</b>		79036	FRITCH	TX
37026	BRADYVILLE	TN		<b>Colorado</b>	
37343	HIKSON	TN			
37604	JOHNSON CITY	TN	80221	DENVER	CO
37801	MARYVILLE	TN	80906	COLORADO SPRINGS	CO
37821	NEWPORT	TN			
37830	OAK RIDGE	TN		<b>Arizona</b>	
	<b>Massachusetts</b>		85138	MARICOPA	AZ
39106	LUDLOW	MA		<b>California</b>	
	<b>Mississippi</b>		91773	SAN DIMAS	CA
39422	BAY SPRINGS	MS		<b>Oregon</b>	
	<b>Ohio</b>		97236	PORTLAND	OR
			97478	SPRINGFIELD	OR
43123	GROVE CITY	OH	97741	MADRAS	OR
43223	COLUMBUS	OH			
44820	BUCYRUS	OH		<b>Alaska</b>	
45244	CINCINNATI	OH			
45459	DAYTON	OH	99829	HOONAH	AK
	<b>Wisconsin</b>				
54937	1 FOND DU LAC	WI			

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29006	BATESBURG	16	29138	SALUDA	5	29326	CLINTON	2
29009	BETHUNE	1	29146	SPRINGFIELD	1	29332	CROSS HILL	1
29010	BISHOPVILLE	1	29148	SUMMERTON	1	29349	JNMAN	3
29015	BLAIR	1	29150	SUMTER	12	29356	LANDRUM	6
29016	BLYTHEWOOD	33	29152	SHAW AFB	2	29360	LAURENS	3
29020	CAMDEN	10	29153	SUMTER	1	29384	WATERLOO	1
29023	CAMDEN	1	29154	SUMTER	13	29401	CHARLESTON	8
29025	CAMDEN	1	29160	SWANSEA	22	29403	CHARLESTON	2
29030	CAMERON	2	29163	VANCE	1	29405	NORTH CHARLESTON	9
29032	CASSATT	4	29164	WAGENER	6	29407	CHARLESTON	4
29033	CAYCE	68	29167	WARD	1	29412	CHARLESTON	6
29036	CHAPIN	89	29168	WEDGEFIELD	2	29414	CHARLESTON	5
29038	COPE	3	29169	WEST COLUMBIA	71	29420	NORTH CHARLESTON	3
29040	DALZELL	8	29170	WEST COLUMBIA	89	29429	AWENDAW	1
29044	EASTOVER	5	29172	WEST COLUMBIA	33	29449	HOLLYWOOD	1
29045	ELGIN	43	29179	WHITMIRE	1	29451	ISLE OF PALMS	5
29053	GASTON	39	29180	WINNSBORO	8	29455	JOHNS ISLAND	8
29054	GILBERT	43	29201	COLUMBIA	25	29456	LADSON	2
29055	GREAT FALLS	1	29202	COLUMBIA	4	29461	MONCK'S CORNER	1
29058	HEATH SPRINGS	1	29203	COLUMBIA	17	29464	MOUNT PLEASANT	6
29061	HOPKINS	15	29204	COLUMBIA	32	29465	MOUNT PLEASANT	2
29063	IRMO	101	29205	COLUMBIA	35	29466	MOUNT PLEASANT	7
29069	LAMAR	1	29206	COLUMBIA	57	29472	RIDGEVILLE	1
29070	LEESVILLE	34	29207	COLUMBIA	2	29474	ROUND O	1
29071	LEXINGTON	1	29209	COLUMBIA	46	29483	SUMMERVILLE	14
29072	LEXINGTON	220	29210	COLUMBIA	52	29485	SUMMERVILLE	7
29073	LEXINGTON	158	29212	COLUMBIA	105	29486	SUMMERVILLE	6
29075	LITTLE MOUNTAIN	8	29216	COLUMBIA	2	29487	WADMALAW ISLAND	1
29078	LUGOFF	20	29220	COLUMBIA	4	29488	WALTERBORO	1
29079	LYDIA	1	29222	COLUMBIA	5	29492	CHARLESTON	3
29090	LODGE	3	29223	COLUMBIA	40	29501	FLORENCE	5
29102	MANNING	2	29225	COLUMBIA	3	29504	FLORENCE	2
29106	MONETTA	1	29227	COLUMBIA	6	29520	CHERAW	1
29107	NEESES	3	29229	COLUMBIA	60	29526	CONWAY	2
29108	NEWBERRY	13	29236	COLUMBIA	6	29527	CONWAY	1
29112	NORTH	3	29250	COLUMBIA	3	29532	DARLINGTON	3
29115	ORANGEBURG	6	29273	COLUMBIA	6	29536	DILLON	2
29118	ORANGEBURG	2	29284	COLUMBIA	2	29545	GREEN SEA	1
29120	ORANGEBURG	1	29285	COLUMBIA	4	29550	HARTSVILLE	6
29123	PELION	12	29290	COLUMBIA	8	29556	KINGSTREE	2
29127	PROSPERITY	11	29301	SPARTANBURG	4	29566	LITTLE RIVER	1
29128	REMBERT	3	29302	SPARTANBURG	2	29569	LORIS	1
29130	RIDGEWAY	7	29306	SPARTANBURG	5	29572	MYRTLE BEACH	3
29135	SAINT MATTHEWS	10	29323	CHESNEE	1	29575	MYRTLE BEACH	5
29137	SALLEY	2	29325	CLINTON	2	29576	MURRELLS INLET	6

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29579	MYRTLE BEACH	4	29824	EDGEFIELD	1
29588	MYRTLE BEACH	2	29829	GRANITEVILLE	5
29601	GREENVILLE	2	29832	JOHNSTON	1
29605	GREENVILLE	4	29841	NORTH AUGUSTA	6
29607	GREENVILLE	2	29847	TRENTON	1
29609	GREENVILLE	1	29856	WINDSOR	1
29615	GREENVILLE	1	29860	NORTH AUGUSTA	1
29617	GREENVILLE	3	29902	BEAUFORT	4
29620	ABBEVILLE	1	29906	BEAUFORT	1
29621	ANDERSON	5	29907	BEAUFORT	4
29632	CLEMSON	1	29909	OKATIE	6
29642	EASLEY	4	29910	BLUFFTON	8
29644	FOUNTAIN INN	1	29920	SAINT HELENA ISLAND	1
29646	GREENWOOD	6	29926	HILTON HEAD ISLAND	3
29649	GREENWOOD	5			
29650	GREER	7			
29655	IVA	1			
29663	MAULDIN	2			
29666	NINETY SIX	5			
29670	PENDLETON	2			
29673	PIEDMONT	1			
29680	SIMPSONVILLE	2			
29680	SIMPSONVILLE	5			
29681	SIMPSONVILLE	3			
29687	TAYLORS	1			
29690	TRAVELERS REST	1			
29697	WILLIAMSTON	1			
29702	BLACKSBURG	2			
29706	CHESTER	5			
29707	FORT MILL	6			
29708	FORT MILL	7			
29710	CLOVER	6			
29712	EDGEMOOR	1			
29720	LANCASTER	1			
29732	ROCK HILL	9			
29745	YORK	1			
29801	AIKEN	4			
29803	AIKEN	14			
29805	AIKEN	3			
29810	ALLEDALE	1			
29812	BARNWELL	1			
29817	BLACKVILLE	4			

## Tartan Day South 2023 Advertising List

### Radio Ads:

IHeart Radio 97.5 WCOS FM , 96.7 Steve WLTU FM, 104.7 WNOK FM, 560 WVOC AM  
(290) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup>  
(420) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup> on there  
Streaming Stations

Alpha Media 102.3 FM The Fox, Rock 99.7 FM, The Palm 94.9, Q 93.5 FM  
(344) 60 Second Commercials Ran between March 20<sup>th</sup> and April 1<sup>st</sup>  
(344) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup> on there  
Streaming Stations

### Midlands Media Group

94.3 FM The Dude (100) 60 Second Commercials  
93.1 FM The Lake (100) 60 Second Commercials  
Ran between March 14<sup>th</sup> and March 31<sup>st</sup>

### Cumulus Media

107.5 The Game on Air (42) 60 Second Commercials  
107.5 The Game Steaming (66) 60 Second Commercials  
98.5 WOMG (50) 60 Second Commercials  
98.5 WOMG Steaming (100) 60 Second Commercials



## **Tartan Day South 2023 Advertising List**

### **Television**

**WIS TV 10 State Wide Broadcasts (48) 30 Second Commercials**

**Ran between March 22<sup>nd</sup> and April 1<sup>st</sup>**

### **Streaming Television Through WIS TV**

**(50,224) Targeted Streaming ads on Peacock and Hulu**

**Focused in Atlanta, Charlotte and Jacksonville**

**(7,000) Targeted completed 15 second Videos on You Tube**

**(2) Magazines Full Page Ad Celtic Life Magazine 535,000 North American Subscribers**

**December/January Issue and March/February Issue**

**Billboard 56 Digital Billboards around the midlands Reaching into Florence and Augusta**

- 1 Downtown Charlotte off 277**
- 2 On 1-26 West Leaving Charleston**
- 3 Downtown Greenville**

### **Newspapers**

**The Lexington Chronicle ½ Page ads on Front Cover Issues 22,000 distribution**

**(2) Full Page ads in the Free Times Distribution 125,000**

### **Websites:**

**National Tartan Day Website**

**One Day Takeover of AM Raleigh Today webpage March 22, 2023 890,000 daily visitors**

**One Day Takeover of AM Asheville Today webpage March 22, 2023 376,000 daily visitors**

**One Day Takeover of March 28th WISTV.com 96,000 Unique Visitors per day**

**WCOSFM.com 24,000 Unique Visitors per day**

**Social Media Reach Facebook and Instagram:**

**Digital Video Ads were produced by WIS TV:**

**150,000 Targeted Video Impressions on Facebook and Instagram**

**WCOS FM Targeted Facebook campaign:**

**250,00 Targeted ads on Facebook and Instagram**

**90,000 Targeted Mobile ads**

**Page Reach (number of people reached based)**

- **High Daily Reach: 211,000**

**Impressions (number of times appeared in news feeds)**

- **High: 536,000**

**Video**

- **Impressions: 301,240**
- **Total Video Views: 79,343**

**Instagram**

**Total Followers: 565**

**Analytics January 14 to April 14**

- **Reach 5,790**
- **Impressions 12,640**
- **Profile Visits 610**
- **Website Clicks 210**

## **CITY OF CAYCE FY 22-23 CAMPAIGN TIMELINE**

### **February**

- Digital Billboard – Augusta, Soiree on State (\$500)
- ECSC Featured eNews Content – Soiree on State (\$500)
- Geofencing & Retargeting – Soiree on State (\$1,161/month for ~145,000 impressions/month)

### **March**

- Digital Billboard – Augusta, Soiree on State (\$500)
- South Carolina Living Dedicated E-blast – Soiree on State (\$1,000)
- Geofencing & Retargeting – Soiree on State (\$1,161/month for ~145,000 impressions/month)

### **April**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)

### **May**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)
- ECSC Featured eNews Content – General Visit Cayce messaging (\$500)

### **June**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)

**Experience Columbia SC + City of Cayce Co-op Marketing Results FY22-23**

<b>Month</b>	<b>ECSC Featured e-News Content</b>	<b>Digital Billboards</b>	<b>South Carolina Living Magazine Email Marketing Campaign</b>	<b>Geofencing and Retargeting</b>
February	5,256 emails delivered 18.17% open rate 8.39% click rate (39 clicks tracked from newsletter to City of Cayce's provided URL)	Augusta location Soiree on State Creative 196,000 Impressions		Soiree on State focus 145,000 impressions
March		Augusta location Soiree on State Creative 196,000 Impressions	Soiree on State Content 27,810 emails delivered. 31.5% open rate .7% click rate (183 clicks to City of Cayce's provided URL)	Soiree on State focus 145,000 impressions
May	General Visit Cayce Messaging will be emailed this month to 5,256 email addresses			General Visit Cayce Messaging currently running to generate 145,00 impressions
June				General Visit Cayce Messaging 145,000 impressions scheduled

-During the month of February 2023, out of 3,878 hotel searches resulting from ECSC advertising, 7.3 percent of all hotels searched were located in City of Cayce (283 hotel searches)

-During the month of March 2023, out of 6,923 hotel searches resulting from ECSC advertising, 3.1 percent of all hotels searched were located in City of Cayce (215 hotel searches)



# Digital Marketing Report February-March 2023

- Geofencing Campaign



# Geofencing Performance – February 17<sup>th</sup> – March 25<sup>th</sup>

IMPRESSIONS	CLICKS	CTR
200,005	188	0.09%



# Top Performing Cities

City	Impressions
Charlotte	92,269
Greenville	20,267
Huntersville	12,720
Charleston	10,955
Fort Mill	9,875

City	Clicks
Charlotte	97
Greenville	19
Augusta	9
Matthews	8
Fort Mill	7





Weekend Getaway Ads – targeted to those in Greenville, Asheville, Raleigh, and other locations more than 50 miles away.



Greater Cayce-West Columbia Chamber & Visitors Program
Published by Michael Noring
Do you want to WIN A FAMILY PACK to the Tartan Day South this weekend!!!
Ways to win TICKETS: ( each option below gets an entry into the drawing)
Tag a family member in comments below
Share this post on your social media
Like this post
Contest ends at Midnight on Wednesday, March 29.
Winner announced Thursday morning
When: March 30 to April 2
More info: https://tartandaysouth.com
Tickets now on sale!

Social media advertising focused getting visitors to our city's events – For example, we used our social media platform to give away passes to the main event of Tartan Day South and direct visitors to the main event page.



Facebook post statistics: 346 People reached, 39 Engagements, 0 comments, 2 shares. Includes Like, Comment, and Share buttons.





River Activities | Things to Do | Food & Drink | Shopping | Stay | Events | Area | Contact

# Cayce, South Carolina

Cayce's most notable attractions include the Cayce Riverwalk, along the Congaree River – perfect for walking, jogging, and enjoying nature. **The new River Arts District features over 12 murals and sculptures!** If history captures your interest, visit the Cayce Historical Museum, located at the City of Cayce Municipal Complex. The museum's exhibits chronicle the area's first European settlement in the early 1700s and feature Native American artifacts dating back thousands of years. The city's **12,000 Year History Park**, also near the river, provide a great environment to learn and explore.

[Click here for Explore Cayce trip ideas and map of the River Arts District.](#)



## TRIP ITINERARY

A DAY IN CAYCE, SC  
VISITCAYCEWESTCOLUMBIA.COM

### MORNING

- Grab a gourmet coffee at Piecewise Coffee Co
- Browse State of the Art Gallery
- Take a pic at 2010 State Street (art murals on buildings)

### AFTERNOON

- Walk in the shade and find hidden art at the Cayce Riverwalk
- Lunch. [Choose from our website](#)

### EVENING

- Catch the sunset at Hammerman Trail
- Have a cool drink! Try Steel Hands Brewery

Visit Cayce page dedicated to all things to do in Cayce, SC on our Visitor Programs Page – encouraging visitors to see what all our city has to offer.

Promotion of Cayce's largest events was the focus of our Visitor Programs in April and March of 2023. For example, continuous promotion of Soiree on State before, during and after the event.

Greater Cayce-West Columbia Chamber & Visitors Program  
Published by Michael Nemo | March 25 at 2:42 PM


The sun is coming out!!  
Come in down to Soiree on State!



City of Cayce

Greater Cayce-West Columbia Chamber & Visitors Program  
Published by Michael Nemo | March 25 at 2:42 PM

Soiree on State this Saturday!  
Parking and Traffic Information!!  
See you there!



**The Soiree on State will return to Cayce's State Street this Saturday, March 25th from 2 – 8 PM along State Street, from Poplar to Railroad Street.**

**PARKING**  
Free parking is conveniently located at Brookland-Cayce High School within walking distance of the Soiree or guests can take a free golf cart ride to and from the event! This is a pet friendly event, so feel free to bring your pet on a leash.

**TRAFFIC/CLOSURES**  
The event site, on State Street from Poplar Street to Railroad Street, will be closed starting at 10:00 AM and will remain closed into the evening for event clean up. Frink Street will be accessible for local traffic only between Foreman Street and State Street from 10:00 AM to 10:00 PM. Some residential streets adjacent to State Street may also be impacted.

**BEST ROUTES TO GET TO SOIREE**  
If you are coming from Columbia, take the Blossom or Oarvais Street Bridges across the river, make a left on State Street and then park at Brookland Cayce High School (1300 State Street). If you are coming from Chapin or Irmo, take I-26 towards I-77 and follow all detour signs. Coming from the Town of Lexington or Lexington County, you can take 378, Highway 1, or Highway 321 to State Street in Cayce.

**Free Parking at Brookland Cayce High School!**

City of Cayce | Soiree on State  
Important Parking and Traffic Information for this Saturday's Soiree on State!  
Parking is free at Brookland Cayce High School  
#SoireeOnState2023 #PartyOnStateStreet #CayceSC #LiveMusic #SupportLocalCayceRiverArtsDistrict

503 People Reached | 20 Engagements | 21 Comments | [View 2 posts](#)

## GREATER CWC CHAMBER & VISITOR PROGRAMS

1000 12th Street, Cayce, SC 29933 | P 803-794-6504 | CWCCHAMBER.COM | VISITCWCSC.COM

C

**Greater CWC Chamber & Visitor Programs Accommodations Tax Funds**

<b>Fiscal Year</b>	<b>Amount</b>	<b>Source</b>	<b>Purpose</b>
FY 2020-21	\$45,000	City of West Columbia	Tourism
	\$15,000	Lexington County	Tourism
		City of Cayce	New Visitor Programs Website
FY 2021-22	\$12,000	City of West Columbia	Tourism
	\$6,500	Lexington County	Tourism
	\$11,000	City of Cayce	Tourism
FY 2022-23	\$68,717	City of West Columbia	Tourism Advertising
	\$10,000	Lexington County	Tourism Advertising
	\$20,000	City of Cayce	Visitor Programs/Advertising

## Magazine Ads

Ad Listing	Distribution Range	Targeted Audience
USA TODAY: Hunt and Fish	100K	National fishing visitors
USA TODAY: Southern Escape	100K	National visitors
USA TODAY: National Parks	100K	National outdoor rec visitors
The Local Palate	200K	National foodies
National Geographic UK	165K	International visitors
Discover SC	360K	Out-of-state visitors
Southern Travel and Lifestyle	270K	Out-of-state visitors
MLF Bass	50K	National fishing visitors
American Road	120	National visitor's
Blue Ridge Outdoors	350K	Outdoor rec visitors
Adventure Outdoor	600K	Outdoor rec visitors

## Television Ads

Ad Listing	Distribution Range	Targeted Audience
Bassmaster Elite	4.5M	National fishing visitors
WISTV	365,850	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties
BAMA Q	300,000	Atlanta, New Orleans, Las Vegas, Norfolk, VA and Chicago

## Radio Ads

Ad Listing	Distribution Range	Targeted Audience
Woods and Water SC	1.95 M	Outdoor recreation
B106	210K	locals
iheart	140K	Regional and outside surrounding counties

## Billboards

Ad Listing	Distribution Range	Targeted Audience
Crenshaw visions-I77 boards	1.6M	NC and SC
Grace Billboard	16M	Instate visitors

### Websites (other than primary)

Ad Listing	Distribution Range	Targeted Audience
WISTV.com	2.6M	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties

### Other

Ad Listing	Distribution Range	Targeted Audience
Welcome Centers: Video Boards, Landrum & Ft. Mill	76,500	Out of State visitors
Local IQ Wordstream	Digital ads: Google ads, Retargeting, OTT, YouTube	National visitors
Style Blueprint	300K	Female visitors
6am City	Chatanooga, Raleigh, Asheville, Greenville, Columbia-31M	Visitors from outside of our region
BG Podcast	3100 (120 platforms)	National visitors
Social media ads	501,000	National visitors
Threshold Media	113K	National visitors

## ATAX FUNDING SOURCE

	Actual	Actual	Budgeted
	2020-2021	2021-2022	2022-2023
Columbia	\$ 206,250.00	\$ 263,420.00	\$ 375,000.00
Lexington County	\$ 62,768.00	\$ 116,710.00	\$ 117,598.00
Town of Lexington	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Town of Irmo	\$ 21,945.00	\$ 25,000.00	\$ 12,000.00
Town of Cayce	\$ -	\$ 8,000.00	\$ 10,000.00
Town of West Cola	\$ -		\$ 5,000.00
Richland County	\$ 67,000.00	\$ 25,000.00	\$ 30,000.00
Newberry County	\$ 2,453.00	\$ 20,087.00	\$ 18,875.00
Saluda County	\$ -	\$ -	\$ 600.00
Town of Blythewood		\$ 23,335.00	\$ 31,667.00
Richland County	\$ 15,233.00	\$ 154,334.00	\$ 150,000.00
City of Columbia			\$ 50,000.00
SC PRT STAR GRANT			\$ 100,000.00
<b>SC PRT TAG</b>	\$ 80,025.00	\$ 99,500.00	\$ 100,000.00
SC ATAX	\$ 137,085.00	\$ 143,473.77	\$ 143,474.00
Covid Emergency Fund	\$ 50,000.00		
	<b>\$ 647,759.00</b>	<b>\$ 883,859.77</b>	<b>\$ 1,149,214.00</b>



Accommodations Tax Grant  
Applications  
FY 23/24

- Page 1. Ad Specialty
- Page 2. Challenge Cup
- Page 8. Challenge Cup Final Report
- Page 11. Crescent Cup
- Page 17. Crescent Cup Final Report
- Page 20. Cayce Fall Fest
- Page 26. Cayce Serves
- Page 32. Cayce Pickleball Tournament
- Page 38. Tartan Day South
- Page 88. Experience Columbia
- Page 97. Greater CWC Chamber and Visitor Programs
- Page 115. Lake Murray Country

# Memo

To: Accommodations Tax Committee Amanda Rowan,  
From: Administrative Coordinator  
Date: April 11, 2023  
Re: **FY 23-24 Accommodations Tax Request**

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We are requesting \$6,000 in funding for FY23-24 to replenish the City's supply of advertising specialty items. These imprinted items include t-shirts, hats, coffee mugs, pencils, pens, magnets, etc. The items are used to promote tourism to the City through distribution at the Greater Cayce West Columbia Visitors Center, City of Cayce events and other activities.

The funds will be used on a "draw-down" or as needed basis. Thank you.

AR/



JVC challenge

CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 20~~23~~-20~~23~~  
23 24

*Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.*

- 1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Airport High School

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Contact Person Keith Morris/Zach Rivers Telephone 803-822-5600 ext. 206

Address 1315 Boston Ave. West Columbia SC 29170

Email keithm@lex2.org/zrivers@lex2.org

2. Project Category (check one)

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.





City of Cayce

Accommodations Tax Fund Request

2

**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

The Cayce West Columbia Girls JV Challenge Tournament is a JV soccer tournament hosted by Airport High School. It is made up of 20 teams making it the largest JV tournament for high schools in SC. Teams from all over the state (AC Flora, Eastside, Greenbriar, Bishop England, Catawba Ridge, Fort Mill, Byrnes, Ashley Ridge, Dreher, Nation Ford, Dutch Fork, River Bluff, Chapin, Fox Creek, Spring Valley, Richland North East, North Augusta, Hammond, Brookland-Cayce, and Airport) will attend. The city funds will help supply items such as game balls, field maintenance, security, custodians, trainers, etc.

**4. Project Period:**    Begin Feb. 17th    End Feb. 19th

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?     Courtyard by Marriott (1125 Fort Congaree Trail)     Country Inn & Suites (2245 Airport Blvd.)     Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_
- b) Total number of visitors expected to attend your event? 1800-2400
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 60-75%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

This tournament will bring hundreds of visitors to the Cayce area for 3 days and 2 nights. Visitors (parents, players, coaches) will spend money at local hotels, restaurants, convenience stores, and gas stations.

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6. List the method(s) used to track tourist:

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event <sup>1800-2400</sup> \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

7. Do/will you advertise outside a 50-mile radius? X Yes \_\_\_\_\_ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: 2 (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

8. Estimated Cost of Project \$ 10,500

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY22-23 \$ 2,500, which represents 24 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2022 – June 30, 2023)

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years? X Yes \_\_\_\_\_ No

a. If yes,

FY 20<sup>23</sup>~~22~~-20<sup>24</sup>~~23~~: \$2,500; source: Cayce; purpose: tournament  
 FY 20<sup>21</sup>~~20~~-20<sup>22</sup>~~21~~: \$2,500; source: Cayce; purpose: tournament  
 FY 2019-2020: \$ \_\_\_\_\_; source; \_\_\_\_\_; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded? X Yes \_\_\_\_\_ No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11.

12th mi  
Signature of Applicant

4-1-23  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

City of Cayce  
 ATTN: Amanda Rowan  
 P.O. Box 2004  
 Cayce, SC 29171-2004  
 Or  
 Fax to 803-796-9072

**DEADLINE IS JULY 25, 2022**

**Completed application form and attachments can also be dropped off at**

Cayce City Hall  
 1800 12<sup>th</sup> Street  
 Cayce, SC 29033

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



Organization Airport High School Girls Soccer

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2022-2023
Ticket Sales	\$4,000
Entry Fees	\$4,000
Cayce Tax Accommodation	\$2,500
<b>TOTAL *</b>	<b>\$10,500</b>

\*NOTE: This amount should equal the amount of expenses on page 2.



Organization Airport High School Girls Soccer

List all expenses associated with this event.

Type of Expenditure	FY2022-2023
Custodians	\$700
Gate/Ticket Sales	\$800
Trainers	\$1000
Officials	\$4,000
Game Balls	\$400
Trophies	\$400
Canteen	\$700
Assigner Fee for Refs	\$500
Security	\$900
Field Paint	\$400
Miscellaneous Supplies (Programs, etc.)	\$700
<b>TOTAL*</b>	<b>\$10,500</b>

\*NOTE: This amount should equal the amount of revenues on page 1.



# Accommodations Tax Grant Final Report Form

Funds Received FY July 1, 2022 – June 30, 2023  
Due: July 31, 2023

Organization: Airport High School  
Contact: Keith Morris/Zach Rivers  
Phone: 803-822-5600 ext. 206 Email: keithm@lex2.org/zrivers@lex2.org  
Project Name: Challenge Cup Project Date(s): Feb. 17th-19th  
Grant Amount: \$ 2,500 Amount Expended: \$2,500

Please answer the questions below. You may add as many extra lines as needed in order to give a complete, yet concise answer. Reports should not be hand-written.

## PROJECT OUTCOMES

1. Were you able to complete the project as stated in your original application?  Yes  No

Describe project success and state any problems you encountered.

The weekend was a huge success as a fundraiser for the girls soccer etams at Airport High School. With 24 teams attending it was the largest JV girls soccer tournament in the state of SC.

2. How has this project increased tourism and visitation to Cayce?

Over the course of teh weekend approx. 1800-2400 fans attended the tournamanet. The visiting teams and local teams in the tournament helped boost the sales of local resturaurants , hotels, and convenience stores.

3. Briefly describe the marketing efforts to promote your program. Be sure to include how you reached out to tourists.

It was prompted via email, sportsyou app, facebook, and other social media outlets

4. Please describe the economic impact your project/event had on Cayce. Please attach an additional sheet if needed.

Many local businesses benefited form this tournament. For example Trophy and Awards Center in Lexington produced six high quality trouphies, hotels, local, resturants, local area convenience store all saw increased sales due o the influx of visitors to Cayce.

5. How did your organization determine attendance figures (see below)? Describe methods of tracking attendance and tourism numbers. Describe methods of for determining meals and overnight numbers. If you have zip code summary data, please attach or email to tgray@caycesc.gov.

Tickets were sold each day at the gate to estimate attendance figures

**PROJECT SUMMARY DATA:**

Provide two years of financial data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
1	Total Amount of Expenditures (total cost of producing program in which you applied for)	\$10,500	\$10,500
2	Amount funded by Cayce A-Tax	\$2,500	\$2,500
3	Amount funded by A-Tax from other jurisdictions	N/A	N/A
4	Amount funded from all other sources (grants, sponsors, donations for the project in which you applied for not including A-Tax funds received)	\$0	\$0
5	Amount of income generated from the program in which you applied (food/beverage sales, ticket sales, etc.)	\$8,000	\$8,000
6	Total Cash Income Generated (Add lines 2, 3, 4, and 5)	\$10,500	\$10,500
7	Value of In-kind Donations for the project outlined in the grant (please provide back-up detail)	\$0	\$0
8	Total Revenue (Add lines 6 and 7)	\$10,500	\$10,500

**TOURISM DATA:**

Provide two years of attendance and tourism data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
9	Total number of hotel rooms/overnight stays booked as a result of your program/event	approx. 100-200	approx. 100-200
10	Total tourists (those who traveled from outside the County)	approx. 1,500-2,000	approx. 1,500-2,000
11	Total number of attendees from Cayce area	approx. 300-400	approx. 300-400
12	Total Attendance (Add lines 9, 10, and 11)	1800-2400	1800-2400

**REQUIRED ATTACHMENTS**

**Grant Expenses List** - Attach an itemized list of expenditures that includes vendor name, amount, expense purpose, and date paid.

**Copies of valid invoices and proof of payment** for each grant expenditure. Proof of payment is a copy of a cancelled check, bank statement showing a cleared check or credit card receipt. All grant expenses must tie to expenses outlined in the application budget. All expenditures should match up to payment requests and original grant budget.

**Samples of acknowledgement of Cayce's funding support.**

**ORGANIZATION SIGNATURE:**

Provide signature of official within organization, verifying accuracy of above statements. Failure to produce completed, accurate reports may result in withholding of future grant allocations.

Keith Morris  
Name

Coach Teacher / Tournament Director  
Title

Keith Morris  
Signature

4-1-23  
Date

**For questions, please call Taylor Gray at 803.550.9545.**

Email: [tgray@caycesc.gov](mailto:tgray@caycesc.gov)





# Crescent Cup

CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 20~~22~~-20~~23~~  
23 24

*Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.*

1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant's 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Airport High School

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Contact Person Keith Morris/Zach Rivers Telephone 803-822-5600 ext. 206

Address 1315 Boston Ave. West Columbia SC 29170

Email keithm@lex2.org/zrivers@lex2.org

2. Project Category (check one)

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



City of Cayce

Accommodations Tax Fund Request

2

3. Project/Event name and general description with specific reference to what will be accomplished with City funds.

The Crescent Cup Tournament hosted by Airport High School is a varsity girls soccer tournament. The tournament is one of the largest regular season tournaments in the state of South Carolina for high school soccer.

12-16 teams from all over the state (Byrnes, AC Flora, Dutch Fork, Aiken, Fort Mill, TL Hanna, PAC, WAde Hampton, Broome, Dreher, Gaffney, Midland Valley, Pelion, Rock Hill, Spring Valley, Traveler's Rest, Southside Christian, and Airport) will attend.

The city funds help supply items such as game balls, field maintaince, security, custodians, trainers, etc.

4. Project Period: Begin March 9th End March 12th

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors? Courtyard by Marriott (1125 Fort Congaree Trail) Country Inn & Suites (2245 Airport Blvd.) Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked
b) Total number of visitors expected to attend your event? 1000-1300
c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 60-75%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

This tournament will bring hundreds of visitors to the Cayce area for 4 days and 3 nights. Visitors(parents, players, coaches) will spend money at local hotels, restaurants, convenience stores, and gas stations.



6. List the method(s) used to track tourist:

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event <sup>1000-1300</sup> \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

7. Do/will you advertise outside a 50-mile radius?  Yes \_\_\_\_\_ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: 2 (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

8. Estimated Cost of Project \$ 12,300

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY22-23 \$ 2,500, which represents 20 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2022 – June 30, 2023)

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?  Yes \_\_\_\_\_ No

a. If yes,

FY 20~~21~~<sup>24</sup>-20~~22~~<sup>23</sup>: \$2,500; source: Cayce; purpose: tournament  
 FY 20~~20~~<sup>21</sup>-20~~21~~<sup>22</sup>: \$2,500; source: City of Cayce; purpose: tournament  
 FY 2019-2020: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  Yes \_\_\_\_\_ No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11.

12th main  
Signature of Applicant

4-1-23  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

City of Cayce  
ATTN: Amanda Rowan  
P.O. Box 2004  
Cayce, SC 29171-2004  
Or  
Fax to 803-796-9072

**DEADLINE IS JULY 25, 2022**

**Completed application form and attachments can also be dropped off at**

Cayce City Hall  
1800 12<sup>th</sup> Street  
Cayce, SC 29033

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



Organization Airport High School Girls Soccer

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2022-2023
Ticket Sales	\$4,200
Entry Fees	\$5,300
Cayce Tax Accommodations	\$2,500
TOTAL *	\$12,000

\*NOTE: This amount should equal the amount of expenses on page 2.



Organization Airport High School Girls Soccer

List all expenses associated with this event.

Type of Expenditure	FY2022-2023
Custodians	\$850
Gate/Ticket Sales	\$950
Trainers	\$1,200
Officials	\$4,900
Game Balls	\$600
Trophies	\$400
Canteen	\$600
Assigner Fee for Refs	\$500
Security	\$900
Field Paint	\$400
Miscellaneous Supplies (programs, etc.)	\$700
<b>TOTAL*</b>	<b>\$12,000</b>

\*NOTE: This amount should equal the amount of revenues on page 1.



# Accommodations Tax Grant Final Report Form

Funds Received FY July 1, 2022 – June 30, 2023  
Due: July 31, 2023

Organization: Airport High School

Contact: Keith Morris/Zach Rivers

Phone: 803-822-5600 ext. 206 Email: keithm@lex2.org/zrivers@lex2.org

Project Name: Crescent Cup Project Date(s): Feb. 17th-19th

Grant Amount: \$ 2,500 Amount Expended: \$2,500

Please answer the questions below. You may add as many extra lines as needed in order to give a complete, yet concise answer. Reports should not be hand-written.

## PROJECT OUTCOMES

1. Were you able to complete the project as stated in your original application?  Yes  No

Describe project success and state any problems you encountered.

The weekend was a huge success as a fundraiser for the girls soccer teams at Airport High School. This tournament is the second largest girls varsity soccer tournament in the state of SC.

2. How has this project increased tourism and visitation to Cayce?

Over the course of the weekend approx. 1500-2000 fans attended the tournament. The visiting teams and local teams in the tournament helped boost the sales of local restaurants, hotels, and convenience stores.

3. Briefly describe the marketing efforts to promote your program. Be sure to include how you reached out to tourists.

It was promoted via email, sportsyou app, facebook, and other social media outlets

4. Please describe the economic impact your project/event had on Cayce. Please attach an additional sheet if needed.

Many local businesses benefited from this tournament. For example Trophy and Awards Center in Lexington produced six high quality trophies, hotels, local restaurants, local area convenience store all saw increased sales due to the influx of visitors to Cayce.

5. How did your organization determine attendance figures (see below)? Describe methods of tracking attendance and tourism numbers. Describe methods of for determining meals and overnight numbers. If you have zip code summary data, please attach or email to tgray@caycesc.gov.

Tickets were sold each day at the gate to estimate attendance figures

**PROJECT SUMMARY DATA:**

Provide two years of financial data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
1	Total Amount of Expenditures (total cost of producing program in which you applied for)	\$12,300	\$12,000
2	Amount funded by Cayce A-Tax	\$2,500	\$2,500
3	Amount funded by A-Tax from other jurisdictions	N/A	N/A
4	Amount funded from all other sources (grants, sponsors, donations for the project in which you applied for not including A-Tax funds received)	\$0	\$0
5	Amount of income generated from the program in which you applied (food/beverage sales, ticket sales, etc.)	\$9,800	\$9,500
6	Total Cash Income Generated (Add lines 2, 3, 4, and 5)	\$12,300	\$12,000
7	Value of In-kind Donations for the project outlined in the grant (please provide back-up detail)	\$0	\$0
8	Total Revenue (Add lines 6 and 7)	\$12,300	\$12,000

**TOURISM DATA:**

Provide two years of attendance and tourism data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
9	Total number of hotel rooms/overnight stays booked as a result of your program/event	approx. 120-180	approx. 100-150
10	Total tourists (those who traveled from outside the County)	approx. 1,000-1,400	approx. 800-1,200
11	Total number of attendees from Cayce area	approx. 100-200	approx. 100-200
12	Total Attendance (Add lines 9, 10, and 11)	1100-1600	900-1400

**REQUIRED ATTACHMENTS**

**Grant Expenses List** - Attach an itemized list of expenditures that includes vendor name, amount, expense purpose, and date paid.

**Copies of valid invoices and proof of payment** for each grant expenditure. Proof of payment is a copy of a cancelled check, bank statement showing a cleared check or credit card receipt. All grant expenses must tie to expenses outlined in the application budget. All expenditures should match up to payment requests and original grant budget.

**Samples of acknowledgement of Cayce's funding support.**



**ORGANIZATION SIGNATURE:**

Provide signature of official within organization, verifying accuracy of above statements. Failure to produce completed, accurate reports may result in withholding of future grant allocations.

Keith Morris  
Name

Coach / Teacher / Tournament Director  
Title

Keith Morris  
Signature

4-1-23  
Date

**For questions, please call Taylor Gray at 803.550.9545.**

Email: [tgray@caycesc.gov](mailto:tgray@caycesc.gov)



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

**Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.**

- 1. The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Cayce Fall Fest/Cayce Events Committee

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Contact Person Johnathon O. Moore Telephone 803-530-3627

Address 1424 Dunbar Road Cayce, SC 29033

Email jomo12345@gmail.com

**2. Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

**(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)**

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



City of Cayce

Accommodations Tax Fund Request

3. Project/Event name and general description with specific reference to what will be accomplished with City funds.

The Cayce Events Committee would like to host their annual Cayce Fall Fest in October 2023. It would be hosted in Grandby Gardens Park on city grounds. This is a free, one-day event that embodies the city of Cayce's cultural, musical, artistic, and food diversity. This event is centered around the people of Cayce and bringing in people outside of Cayce to experience what Cayce has to offer. Cayce Fall Fest is a multi-cultural event that attracts all people from around the southeast to come out to eat, dance, fellowship, and get to know the City of Cayce. The event includes a kids play area, space to dance, various food and art vendors, hay rides within the safety of city grounds. We expect 1000+ people.

4. Project Period: Begin October 6, 2023 End October 6, 2023

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors? Courtyard by Marriott (1125 Fort Congaree Trail) Country Inn & Suites (2245 Airport Blvd.) Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked N/A
b) Total number of visitors expected to attend your event? 2,000
c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 35% to 45%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

We will use various forms of marketing such as social media such as Instagram, Facebook, Twitter, etc We will use social media heavily to market outside of the City of Cayce. The marketing of this event and the event itself will help more people be aware of what Cayce has to offer when it comes to events, lodging, and entertainment. Financial support from the City will be used to promote this events a local hotels, motels, stores, restaurants, and other businesses.

Blank lines for additional text or notes.



**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event 2000
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

**7. Do/will you advertise outside a 50-mile radius? Yes Yes \_\_\_\_\_ No**

**a. If yes, please check all that apply to advertising sources outside a 50-mile radius:**

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

**b. If no, is there any group/agency who will be responsible for advertising? If so, who? MPA Strategies**

**8. Estimated Cost of Project \$ 35,000**

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ 15,000, which represents 50 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years? yes Yes \_\_\_\_\_ No**

a. If yes,

FY2022-2023: \$ 15,000 ; source: A-Tax ; purpose: \_\_\_\_\_  
 FY2021-2022: \$ 15,000 ; source: A-Tax ; purpose: \_\_\_\_\_  
 FY2020-2021: \$ 10,000 ; source; A-Tax ; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  
 \_\_\_\_\_ Yes No \_\_\_\_\_ No



- c. If no, please explain and give amount not used:  
The event was cancelled due to COVID-19 in 2021 and inclement weather in 2022. The committee is confident that if the event moves forward that the funds will be used properly and goals will be reached

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**11.**

\_\_\_\_\_  
 Signature of Applicant

\_\_\_\_\_  
 Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce**  
**ATTN: Taylor Gray**  
**P.O. Box 2004**  
**Cayce, SC 29171-2004**  
**Or**  
**Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



Organization Cayce Fall Fest/Cayce Events Committee

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
Cayce Accommodations Tax	15,000.00
Cayce Hospitality Tax	20,000.00
TOTAL *	35,000

\*NOTE: This amount should equal the amount of expenses on page 2.



**City of Cayce  
Accommodations Tax Fund Request**

**Organization** Cayce Fall Fest/ Cayce Events Committee

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Advertising	5,000.00
Equipment	10,000.00
Insurance and Fees	3,500.00
Entertainment	10,00.00
Decorations	2,500.00
Staff supplies	3,000.00
Bartending	1000.00
<b>TOTAL*</b>	<b>35,000.00</b>

**\*NOTE: This amount should equal the amount of revenues on page 1.**

**CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024**

***Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.***

- 1. The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant's 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Cayce Public Safety Foundation

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Contact Person Kay Hutchinson Telephone 803-546-2121

Address PO Box 5422, Cayce SC 29073

Email khutchinson@caycesc.gov

**2. Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

***(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)***

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.





**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

The Cayce Serves Tennis Tournament will be held at the nationally recognized Cayce Tennis and Fitness Center at Otarre Pointe in June 2024. The tournament is a USTA sanctioned doubles, one day, round robin event that includes breakfast, lunch, T-Shirts and a "Clock Your Serve" Contest. Previous tournaments have produced revenue in the amount of \$32,969. Items purchased for the department include: CALEA Certification fees, K9 equipment and training, air monitors, taser packages, chain saws, industrial fans, smoke detectors, flash hoods, boots, meals and groceries for Public Safety Officers and a training simulator.

**4. Project Period:** Begin June 2024 End \_\_\_\_\_

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_
- b) Total number of visitors expected to attend your event? 120
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 75

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

Meals from Cayce restaurants are purchased for lunch. Last year, Sub Station II provided sandwiches and Piggie Park provided boxed lunches (their sauce plant is in Cayce). Other local restaurants also include coupons and donate gift cards which are used after the tournament.

Cayce businesses are also interested in growth of the tournament as shown by their continued support, which included \$3337 in cash sponsorships and \$2241 from registration in 2019. Over \$1500 of dollars raised was put directly back into Cayce businesses, some of which included medals from The Trophy and

Gift Shop, lunch from Sub Station II, court fees and balls from the Tennis Center, etc.

As we are growing, we are attracting a larger number of tourist from outside of Cayce. This year we will begin encouraging staying at our local hotels.

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**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

**7. Do/will you advertise outside a 50-mile radius?  Yes  No**

**a. If yes, please check all that apply to advertising sources outside a 50-mile radius:**

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)  
\*will reach out to other states via email lists from USTA and coordinators

**b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_**

**8. Estimated Cost of Project \$ 5530**

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ 2,300, which represents 40 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?  Yes  No**

**a. If yes,**

FY2022-2023: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_  
 FY2021-2022: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_  
 FY2020-2021: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

**b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  Yes  No**



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11.**

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce**  
**ATTN: Taylor Gray**  
**P.O. Box 2004**  
**Cayce, SC 29171-2004**  
**Or**  
**Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

<b>For Office Use Only</b>	
Date Received _____	Council Action Date _____
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**City of Cayce  
Accommodations Tax Fund Request**

**Organization** \_\_\_\_\_

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
Registration fees	4500
sponsorships	5000
Hospitality tax	3230
Acommodations tax	2300
<b>TOTAL *</b>	15,030

**\*NOTE: This amount should equal the amount of expenses on page 2.**



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 2**

**Organization** \_\_\_\_\_

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
food	1700
insurance and fees	600
supplies, decorations	150
tshirts	1400
court fees	150
balls	150
awards	500
advertising	800
USTA membership/fees	80
<b>TOTAL*</b>	5530

**\*NOTE: This amount should equal the amount of revenues on page 1.**



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

**Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.**

- 1. The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Cayce Public Safety Foundation

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Contact Person Kay Hutchinson Telephone 803-546-2121

Address PO Box 5422, Cayce SC 29073

Email khutchinson@caycesc.gov

**2. Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

**(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)**

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.





**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

**7. Do/will you advertise outside a 50-mile radius?** \_\_\_\_ Yes \_\_\_\_ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

-will send emails to out of state agencies via list provided by coordinators

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

**8. Estimated Cost of Project \$** 5550

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$** 2550.00, which represents 45 % of the total event/project budget. **Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?** \_\_\_\_ Yes \_\_\_\_ No

a. If yes,

FY2022-2023: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2021-2022: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2020-2021: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?

\_\_\_\_ Yes \_\_\_\_ No





c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11.**

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce**  
**ATTN: Taylor Gray**  
**P.O. Box 2004**  
**Cayce, SC 29171-2004**  
**Or**  
**Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

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**Cayce City Hall**  
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**Cayce, SC 29033**

<b>For Office Use Only</b>	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



**City of Cayce  
Accommodations Tax Fund Request**

**Organization** \_\_\_\_\_

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
registration fees	1500
sponsorships	1000
hospitality tax	3000
walmart grant	500.00
<b>TOTAL *</b>	<b>5550.00</b>

**\*NOTE: This amount should equal the amount of revenue on page 2.**



**City of Cayce  
Accommodations Tax Fund Request**

**Organization** \_\_\_\_\_

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Food	500
t-shirts	900
court fees	150
balls	150
awards and medals	300
insurance	350
advertising	1000
custom paddles	2000
supplies, decorations	200
<b>TOTAL*</b>	5550

**\*NOTE: This amount should equal the amount of expenses on page 1.**

CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

*Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.*

1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant's 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Tartan Day South / The River Alliance

Federal ID No. 57-1024824 Non-Profit Status: 501-C3

Contact Person John Banks Telephone 803-665-7620

Address 300 Candi Lane, Columbia, SC 29210

Email johnbanks@columbiaspeedway.com

2. **Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

Tartan Day South is a four day celebration of Celtic Culture. Tartan Day South is a festival built around the National Tartan Day Holiday. The event features Highland Athletics, live celtic music, interesting exhibitions and more. The festival celebrated its 10th anniversary in 2022. The funds are used for Marke  
for Marketing outside of 50 miles and logistics for the thousands of patrons who visit Tartan Day South  
annually. In 2022 the festival drew 2,300 tourists from 29 states and another 3,700 from  
South Carolina outside of 50 miles from Cayce. The 2023 event just completed and rhe data has yet to  
be computed at the time of this application.

**4. Project Period:** Begin April 4th 2024 End April 7th 2024

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked
- b) Total number of visitors expected to attend your event? 15,000
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 40 %

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

Tartan Day South is a cultural event that interests many cultures. The Carolinas have the largest  
population of Scottish and Irish decedents outside New York. By collecting zip codes  
we are able to track the homes of the patrons that visit the festival. By having over 6,200 patrons  
at our event in 2022 from outside the 50 mile radius, we are able to open new eyes to our Cayce  
community. These patrons eat in restaurants and spend more dollars in our city. Using the SCPRT  
metrix, we are able to calculate that Tartan Day South had a \$1.74 million dollar impact on our local  
economy.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



6. List the method(s) used to track tourist:

- Web page inquiries – estimated inquiries per month 7,400
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event 8,000 (2022)
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey 40% (2022)
- License plates – estimated count per event \_\_\_\_\_

7. Do/will you advertise outside a 50-mile radius?  Yes  No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed 2,000
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed 300
- Magazine Ads - # ads Attached (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads Attached (list newspapers & distribution on separate sheet)
- Television Ads - # ads Attached (list stations & viewing range on separate sheet)
- Radio Ads - # ads Attached (list stations & listening range on separate sheet)
- Billboards - # ads Attached (list number & locations on separate sheet)
- Websites - # web pages other than primary website: Attached (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

8. Estimated Cost of Project \$ 150,000.00

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ 17,000.00 which represents 11.33 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?  Yes  No

a. If yes,

FY2022-2023: \$ 40,000 ; source: Cayce Le; purpose: Advertising  
 FY2021-2022: \$ 36,000 ; source: C, Lex, V; purpose: Advertising  
 FY2020-2021: \$ \_\_\_\_\_ ; source: \_\_\_\_\_ ; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  Yes  No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11.

John R. Banks  
Signature of Applicant

4/7/2023  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

City of Cayce  
 ATTN: Taylor Gray  
 P.O. Box 2004  
 Cayce, SC 29171-2004  
 Or  
 Fax to 803-796-9072

**DEADLINE IS April 10, 2023**

Completed application form and attachments can also be dropped off at

Cayce City Hall  
 1800 12<sup>th</sup> Street  
 Cayce, SC 29033

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



Organization Tartan Day South/ The River Alliance

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of Cayce A tax	\$17,000
City of West Columbia A Tax	\$15,000
City of Cayce H Tax	\$30,000
<b>Town of Lexington A Tax</b>	\$15,000
Lexington County Beverage Tax	\$3,000
Beverage Income	\$5,000
Vendor Fees and Car Club Fees and Merch	\$5,000
Ticket Sales	\$50,000
Sponsor Donations	\$10,000
<b>TOTAL *</b>	<b>\$150,000</b>

\*NOTE: This amount should equal the amount of expenses on page 2.





**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 2**

**Organization** Tartan Day South / The River Alliance

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Event Insurance	\$2,000
Printed Marketing	\$5,000
Entertainment, Exhibitions, and Athletics	\$30,000
Tents and Other Logistical Items	\$30,000
Restroom Rentals	\$4,000
Advertising and Marketing	\$47,000
Facility Rentals and Electrical Cost	\$15,000
Labor, Management, Grant Writing, Sales Comm	\$10,000
SC Amusement Taxes	\$4,000
Lodging for Bands, Judges, and Exhibitions	\$3,000
<b>TOTAL*</b>	<b>\$150,000</b>

**\*NOTE: This amount should equal the amount of revenues on page 1.**

## Tartan Day South 2023 Advertising List

### Radio Ads:

IHeart Radio 97.5 WCOS FM , 96.7 Steve WLTU FM, 104.7 WNOK FM, 560 WVOC AM  
(290) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup>  
(420) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup> on there  
Streaming Stations

Alpha Media 102.3 FM The Fox, Rock 99.7 FM, The Palm 94.9, Q 93.5 FM  
(344) 60 Second Commercials Ran between March 20<sup>th</sup> and April 1<sup>st</sup>  
(344) 60 Second Commercials Ran between March 21<sup>st</sup> and April 1<sup>st</sup> on there  
Streaming Stations

### Midlands Media Group

94.3 FM The Dude (100) 60 Second Commercials  
93.1 FM The Lake (100) 60 Second Commercials  
Ran between March 14<sup>th</sup> and March 31<sup>st</sup>

### Cumulus Media

107.5 The Game on Air (42) 60 Second Commercials  
107.5 The Game Steaming (66) 60 Second Commercials  
98.5 WOMG (50) 60 Second Commercials  
98.5 WOMG Steaming (100) 60 Second Commercials

## Tartan Day South 2023 Advertising List

### Television

WIS TV 10 State Wide Broadcasts (48) 30 Second Commercials

Ran between March 22<sup>nd</sup> and April 1<sup>st</sup>

### Streaming Television Through WIS TV

(50,224) Targeted Streaming ads on Peacock and Hulu

Focused in Atlanta, Charlotte and Jacksonville

(7,000) Targeted completed 15 second Videos on You Tube

**(2) Magazines** Full Page Ad Celtic Life Magazine 535,000 North American Subscribers

December/January Issue and March/February Issue

**Billboard** 56 Digital Billboards around the midlands Reaching into Florence and Augusta

- 1 Downtown Charlotte off 277
- 2 On 1-26 West Leaving Charleston
- 3 Downtown Greenville

### Newspapers

The Lexington Chronicle ½ Page ads on Front Cover Issues 22,000 distribution

(2) Full Page ads in the Free Times Distribution 125,000

### Websites:

National Tartan Day Website

One Day Takeover of AM Raleigh Today webpage March 22, 2023 890,000 daily visitors

One Day Takeover of AM Asheville Today webpage March 22, 2023 376,000 daily visitors

One Day Takeover of March 28th WISTV.com 96,000 Unique Visitors per day

WCOSFM.com 24,000 Unique Visitors per day

**Social Media Reach Facebook and Instagram:**

**Digital Video Ads were produced by WIS TV:**

**150,000 Targeted Video Impressions on Facebook and Instagram**

**WCOS FM Targeted Facebook campaign:**

**250,00 Targeted ads on Facebook and Instagram**

**90,000 Targeted Mobile ads**

**Page Reach (number of people reached based)**

- **High Daily Reach: 211,000**

**Impressions (number of times appeared in news feeds)**

- **High: 536,000**

**Video**

- **Impressions: 301,240**
- **Total Video Views: 79,343**

**Instagram**

**Total Followers: 565**

**Analytics January 14 to April 14**

- **Reach 5,790**
- **Impressions 12,640**
- **Profile Visits 610**
- **Website Clicks 210**

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **OCT 17 2000**

RIVER ALLIANCE  
506 GERVAIS STREET  
COLUMBIA, SC 29201

Employer Identification Number:  
57-1024824  
DLM:  
17053267748030  
Contact Person:  
FRANCIS E BERNHARDT ID# 31258  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
AUGUST 1996  
Addendum Applies:  
NO

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

RIVER ALLIANCE

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Steven T. Miller  
Director, Exempt Organizations

Letter 1950 (DO/CG)

# Business Entities Online

File, Search, and Retrieve Documents Electronically

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## RIVER ALLIANCE, THE

### Corporate Information

Entity Id: 00247052

Entity Type: Nonprofit

Status: Good Standing

Domestic/Foreign: Domestic

Incorporated State: South Carolina

### Important Dates

Effective Date: 10/02/1995

Expiration Date: N/A

Term End Date: N/A

Dissolved Date: N/A

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### Registered Agent

Agent: MICHAEL T DAWSON

Address: 300 Cassil Lane  
Columbia, South Carolina 29210

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### Official Documents On File

Filing Type	Filing Date
Notice of Change of Registered Office	04/08/2020
Change of Agent or Office	08/14/2000
Incorporation	10/02/1995

## Tartan Day South

## 2023 Working Final Books

Marketing Expenses		Operating Expenses		Revenues	
The Graphic Source		Hardware Purchases	\$ 1,116.28	2022 Roll Over	4,100.44
Paul Pope Photography	\$ 750.00	British Bulldog	\$ 337.02		
Paper Pro		Whiskey Supplies	\$ 680.40		
Field Signs	\$ 996.06	Tent Rentals	\$ 23,788.23	<b>Grants &amp; Sponsors</b>	
Printing		Vip Tent Expenses	\$ 2,500.00	West Columbia A-Tax	\$ 10,000.00
Celtic Life	\$ 1,290.00	Golf Carts	\$ 1,884.00	Cayce A-Tax	\$ 15,000.00
Alpha Media	\$ 4,000.00	T Shirts Expense (Vol, Ath, Sale)	\$ 4,061.12	Lexington Beverage Tax	\$ 2,500.00
98.5 Steve WVOC 560 AM	\$ 12,000.00	Restroom Services	\$ 3,500.00	Cayce H-Tax	\$ 30,000.00
97.5 WCOS FM 104.7 fm		Trash Services	\$ 1,000.00	Town of Lexington A-Tax	\$ 15,000.00
Magnolia Sign Board	\$ 2,500.00	Athletic Equipment	\$ 400.00	<b>Sponsors</b>	
107.5 The Game		Feeding Athletes	\$ 280.00	Guinness	\$ 2,000.00
WIS TV Full Market	\$ 12,000.00	Line Painting	\$ 3,600.00	Vital Chiropractic	\$ 482.06
Peach Jar		Electrical and Logistics Rentals	\$ 5,375.35	McDaniels	\$ 2,000.00
Gardner Media	\$ 396.00	Police and Fire	\$ 1,560.00	Samual Reynolds Law Firm	\$ 2,500.00
Billboard CVB	\$ 2,180.00	<b>Music Artists, Pipe Bands, Sou</b>	\$ <b>22,540.00</b>	Cottman	\$ 482.06
Cumulus Radio	\$ 2,000.00	<b>Dogs and Birds, Judges</b>		Lake Murray Lifestyles	
Lexington Chronical	\$ 525.00	Tasting Supplies	\$ 600.00	McCray Meadows	\$ 700.00
The State		Pipe Band Coordinator	\$ 1,000.00	AOH	\$ 1,000.00
Social Media Consultant	\$ 750.00	Prizes Athletes	\$ 648.90	Oharas Pub	\$ 750.00
Free Times/Post and Courier	\$ 2,000.00	Ice	\$ 390.00	Culpepper	\$ 2,500.00
Midlands Media Group	\$ 3,500.00	Kirkin of Tartans	\$ 300.00	First Community	\$ 1,000.00
Grace Bill Boards	\$ 2,500.00	Rooms for Bands & Judges	\$ 28.00	<b>Total G &amp; S</b>	<b>90,014.56</b>
WXRY		Event Insurance	\$ 1,309.00	Reg Vendors	
Web Redesign and Maintan:	\$ 708.00	Facility Rental	\$ 10,000.00	Vendor Income	\$ 10,064.69
<b>Total Marketing</b>	<b>\$ 45,641.00</b>	Equipment for Athletes	\$ 400.00	Car Club Fees and Income	\$ 1,670.00
<b>Operating Expenses</b>		Miscelanous Labor	\$ 6,375	Program Sales, Shirt, Scotch	\$ 2,317.47
		Amusement Taxes	\$ 112.86	Ticket Sales	\$ 39,085.00
		Grant Writers Fees and sales Cl	\$ 8,350.00	Beverage Income	\$ 5,618.00
<b>Total Expenses</b>		Fairy	\$ 300.00	Tasting	\$ 1,575.00
		Highland Dancers	\$ 200.00	<b>Total Revenues</b>	<b>\$ 150,344.72</b>
		Van Driver	\$ 200.00		
		<b>Operating Expenses</b>	<b>\$ 102,836.16</b>		
		<b>Total Expenses</b>	<b>\$ 148,477.16</b>		





## Tartan Day South 2022 by the Numbers

13,630 Total Attendees over 4 Days

4,021 Zip Codes were collected  
over 2 days (April 1 and 2)

Attendees from 187 Unique Zip Codes from  
29 states outside of South Carolina

An estimated 2,300 visitors were from outside  
of South Carolina

Zip Codes were collected from 191 Unique  
Zip Code Areas in South Carolina

Over 3,900 Patrons were from 126 Unique  
Zip Codes in South Carolina outside  
of 50 Miles of Lexington County

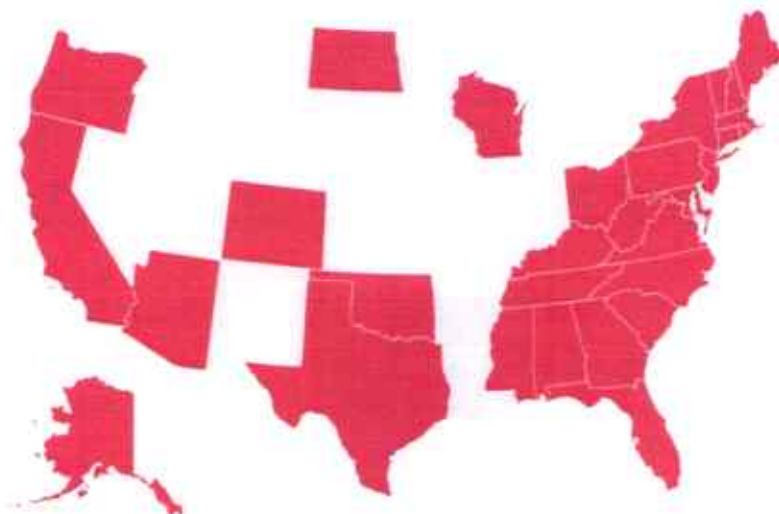
Tartan Day South 2022 Economic Impact  
\$1.74 Million Dollars on the local Economy



Patrons from 346 Unique Zip Codes in the US



Patrons from 191 Unique Zip Codes in the SC



Patrons from 30 States Visited TDS in 2022

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

Rhode Island			North Carolina			North Carolina		
2920	CRANSTON	RI	27078	YADKINVILLE	NC	28615	CRESTON	NC
			27150	WINSTON SALEM	NC	28681	TAYLORSVILLE	NC
	<b>New Hampshire</b>		27172	WINSTON SALEM	NC	28711	BLACK MOUNTAIN	NC
			27201	ALAMANCE	NC	28712	BREVARD	NC
3867	ROCHESTER	NH	27205	ASHEBORO	NC	28722	COLUMBUS	NC
			27215	BURLINGTON	NC	28734	FRANKLIN	NC
	<b>Maine</b>		27223	BURLINGTON	NC	28739	HENDERSONVILLE	NC
			27230	CEDAR FALLS	NC	28754	MARS HILL	NC
4080	HARPSWELL	ME	27263	HIGH POINT	NC	28782	TRYON	NC
			27281	JACKSON SPRINGS	NC	28792	HENDERSONVILLE	NC
	<b>Vermont</b>		27376	WEST END	NC	28803	ASHEVILLE	NC
			27410	GREENSBORO	NC	28805	ASHEVILLE	NC
5035	BROOKFIELD	VT	27526	FUQUAY VARINA	NC			
			27540	HOLLY SPRINGS	NC		<b>Maryland</b>	
	<b>Connecticut</b>		27576	SELMA	NC			
			27705	DURHAM	NC	20877	GAITHERSBURG	MD
6074	SOUTH WINDSOR	CT	27902	WOODLAND	NC	20877	GAITHERSBURG	MD
			28054	GASTONIA	NC	21009	ABINGDON	MD
	<b>New Jersey</b>		28056	GASTONIA	NC	21220	MIDDLE RIVER	MD
			28079	INDIAN TRAIL	NC			
8360	VINELAND	NJ	28105	MATTHEWS	NC		<b>Virginia</b>	
			28173	WAXHAW	NC			
	<b>New York</b>		28205	CHARLOTTE	NC	22967	ROSELAND	VA
			28207	CHARLOTTE	NC	23139	POWHATAN	VA
11704	WEST BABYLON	NY	28209	CHARLOTTE	NC	23421	PARKSLEY	VA
11752	ISLIP TERRACE	NY	28210	CHARLOTTE	NC	23454	VIRGINIA BEACH	VA
13480	WATERVILLE	NY	28211	CHARLOTTE	NC	24073	CHRISTIANSBURG	VA
14028	BURT	NY	28217	CHARLOTTE	NC	24523	BEDFORD	VA
			28227	CHARLOTTE	NC			
	<b>Pennsylvania</b>		28277	CHARLOTTE	NC		<b>West Virginia</b>	
			28278	CHARLOTTE	NC			
15201	PITTSBURGH	PA	28306	FAYETTEVILLE	NC	25410	BAKERTON	WV
15458	MC CLELLANTOWN	PA	28307	FORT BRAGG	NC	26154	MUNDAY	WV
16028	EAST BRADY	PA	28327	CARTHAGE	NC	26334	BRIDGEPORT	WV
16601	ALTOONA	PA	28376	RAEFORD	NC	26464	WYATT	WV
17003	ANNVILLE	PA	28390	SPRING LAKE	NC	26501	MORGANTOWN	WV
17112	HARRISBURG	PA	28422	BOLIVIA	NC			
18301	EAST STROUDSBURG	PA	28461	SOUTHPORT	NC		<b>Kentucky</b>	
18974	WARMINSTER	PA	28560	NEW BERN	NC			
19333	DEVON	PA	28601	HICKORY	NC	40461	PAINT LICK	KY
19390	WEST GROVE	PA	28610	CLAREMONT	NC	41053	KENTON	KY

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

	<b>Florida</b>			<b>North Dakota</b>	
32694	WALDO	FL	58105	FARGO	ND
32941	MELBOURNE	FL	58701	MINOT	ND
33065	CORAL SPRINGS	FL	58719	BERTHOLD	ND
33478	JUPITER	FL			
33565	PLANT CITY	FL		<b>Oklahoma</b>	
33810	LAKELAND	FL			
			73099	YUKON	OK
	<b>Alabama</b>				
				<b>Texas</b>	
36907	CUBA	AL			
			77399	LIVINGSTON	TX
	<b>Tennessee</b>		79036	FRITCH	TX
37026	BRADYVILLE	TN		<b>Colorado</b>	
37343	HIKSON	TN			
37604	JOHNSON CITY	TN	80221	DENVER	CO
37801	MARYVILLE	TN	80906	COLORADO SPRINGS	CO
37821	NEWPORT	TN			
37830	OAK RIDGE	TN		<b>Arizona</b>	
	<b>Massachusetts</b>		85138	MARICOPA	AZ
39106	LUDLOW	MA		<b>California</b>	
	<b>Mississippi</b>		91773	SAN DIMAS	CA
39422	BAY SPRINGS	MS		<b>Oregon</b>	
	<b>Ohio</b>		97236	PORTLAND	OR
			97478	SPRINGFIELD	OR
43123	GROVE CITY	OH	97741	MADRAS	OR
43223	COLUMBUS	OH			
44820	BUCYRUS	OH		<b>Alaska</b>	
45244	CINCINNATI	OH			
45459	DAYTON	OH	99829	HOONAH	AK
	<b>Wisconsin</b>				
54937	1 FOND DU LAC	WI			

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29006	BATESBURG	16	29138	SALUDA	5	29326	CLINTON	2
29009	BETHUNE	1	29146	SPRINGFIELD	1	29332	CROSS HILL	1
29010	BISHOPVILLE	1	29148	SUMMERTON	1	29349	JNMAN	3
29015	BLAIR	1	29150	SUMTER	12	29356	LANDRUM	6
29016	BLYTHEWOOD	33	29152	SHAW AFB	2	29360	LAURENS	3
29020	CAMDEN	10	29153	SUMTER	1	29384	WATERLOO	1
29023	CAMDEN	1	29154	SUMTER	13	29401	CHARLESTON	8
29025	CAMDEN	1	29160	SWANSEA	22	29403	CHARLESTON	2
29030	CAMERON	2	29163	VANCE	1	29405	NORTH CHARLESTON	9
29032	CASSATT	4	29164	WAGENER	6	29407	CHARLESTON	4
29033	CAYCE	68	29167	WARD	1	29412	CHARLESTON	6
29036	CHAPIN	89	29168	WEDGEFIELD	2	29414	CHARLESTON	5
29038	COPE	3	29169	WEST COLUMBIA	71	29420	NORTH CHARLESTON	3
29040	DALZELL	8	29170	WEST COLUMBIA	89	29429	AWENDAW	1
29044	EASTOVER	5	29172	WEST COLUMBIA	33	29449	HOLLYWOOD	1
29045	ELGIN	43	29179	WHITMIRE	1	29451	ISLE OF PALMS	5
29053	GASTON	39	29180	WINNSBORO	8	29455	JOHNS ISLAND	8
29054	GILBERT	43	29201	COLUMBIA	25	29456	LADSON	2
29055	GREAT FALLS	1	29202	COLUMBIA	4	29461	MONCK'S CORNER	1
29058	HEATH SPRINGS	1	29203	COLUMBIA	17	29464	MOUNT PLEASANT	6
29061	HOPKINS	15	29204	COLUMBIA	32	29465	MOUNT PLEASANT	2
29063	IRMO	101	29205	COLUMBIA	35	29466	MOUNT PLEASANT	7
29069	LAMAR	1	29206	COLUMBIA	57	29472	RIDGEVILLE	1
29070	LEESVILLE	34	29207	COLUMBIA	2	29474	ROUND O	1
29071	LEXINGTON	1	29209	COLUMBIA	46	29483	SUMMERVILLE	14
29072	LEXINGTON	220	29210	COLUMBIA	52	29485	SUMMERVILLE	7
29073	LEXINGTON	158	29212	COLUMBIA	105	29486	SUMMERVILLE	6
29075	LITTLE MOUNTAIN	8	29216	COLUMBIA	2	29487	WADMALAW ISLAND	1
29078	LUGOFF	20	29220	COLUMBIA	4	29488	WALTERBORO	1
29079	LYDIA	1	29222	COLUMBIA	5	29492	CHARLESTON	3
29090	LODGE	3	29223	COLUMBIA	40	29501	FLORENCE	5
29102	MANNING	2	29225	COLUMBIA	3	29504	FLORENCE	2
29106	MONETTA	1	29227	COLUMBIA	6	29520	CHERAW	1
29107	NEESES	3	29229	COLUMBIA	60	29526	CONWAY	2
29108	NEWBERRY	13	29236	COLUMBIA	6	29527	CONWAY	1
29112	NORTH	3	29250	COLUMBIA	3	29532	DARLINGTON	3
29115	ORANGEBURG	6	29273	COLUMBIA	6	29536	DILLON	2
29118	ORANGEBURG	2	29284	COLUMBIA	2	29545	GREEN SEA	1
29120	ORANGEBURG	1	29285	COLUMBIA	4	29550	HARTSVILLE	6
29123	PELION	12	29290	COLUMBIA	8	29556	KINGSTREE	2
29127	PROSPERITY	11	29301	SPARTANBURG	4	29566	LITTLE RIVER	1
29128	REMBERT	3	29302	SPARTANBURG	2	29569	LORIS	1
29130	RIDGEWAY	7	29306	SPARTANBURG	5	29572	MYRTLE BEACH	3
29135	SAINT MATTHEWS	10	29323	CHESNEE	1	29575	MYRTLE BEACH	5
29137	SALLEY	2	29325	CLINTON	2	29576	MURRELLS INLET	6

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29579	MYRTLE BEACH	4	29824	EDGEFIELD	1
29588	MYRTLE BEACH	2	29829	GRANITEVILLE	5
29601	GREENVILLE	2	29832	JOHNSTON	1
29605	GREENVILLE	4	29841	NORTH AUGUSTA	6
29607	GREENVILLE	2	29847	TRENTON	1
29609	GREENVILLE	1	29856	WINDSOR	1
29615	GREENVILLE	1	29860	NORTH AUGUSTA	1
29617	GREENVILLE	3	29902	BEAUFORT	4
29620	ABBEVILLE	1	29906	BEAUFORT	1
29621	ANDERSON	5	29907	BEAUFORT	4
29632	CLEMSON	1	29909	OKATIE	6
29642	EASLEY	4	29910	BLUFFTON	8
29644	FOUNTAIN INN	1	29920	SAINT HELENA ISLAND	1
29646	GREENWOOD	6	29926	HILTON HEAD ISLAND	3
29649	GREENWOOD	5			
29650	GREER	7			
29655	IVA	1			
29663	MAULDIN	2			
29666	NINETY SIX	5			
29670	PENDLETON	2			
29673	PIEDMONT	1			
29680	SIMPSONVILLE	2			
29680	SIMPSONVILLE	5			
29681	SIMPSONVILLE	3			
29687	TAYLORS	1			
29690	TRAVELERS REST	1			
29697	WILLIAMSTON	1			
29702	BLACKSBURG	2			
29706	CHESTER	5			
29707	FORT MILL	6			
29708	FORT MILL	7			
29710	CLOVER	6			
29712	EDGEMOOR	1			
29720	LANCASTER	1			
29732	ROCK HILL	9			
29745	YORK	1			
29801	AIKEN	4			
29803	AIKEN	14			
29805	AIKEN	3			
29810	ALLEDALE	1			
29812	BARNWELL	1			
29817	BLACKVILLE	4			



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

*Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.*

- 1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization: Capital City/Lake Murray Country Regional Tourism Board (CCLMC)

Federal ID No. 57-0738559 Non-Profit Status: 501c6

Contact Person: Miriam Atria Telephone: 803-781-2105

Address: 2184 North Lake Drive Columbia, SC 29212

Email: miriam@lakemurraycountry.com

2. **Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

Capital City/Lake Murray Country RTB (CCLMC) was formed in 1981 to promote and develop tourism within Richland, Lexington, Newberry, and Saluda counties, as one of South Carolina's eleven (11) regional tourism destination organizations. The mission of the organization is to generate tourism revenues along with other tax revenues for economic impact for the four-county region. This is done through the promotion and marketing of tourism and major events. CCLMC supports whole-state selling through collaboration and partnership with South Carolina Association of Tourism Regions (SCATR), South Carolina Parks Recreation and Tourism (SCPRT), and various other statewide tourism organizations. CCLMC operates a Visitors Center, located at the Lake Murray Dam, open seven days a week to serve the public and visitors. Interstate signage located at I-26 lures visitors to our location. Our goal is to get visitors to our region to spend money by staying in hotels, eating in restaurants, shopping, golfing, attending attractions and events, etc.

CCLMC's Marketing/Promotion Plan continues to generate national and regional publicity for the City of Cayce through numerous marketing tactics and the hosting of major events.

Some results from last year's efforts benefiting the City of West Cayce:

\*Regional and national television coverage: The Excursion Show (highlighting fishing/activities on the river), Purple Martin Documentary, SC Rev War, and nationally televised fishing tournaments. **All of this coverage included our commercial, which highlights Cayce.**

\*Hosted SC Welcome Center Conference with a **tour of Cayce Historical Museum and The Cayce River Arts District.**

\*Hosted SC Congressional FAM Tour with a **tour of Cayce Rivers Art District and 12,000 Year History Park.**

\*Hosted the Bass World Championship with 25 nations represented (498 participants) with an economic impact of \$21M and the **Youth Angling Day on the river.**

Other Regional Accomplishments:

\*Hosted the Final Table Event (The most high-stakes competition in Food Sports, with over 2,473 visitors).

\*Hosted multiple Fishing Tournaments: The Striped Bass Challenge (280 Anglers), Big Bass Tour (900+), Carolina Bass Challenge (207) MLF Fishing (125), and 19 local fishing tournaments around the lake generating a total of 7,463 room nights from these events and other fishing tournaments.

\*Hosted Golf Writers & partnered with Golf Packages of SC to sell hotel/golf packages for the region.

\*Hosted Southeastern State Parks Directors Conference.

\*Hosted The Clash Volleyball Championship in 2022 and 2023 (over 550 from outside of our region).

COMING SPRING 2023: \*Hosting MLF Bass Pro Tour and Bassmaster.

CCLMC's marketing plan targets outside the region, across a 750-mile radius of the region, and now worldwide.

Some of the planned events for 2023-24: Queen City Kayak Bass Fishing Tournament, SC BASS Nation, BAMA Q chef television competition, SC Youth Angling Championship, NC, SC, and GA Motorcoach conference, National Guardsman, Great American Race, The Big Bass Tour, Jewel





Tri, London Golf Group, South Carolina Outdoor Press Association, Collegiate Bassmaster, Tri-State Food Event, Lexington County Ag/Art and regional/national fishing tournaments with bookings into 2027. Also, to be announced soon a Tri-State Food Event to be held in June, 2024. CCLMC's Leisure Destination Marketing/Promotion includes but is not limited to the following: print media ads, digital online ads, digital boards, published articles, televised shows, social media, website, radio, trade shows, hosting national events, and more. Our marketing efforts promote attractions, hotels, golf, history, restaurants and breweries, events, outdoor recreation, family vacation and much more.

Thousands of vacationing families, golfers, anglers, and more have heard or seen our ads across the U.S. and the world. LakeMurrayCountry.com is known for our extensive calendar of events (the number 1 page on our site). Our calendar includes the City of Cayce Events as well on our social media outlets, which increased by 432% over the previous year with top locations of New York, NY; Knoxville, TN; Louisville, KY; Charlotte, NC and Jacksonville, FL.

CCLMC capitalizes on smart marketing across all our marketing tactics. Most national and regional televised events include our tourism commercial ad, luring visitors to our region. In fact, 2 shows will air as a result of hosting the Bass World Championship throughout 2023 Quarters 1, 2, 3, and 4 on Discovery, ESPN 2, CBS Sports, Outdoor America, Pursuit Channel, Wild TV Canada, NBC Sports Net, Bally Sports, AT&T Sports Net, Action Channel, Heartland Network, and Right Now TV.

Last year's marketing budget and efforts resulted in 296 Published articles on the region resulting in 24,348,687,138 total impressions with a total estimated value of \$225,221,751. LakeMurrayCountry.com saw an increase of 62% in users and a 50% increase in traffic from last year. Also, due to CCLMCs effort, the Lake Murray Country region was named a "Top Southern Destination" by Forbes and a Top Summer Destination by Travel and Leisure, bringing national attention to our region. These designations have been adopted across all media platforms and placed media.

**4. Project Period:** Begin 07/01/2023 End 06/30/2024

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked 184
- b) Total number of visitors expected to attend your event? 148,245
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 60%

**Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)**

CCLMC's Marketing/Promotion Plan continues to generate national and regional publicity for the City of Cayce through numerous marketing tactics and the hosting of major events. Our marketing plan as seen in the expenditures section covers all aspects of marketing ensuring that our region and specifically the City of Cayce is highlighted to attract tourists.

**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month 97,727
- Brochure mailings – estimated brochures mailed per month 4879
- Event ticket sales – estimated tickets sold per event
- Event registration – estimated registrants per event 275
- Hotel room sales – estimated # of rooms per event/per month 28,450
- Phone call inquiries – estimated phone calls per month 2872
- Surveys – estimated percent of “tourist” responses per survey 100%
- License plates – estimated count per event 178

**7. Do/will you advertise outside a 50-mile radius?**  Yes  No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed 260,236
- Brochures - # distributed 320,177
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads 3,105,000 (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads 5,567,850 (list stations & viewing range on separate sheet)
- Radio Ads - # ads 1,192,000 (list stations & listening range on separate sheet)
- Billboards - # ads 1,600,00 (list number & locations on separate sheet)
- Websites - # web pages other than primary site: 29,455,000 (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

**8. Estimated Cost of Project \$1,041,600**

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$10,000, which represents 1% of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?**  Yes  No

a. If yes,

FY 2022-2023: \$1,149,214; source: various-attached; purpose: marketing/promotion

FY 2021-2022 :\$883,860; source: various-attached ; purpose: marketing/promotion

FY 2020-2021: \$647,759; source: various-attached; purpose: marketing/promotion

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  
 Yes  No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11.

Miriam Atria  
Signature of Applicant

3/20/2023  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce**  
**ATTN: Taylor Gray**  
**P.O. Box 2004**  
**Cayce, SC 29171-2004**  
**Or**  
**Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

<b>received</b>		<b>For Office Use Only</b>	
Date Received <u>3/22/23</u>		Council Action Date _____	
Recommendation _____		Amount Approved _____	
Date of Recommendation _____			



**City of Cayce  
Accommodations Tax Fund Request**

**Organization: Capital City/Lake Murray Country Regional Tourism Board**

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of Columbia ATAX	\$350,000
Lexington County ATAX	\$135,000
Richland County ATAX	\$50,000
Newberry ATAX	\$20,000
Saluda County ATAX	\$600
West Columbia ATAX	\$6000
Town of Irmo ATAX	\$15,000
Richland County HTAX	\$150,000
City of Columbia HTAX	\$100,000
Town of Lexington ATAX	\$50,000
SCPRT Matching Grant	\$125,000
Town of Blythewood	\$30,000
City of Cayce	\$10,000
<b>TOTAL *</b>	<b>\$1,041,600</b>

**\*NOTE: This amount should equal the amount of expenses on page 2.**



Organization Capital City/Lake Murray Country Regional Tourism Board

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Brochures	\$76,730
National/Regional Fishing Events	\$187,185
Television	\$155,700
Radio	\$15,050
Web/Digital Marketing Digital Boards	\$198,230
SCATR/Rev War/Cayce	\$12,000
Special Events Ag & Art, Staycation/Playcation, July 4 <sup>th</sup> Celebration, Tri-State Food	\$102,843
Travel/Trade Shows	\$33,500
Visitors Center	\$29,600
Print Ads/Publications	\$103,762
SC Welcome Centers	\$12,000
Golf Promotion	\$27,600
Multi-media Podcast	\$26,100
Public Relations	\$61,300
<b>TOTAL*</b>	<b>\$1,041,600</b>

\*NOTE: This amount should equal the amount of revenues on page 1.

## Magazine Ads

Ad Listing	Distribution Range	Targeted Audience
USA TODAY: Hunt and Fish	100K	National fishing visitors
USA TODAY: Southern Escape	100K	National visitors
USA TODAY: National Parks	100K	National outdoor rec visitors
The Local Palate	200K	National foodies
National Geographic UK	165K	International visitors
Discover SC	360K	Out-of-state visitors
Southern Travel and Lifestyle	270K	Out-of-state visitors
MLF Bass	50K	National fishing visitors
American Road	120	National visitor's
Blue Ridge Outdoors	350K	Outdoor rec visitors
Adventure Outdoor	600K	Outdoor rec visitors

## Television Ads

Ad Listing	Distribution Range	Targeted Audience
Bassmaster Elite	4.5M	National fishing visitors
WISTV	365,850	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties
BAMA Q	300,000	Atlanta, New Orleans, Las Vegas, Norfolk, VA and Chicago

## Radio Ads

Ad Listing	Distribution Range	Targeted Audience
Woods and Water SC	1.95 M	Outdoor recreation
B106	210K	locals
iheart	140K	Regional and outside surrounding counties

## Billboards

Ad Listing	Distribution Range	Targeted Audience
Crenshaw visions-I77 boards	1.6M	NC and SC
Grace Billboard	16M	Instate visitors

### Websites (other than primary)

Ad Listing	Distribution Range	Targeted Audience
WISTV.com	2.6M	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties

### Other

Ad Listing	Distribution Range	Targeted Audience
Welcome Centers: Video Boards, Landrum & Ft. Mill	76,500	Out of State visitors
Local IQ Wordstream	Digital ads: Google ads, Retargeting, OTT, YouTube	National visitors
Style Blueprint	300K	Female visitors
6am City	Chatanooga, Raleigh, Asheville, Greenville, Columbia-31M	Visitors from outside of our region
BG Podcast	3100 (120 platforms)	National visitors
Social media ads	501,000	National visitors
Threshold Media	113K	National visitors

## ATAX FUNDING SOURCE

	Actual		Budgeted	
	2020-2021	2021-2022	2022-2023	
Columbia	\$ 206,250.00	\$ 263,420.00	\$ 375,000.00	
Lexington County	\$ 62,768.00	\$ 116,710.00	\$ 117,598.00	
Town of Lexington	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	
Town of Irmo	\$ 21,945.00	\$ 25,000.00	\$ 12,000.00	
Town of Cayce	\$ -	\$ 8,000.00	\$ 10,000.00	
Town of West Cola	\$ -		\$ 5,000.00	
Richland County	\$ 67,000.00	\$ 25,000.00	\$ 30,000.00	
Newberry County	\$ 2,453.00	\$ 20,087.00	\$ 18,875.00	
Saluda County	\$ -	\$ -	\$ 600.00	
Town of Blythewood		\$ 23,335.00	\$ 31,667.00	
Richland County	\$ 15,233.00	\$ 154,334.00	\$ 150,000.00	
City of Columbia			\$ 50,000.00	
SC PRT STAR GRANT			\$ 100,000.00	
<b>SC PRT TAG</b>	\$ 80,025.00	\$ 99,500.00	\$ 100,000.00	
SC ATAX	\$ 137,085.00	\$ 143,473.77	\$ 143,474.00	
Covid Emergency Fund	\$ 50,000.00			
	<b>\$ 647,759.00</b>	<b>\$ 883,859.77</b>	<b>\$ 1,149,214.00</b>	





Department of the Treasury  
Internal Revenue Service

CINCINNATI, OH 45999

In reply refer to: 1765826258  
Dec. 26, 2001 LTR 252C  
57-0738559 200109 01

01322

CAPITAL CITY LAKE MURRAY COUNTRY  
% MIRIAM S ATRIA  
PO BOX 1783  
IRMO SC 29063-1783830

Taxpayer Identification Number: 57-0738559  
Tax Period(s): Sep. 30, 2001

Form: 941

Dear Taxpayer:

Thank you for your Form 941.

We have changed your business name as requested. The number shown above is valid for use on all tax documents. For your convenience, we have ordered corrected Forms 8109, Federal Tax Deposit Coupons for you to make your deposit. You should receive them in five to six weeks. REMINDER - Your new business name should also be used if you deposit electronically. You can make Electronic Funds Transfer (EFT) payments using the government's Electronic Federal Tax Payment System (EFTPS) through a financial agent designated to process tax payments.

If you have any questions, please call our Customer Service area at 1-800-829-8815 between the hours of 8:00 A.M. and 10:00 P.M. EST. If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( ) \_\_\_\_\_ Hours \_\_\_\_\_

Internal Revenue Service  
District Director

Department of the Treasury

Date: 1/17/83 1983

Employer Identification Number  
57-0738359  
Internal Revenue Code  
Section 501(c)(6)

▷ Lake Murray Tourism and Recreation  
Association, Inc.  
Route 2, Box 270  
Irmo, South Carolina 29063

Accounting Period Ending:  
March 31  
Form 990 Required:  Yes  No

Person to Contact:  
T. Watkins/ojs  
Contact Telephone Number:  
(404) 221-4516

Dear Applicant:

File Folder Number 580008732

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$10,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law provides for a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay. This penalty may also be charged if a return is not complete. So, please make sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue

(over)

275 Peachtree Street, N.E., Atlanta, GA 30043

Letter 948(D) (3-79)

# The State of South Carolina



## Office of Secretary of State Jim Miles Certificate of Existence, Non-Profit Corporation

I, Jim Miles, Secretary of State of South Carolina Hereby certify that:

CAPITAL CITY/LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD, A Non-Profit Corporation duly organized under the laws of the State of South Carolina on April 3rd, 1981, has as of the date hereof filed as a non-profit corporation for religious, educational, social, fraternal, charitable or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the Secretary of State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to section 33-31-1404 of the South Carolina code and that the non-profit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal of  
the State of South Carolina this 26th day of  
October, 2001.

A handwritten signature in cursive script that reads "Jim Miles".

---

Jim Miles, Secretary of State



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

**Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.**

1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Greater CWC Chamber & Visitor Programs

Federal ID No. 57-0380729 Non-Profit Status: 501(c)6

Contact Person Christina West Telephone 803-794-6504

Address 1006 12th St., Cayce, SC 29033

Email info@cwchamber.com

2. **Project Category (check one)**



**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**Tourism-Related Expenditures**

**(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)** Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

See Attachment A

**4. Project Period:** Begin July 1, 2023 End June 30, 2023

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_
- b) Total number of visitors expected to attend your event? 100s
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 20%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

See Attachment B



6. List the method(s) used to track tourist:

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

7. Do/will you advertise outside a 50-mile radius? \_\_\_\_\_ Yes \_\_\_\_\_ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

8. Estimated Cost of Project \$ \$100,000 +/-

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ \$98,980, which represents 40% % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?  Yes \_\_\_\_\_ No

PLEASE SEE ATTACHMENT "C"

a. If yes,

FY2022-2023: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2021-2022: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2020-2021: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded? \_\_\_\_\_ Yes \_\_\_\_\_ No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
Funds that have not yet been spent are allocated to upcoming events, or were recently expended on social media advertising for Soiree on State, Tartan Day South, etc.  
\_\_\_\_\_

11.

Signature of Applicant

4/10/2023  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce  
ATTN: Taylor Gray  
P.O. Box 2004  
Cayce, SC 29171-2004  
Or  
Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall  
1800 12<sup>th</sup> Street  
Cayce, SC 29033**

<b>For Office Use Only</b>	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 1**

**Organization** Greater CWC Chamber & Visitor Programs

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of West Columbia A-Tax	30% - \$82,217
Cayce H-Tax Reimbursement	\$2,856
Lexington County A-Tax FY 22-23	\$10,000
City of Cayce A-Tax	30% - 28,033
<b>TOTAL *</b>	Anticipated \$123,106

\*NOTE: This amount should equal the amount of expenses on page 2.





**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 2**

**Organization** Greater CWC Chamber & Visitor Programs

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Visitor's Center (Building) Rent	\$3,640
Social Media	\$4,840
Targeted Advertising (Outside 50 miles)	\$6,600
Web Hosting - Search Engine	\$286
Visitor Programs Staff	\$45,000
Printing (Brochures, Rack Cards, Posters, etc.)	\$6,600
Print Advertising	\$16,150
Web Site - Online Advertising	\$9,020
Printer/Office Equipment	\$2,464
Office Supplies	\$3,960
Business Insurance for Visitor Programs	\$1,700
<b>TOTAL*</b>	Anticipated \$100,260

\*NOTE: This amount should equal the amount of revenues on page 1.

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248364843  
May 04, 2012 LTR 4168C E0  
57-0380729 000000 00

00020178  
BODC: TE

WEST COLUMBIA-CAYCE CHAMBER OF  
COMMERCE  
% WEST COLUMBIA CAYCE CHAMBER OF CO  
1006 12TH ST  
CAYCE SC 29033-3303



09965

Employer Identification Number: 57-0380729  
Person to Contact: Ms. Osborne  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 25, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in January 1965.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

S. A. Martin, Operations Manager  
Accounts Management Operations

# *The State of South Carolina*



*Office of Secretary of State Mark Hammond*

## **Certificate of Existence**

**I, Mark Hammond, Secretary of State of South Carolina Hereby Certify that:**

GREATER CAYCE-WEST COLUMBIA CHAMBER OF COMMERCE, THE, a nonprofit corporation duly organized under the laws of the State of South Carolina on October 9th, 1957, has as of the date hereof filed as a nonprofit corporation for religious, educational, social, fraternal, charitable, or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to S.C. Code Ann. §33-31-1421, and that the nonprofit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal  
of the State of South Carolina this 6th day  
of April, 2021.

  
Mark Hammond, Secretary of State



**Project/Event name and general description with specific reference to what will be accomplished with city funds**

Tourism is more than just a brick-and-mortar building, it is indeed a program that reaches well beyond a location that interested travelers can receive information. The Greater CWC Visitor Programs have been working hard to promote this fact and the results are overwhelming. The social media platform has grown exponentially, specifically when promoting community events such as Parade Day in the CWC and the annual Holiday Parade of Lights. Our reach on Facebook during promotion of Parade Day was well over 40,000 people and were from all areas of the state. Our Facebook page has over 4,500 followers, up 196% in the last year, an average engagement of 5,900 and average reach of over 49,500. Since July 30, 2022, our engagement on Facebook has exceeded 200,000, especially during our promotion of Parade Day in the CWC. We have about 1,500 followers on our Instagram. These numbers allow us to act as a resource for promoting all the things to do in the area (please see attached A-1).

Additionally, our social media team tracks local events and seasonal attractions to encourage travelers to the area to stay and enjoy all that the area has to offer by promoting all the things to do and places to stay when visiting the area. One of the many examples is a Gamecock Baseball game – this is a great opportunity for visitors to spend a weekend in the community. Leading up to the event, we were able to create a “geo-fence” to target the visitors travelling up for the game. We were able to share the numerous things to do in the area, such as our parks on the riverfront, the Cayce Arts district, and the Riverbanks Zoo, as well as provide a direct link to our local accommodations. (Please see attached A-2)

Our brick-and-mortar Visitor Center remains invaluable, with people stopping in regularly to pick up hotel and tourism brochures for their visiting families or new neighbors. We also provide a Greater CWC Visitor Programs brochure in addition to City of Cayce information (please see attached A-3) that quickly highlights our area’s best features. We are happy to always receive and fulfill requests for our brochures to be sent to neighboring organizations and Visitors Centers. In the past 18 months, we have sent Greater CWC Visitor Programs information to nine welcome centers throughout the state. The continued interest lets us know that travelers to those centers are picking up the brochure for information on the area. Our Visitor Programs is all encompassing – also acting as a volunteer recruitment and management resource for our area events including, but not limited to Tartan Day South, one of the area’s largest tourism attractions.

**GREATER CWC CHAMBER & VISITOR PROGRAMS**

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-6504 | CWCCHAMBER.COM | VISITCWCSC.COM

# CHAMBER STATISTICS

Our Social Media team has done an amazing job over the last year working to increase our online presence, increase engagement and expand the reach of the Greater CWC Chamber.

TOTAL # OF FACEBOOK FOLLOWERS

**4,548**  
500+ NEW FOLLOWERS IN 2022

Page reach up 196%

AVERAGE FACEBOOK ENGAGEMENT

**31,000**

TOTAL # OF INSTAGRAM FOLLOWERS

**1,568**

Our award-winning Social Media and Marketing team does an incredible job promoting our members, sharing their news and services, and so much more!

**350**

Total number of active Chamber members

**5,900**

average Facebook Engagement

**57%**

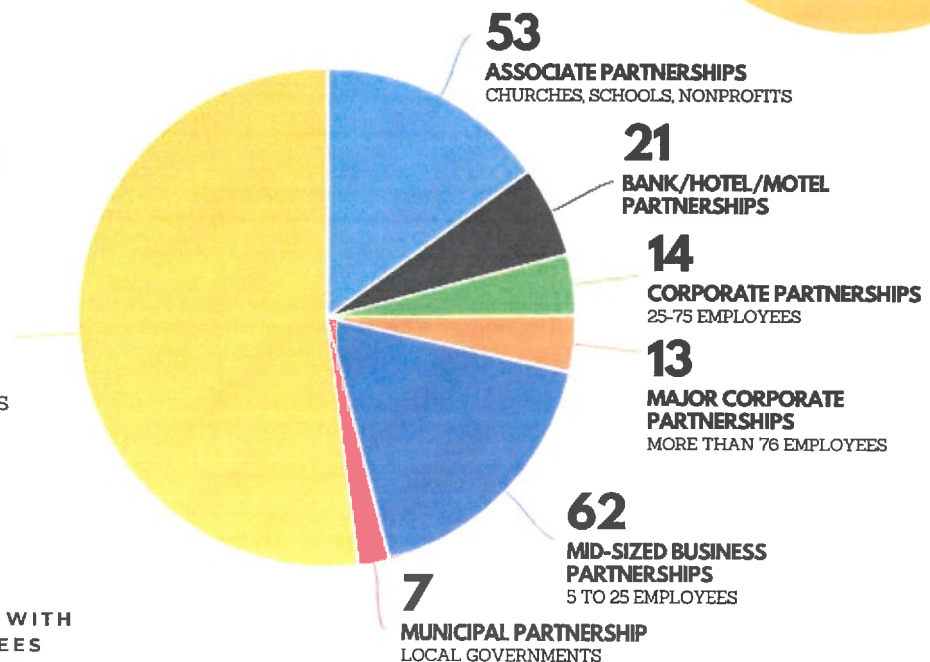
average open rate of our Chamber Newsletter with over 750 contacts

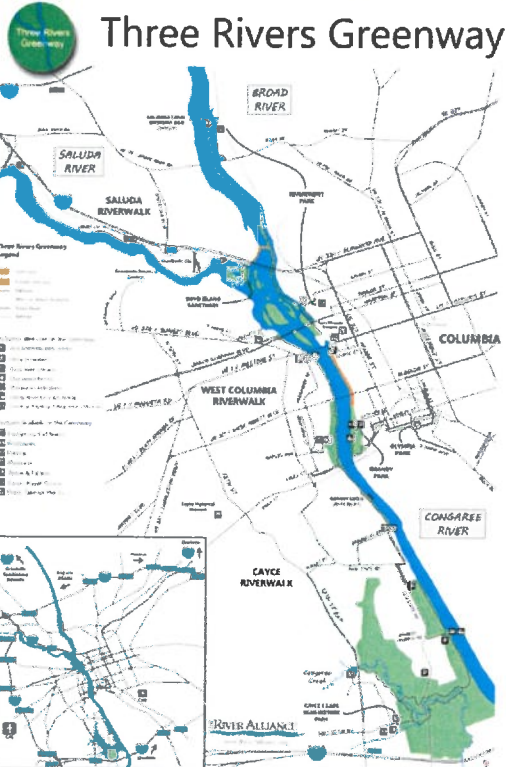
## CHAMBER MEMBERSHIP BREAKDOWN

**185**  
SMALL BUSINESS PARTNERSHIPS  
LESS THAN 5 EMPLOYEES

**71%**

THE PERCENTAGE OF CHAMBER BUSINESSES WITH LESS THAN 25 EMPLOYEES





### River Activities

**Get Wet!**

- Tubing
- Kayaking
- Whitewater Clinics
- Fishing (see below)

To rent kayaks or tubes, please visit [www.cayce.org](#) or call (803) 404-8254

For a complete listing of nearby hotels, click [here](#).

We make it easy for visitors to plan their stay by having quick access to the hotels listed on our Visitors Page including four City of Cayce accommodation options. All area hotels are equally promoted as a place to stay for a weekend in our community.

For Example – when promoting our area’s greatest natural attraction, our rivers, or promoting places to stay to visitors via targeted ads during USC baseball games, we are sure to add an easy to find link to direct visitors to accommodations in the area.

**Going to Founders Park? Stay on the West Side!**

ONLY 9 MILES

ONLY 6 MILES

The areas of West Columbia, Cayce and Springdale offer:

- ✓ Less traffic ✓ Several routes away from Founders Park
- ✓ Safe running & biking trails at our major parks
- ✓ Craft beer, outdoor patios, and legendary sports bars
- ✓ Friendly people and a safe community
- ✓ Instagram-worthy foodie restaurants and cafes
- ✓ Vintage, antique, thrift, and Army/Marvy stores
- ✓ Our Congaree River is warm for fishing all year

*Make it a long weekend and enjoy all that we have to offer!*

**Greater Cayce West Columbia Chamber and Visitors Programs**

For vacation ideas, all nearby hotels, food, and more: [visitcaycewestcolumbia.com](http://visitcaycewestcolumbia.com)

Explore Local

## GREATER CWC CHAMBER & VISITOR PROGRAMS

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-8504 | [CWCCHAMBER.COM](http://CWCCHAMBER.COM) | [VISITCWCSC.COM](http://VISITCWCSC.COM)

# Need an escape?

[VisitCayceWestColumbia.com](http://VisitCayceWestColumbia.com)

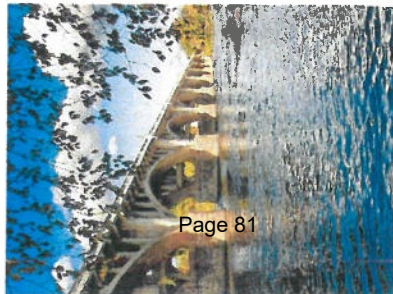


- Visitors are drawn to our river, the Congaree. It is home to the Riverwalk – over 25 miles of trails. You can walk, bike, bird watch or fish here! Get your tube, kayak and canoe rentals locally through PalmettoOutdoor.com. Modern and clean hotels, all near the river!
- Take Instagram-worthy photos at over 10 new street murals!
- Ranked as a Top 10 zoo in all of North America, Riverbanks Zoo & Botanical Gardens has an entrance here in West Columbia, too.
- SC's only national park, Congaree National Park, is a very short drive away...you'll want to stay here near all the food & hotels.
- The cuisine scene is delish with farm-to-table cafes and rooftop dining on the river. Try South Carolina staples like BBQ and legendary burgers or new hits like street tacos. So many options!
- Stay near all the action! For a list of nearby hotel rooms, see our website [www.visitcaycewestcolumbia.com](http://www.visitcaycewestcolumbia.com) today!

Greater CWC Visitors Center: 1006 12th Street, Cayce, SC 29033  
Phone: (803) 794-6504



Cayce West Columbia Chamber  
Tag us #VisitCWC  
Greater Cayce-West Columbia Chamber  
& Visitors Program  
@CWCCchamber  
Cayce West Columbia SC Outdoor  
Vacation Ideas



A3

# Vacation Ideas?

We're here to help ...



**Bike** **Walk** **Fish** **Canoe**

**Tube down the Congaree River**  
**NATIONAL PARK beer gardens**  
**ANTIQUES/VINTAGE SHOPS** **RIVERBANKS ZOO**  
**10+ art murals ROOFTOP DINING**



[VisitCayceWestColumbia.com](http://VisitCayceWestColumbia.com)

# A3 Cayce Historical Museum



## Time for History

The Cayce Historical Museum's main building is a replica of a frontier trading post built in the area in 1765. This post was seized by the British during the Revolution and used as a fort. It was called Fort Granby. Later the structure became a family home for the Cayce family, whose name was chosen for the present city of Cayce when it was chartered in 1914. The museum building displays artifacts and interprets the historical, social, and cultural heritage of the area that has included the historical communities of Saxe Gotha and Granby and the current community of the City of Cayce.



1800 12th Street, Cayce SC

Phone: 803-739-5385

Email: Athomas@caycesc.gov

[caycesc.gov/museum](http://caycesc.gov/museum)

# Cayce River Arts District

## ART IN CAYCE

The Cayce River Arts District can be found in the revitalized "origin: heart of the City" on State and Frink Streets. It started with intention: "previtalization" or the art of seeing what's possible. In 2017, work began to convert this historic, industrial area of the City into an iconic destination that celebrates the arts and attracts residents, artist businesses and out-of-town visitors.



### Cayce Wonders Mural by Ija Charles, 2020

This beautiful child's curls feature images of the rich history Cayce has to offer, such as the bridge in Timmerman Trail, the original W. Cayce store, and the historic Guignard brick kilns.



Shown above: The Butterfly Bench, designed by Will Bryan; fabricated by Chris Stuyk & Co; the River Maiden, created by Roy Paschal; the K-9 Memorial funded through the Central Carolina Community Foundation's Connected Communities Grant and a match from the Cayce Public Safety Foundation and picnic tables created by local students. The funding for many of the other amazing art features in the District have been made possible by the Knight Foundation and the Central Carolina Community Foundation.

Please visit the Cayce River Arts District's locally-owned coffee shop with outdoor seating, art galleries, a pottery studio, an events venue, a bike shop, artists, a distillery and so much more

State & Frink Streets in the Heart of Cayce, SC

[info@caycesc.gov](mailto:info@caycesc.gov) 803-796-9020

[caycesc.gov](http://caycesc.gov)





**Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities.**

The mission of the Greater CWC Visitor Programs is to educate visitors on the great places to stay, play and shop in the area. Our Visitor Programs website at <http://www.visitcaycewestcolumbia.com/> is constantly updated with local events, places to stay, restaurant specials and activities. We have created a QR code that directly links to the Visitor Program site and comes in the form of a sticker that can be placed on storefronts (Please see attached B-1). We make it a point to share this sticker with area businesses - local shops, hotels, and restaurants, to showcase at their place of business.

Our mission as the Chamber is to promote the Greater CWC as the best place to live, work, shop and stay. This comes full circle in that our QR code highlights what's going on in our community. For example, when someone eats out at Henry's in Cayce, they can scan the QR Code and see classes at State of the Art, community events such as Soiree on State, Tartan Day South, and the Holiday Parade of Lights, local parks to visit and hotels to book for their next weekend visit. All attraction and visitor info directs back to Accommodation options (Please see attached B-2) - this encourages visitors to stay for the afternoon, return with their families and spend a weekend visiting the area. Our goal is to promote the area as a "Weekend Getaway" for visitors and inform them on major festivals and events or simply how to spend a day in Cayce as a part of their weekend in the Greater CWC. (Please see attached B-3)

We make it a point to use our resources as a Chamber and Visitor Programs to highlight all area businesses and what they have to offer for visitors to the area. In addition to the Visitor Programs site, we are sure to post community events, from classes to concerts, to the Chamber calendar, in our newsletter, and online so that our members and visitors the Chamber website at <http://www.cwcchamber.com/> are educated on all the great things to experience here in the area. Our reach as a Chamber *and* Visitor Programs allows us access to a much larger audience.





GREATER  
**CWC**



**SCAN FOR MORE  
THINGS TO DO**



Local businesses in the area can post the QR Code at their storefront to allow customers and visitors an opportunity to see what's going on their community.

The folks at First Citizens Bank in Cayce love to support local!



**GREATER CWC CHAMBER & VISITOR PROGRAMS**

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-6504 | [CWCCHAMBER.COM](http://CWCCHAMBER.COM) | [VISITCWCSC.COM](http://VISITCWCSC.COM)



Weekend Getaway Ads – targeted to those in Greenville, Asheville, Raleigh, and other locations more than 50 miles away.



Greater Cayce-West Columbia Chamber & Visitors Program
Published by Michael Norris
Do you want to WIN A FAMILY PACK to the Tartan Day South this weekend!!!
Ways to win TICKETS: ( each option below gets an entry into the drawing)
Tag a family member in comments below
Share this post on your social media
Like this post
Contest ends at Midnight on Wednesday, March 29.
Winner announced Thursday morning
When: March 30 to April 2
More info: https://tartandaysouth.com
Tickets now on sale!

Social media advertising focused getting visitors to our city's events – For example, we used our social media platform to give away passes to the main event of Tartan Day South and direct visitors to the main event page.



Facebook post engagement statistics: 346 People reached, 39 Engagements, 11 comments, 2 shares. Includes Like, Comment, and Share buttons.



River Activities | Things to Do | Food & Drink | Shopping | Stay | Events | Area | Contact

# Cayce, South Carolina

Cayce's most notable attractions include the Cayce Riverwalk, along the Congaree River – perfect for walking, jogging, and enjoying nature. **The new River Arts District features over 12 murals and sculptures!** If history captures your interest, visit the Cayce Historical Museum, located at the City of Cayce Municipal Complex. The museum's exhibits chronicle the area's first European settlement in the early 1700s and feature Native American artifacts dating back thousands of years. The city's **12,000 Year History Park**, also near the river, provide a great environment to learn and explore.

[Click here for Explore Cayce trip ideas and map of the River Arts District.](#)



## TRIP ITINERARY

A DAY IN CAYCE, SC  
VISITCAYCEWESTCOLUMBIA.COM

- MORNING**
  - Grab a gourmet coffee at Piecewise Coffee Co.
  - Browse State of the Art Gallery
  - Take a pic at 2010 State Street (art murals on buildings)
- AFTERNOON**
  - Walk in the shade and find hidden art at the Cayce Riverwalk
  - Lunch, [Choose from our website](#)
- EVENING**
  - Catch the sunset at Hammerman Trail
  - Have a cool drink! Try Steel Hands Brewery

Visit Cayce page dedicated to all things to do in Cayce, SC on our Visitor Programs Page – encouraging visitors to see what all our city has to offer.

Greater Cayce-West Columbia Chamber & Visitors Program

Soiree on State this Saturday. Parking and Traffic Information!! See you there.



The Soiree on State will return to Cayce's State Street this Saturday, March 25th from 2 – 8 PM along State Street, from Poplar to Railroad Street.

### PARKING

Free parking is conveniently located at Brookland-Cayce High School within walking distance of the Soiree or guests can take a free golf cart ride to and from the event! This is a pet friendly event, so feel free to bring your pet on a leash.

### TRAFFIC/CLOSURES

The event site, on State Street from Poplar Street to Railroad Street, will be closed starting at 10:00 AM and will remain closed into the evening for event clean up. Frink Street will be accessible for local traffic only between Foreman Street and State Street from 10:00 AM to 10:00 PM. Some residential streets adjacent to State Street may also be impacted.

### BEST ROUTES TO GET TO SOIREE

If you are coming from Columbia, take the Blossom or Oarvais Street Bridges across the river, make a left on State Street and then park at Brookland Cayce High School (1300 State Street). If you are coming from Chapin or Irmo, take I-26 towards I-77 and follow all detour signs. Coming from the Town of Lexington or Lexington County, you can take 378, Highway 1, or Highway 321 to State Street in Cayce.

Free Parking at Brookland Cayce High School!

City of Cayce | Soiree on State

Important Parking and Traffic Information for this Saturday's Soiree on State!

Parking is free at Brookland Cayce High School

#SoireeOnState2023 #PartyOnStateStreet #CayceSC #LiveItUp #SupportLocalCayceRiverArtsDistrict

503

People Reached

20

Engagements

Estimated Reach

Reveal 2/2021

Greater Cayce-West Columbia Chamber & Visitors Program

Published by Michael Nemo | March 25 at 2:42 PM

The sun is coming out!! Come in down to Soiree on State!



City of Cayce

Promotion of Cayce's largest events was the focus of our Visitor Programs in April and March of 2023. For example, continuous promotion of Soiree on State before, during and after the event.

## GREATER CWC CHAMBER & VISITOR PROGRAMS

1000 12th Street, Cayce, SC 29033 | P 803 794 6504 | CWCCHAMBER.COM | VISITCWCSC.COM

C

### Greater CWC Chamber & Visitor Programs Accommodations Tax Funds

<b>Fiscal Year</b>	<b>Amount</b>	<b>Source</b>	<b>Purpose</b>
FY 2020-21	\$45,000	City of West Columbia	Tourism
	\$15,000	Lexington County	Tourism
		City of Cayce	New Visitor Programs Website
FY 2021-22	\$12,000	City of West Columbia	Tourism
	\$6,500	Lexington County	Tourism
	\$11,000	City of Cayce	Tourism
FY 2022-23	\$68,717	City of West Columbia	Tourism Advertising
	\$10,000	Lexington County	Tourism Advertising
	\$20,000	City of Cayce	Visitor Programs/Advertising



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

**Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.**

- 1. The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant's 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Columbia Metropolitan Convention & Visitors Bureau DBA Experience Columbia SC

Applicant/Organization \_\_\_\_\_

57-0778557

501-C-6

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_

Kelly Barbrey

803-545-0018

Contact Person \_\_\_\_\_ Telephone \_\_\_\_\_

1101 Lincoln St. Columbia, SC 29201

Address \_\_\_\_\_

kbarbrey@experiencecolumbiasc.com

Email \_\_\_\_\_

**2. Project Category (check one)**



**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips **50 miles** outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

The Experience Columbia SC cooperative ad program features out-of-market digital billboards, targeted email marketing to leisure travelers, geofencing and search retargeting, digital banner advertising with platforms such as TripAdvisor, traditional print advertising with outlets such as Southern Living, Garden & Gun, The Local Palate and South Carolina Living magazine. ECSC also provides access to creative services, photography and reporting that can enhance the marketing program, all of which is designed to drive more visitors to City of Cayce hotels and businesses.

**4. Project Period:** Begin 7/1/2023 End 6/30/2024

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_
- b) Total number of visitors expected to attend your event? 15.1 million in 2021
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 100%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

The Experience Columbia SC team markets the entire region through its cooperative advertising program for partners. The dollars invested by the partner go directly to marketing the specific municipality or festival that the funding entity wishes to promote. Also, the partner municipality has input on where the advertising is placed and the outlets used. The ad choices that Experience Columbia SC provides as options are in line with the overarching marketing plan for the region as a whole. A sampling of advertising selections is outlined in Question 3, and the City of Cayce has the opportunity to select which of those methods best fit for a custom marketing campaign that matches the city's needs and budget allocated for this project.



**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month 217K
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

**7. Do/will you advertise outside a 50-mile radius? \_\_\_\_\_ Yes \_\_\_\_\_ No**

**a. If yes, please check all that apply to advertising sources outside a 50-mile radius:**

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed 125,000 Insiders's guides
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

**b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_**

**8. Estimated Cost of Project \$30,000**

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ \_\_\_\_\_, which represents 18 % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years? x Yes \_\_\_\_\_ No**

**a. If yes,**

FY2022-2023: \$ 3,839.55 ; source: A-tax ; purpose: tourism mktg  
 FY2021-2022: \$ 24,153.77 ; source: A-tax ; purpose: tourism mktg  
 FY2020-2021: \$ 0 ; source: A-tax ; purpose: tourism mktg

**b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded? x Yes \_\_\_\_\_ No**





c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**11.**

Kelly Barclay  
Signature of Applicant

3/28/23  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce  
ATTN: Taylor Gray  
P.O. Box 2004  
Cayce, SC 29171-2004  
Or  
Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall  
1800 12<sup>th</sup> Street  
Cayce, SC 29033**

<b>For Office Use Only</b>	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 1**

**Organization** Columbia Metro CVB DBA Experience Columbia SC

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of Cayce Accommodations Tax - requested	\$30,000
West Columbia Accommodations Tax - requested	\$20,000
Town of Lexington Accommodations Tax - requested	\$40,000
Lexington County Accommodations Tax - requested	\$40,000
Town of Blythewood-Requested	\$35,000
<b>TOTAL *</b>	<b>\$165,000</b>

\*NOTE: This amount should equal the amount of expenses on page 2.



City of Cayce  
Accommodations Tax Fund Request

Attachment 1, Page 2

Columbia Metropolitan Convention & Visitors Bureau DBA Experience Columbia SC  
Organization \_\_\_\_\_

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Advertising and Marketing (billboards, print, digital, social media, photography, ad design, etc.)	\$140,250
Experience Columbia SC Marketing Assistance (research, tracking, media buying reporting, blogs, etc.)	\$24,750
<b>TOTAL*</b>	\$165,000

\*NOTE: This amount should equal the amount of revenues on page 1.

## **CITY OF CAYCE FY 22-23 CAMPAIGN TIMELINE**

### **February**

- Digital Billboard – Augusta, Soiree on State (\$500)
- ECSC Featured eNews Content – Soiree on State (\$500)
- Geofencing & Retargeting – Soiree on State (\$1,161/month for ~145,000 impressions/month)

### **March**

- Digital Billboard – Augusta, Soiree on State (\$500)
- South Carolina Living Dedicated E-blast – Soiree on State (\$1,000)
- Geofencing & Retargeting – Soiree on State (\$1,161/month for ~145,000 impressions/month)

### **April**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)

### **May**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)
- ECSC Featured eNews Content – General Visit Cayce messaging (\$500)

### **June**

- Geofencing & Retargeting – General Visit Cayce messaging (\$1,161/month for ~145,000 impressions/month)

The State of South Carolina

EXECUTIVE DEPARTMENT

CERTIFICATE OF INCORPORATION  
BY THE SECRETARY OF STATE

WHEREAS, Judy Louise Knoechel, 1197 Quail Run, Columbia, SC  
Frank C. Murphey, 713 Southlake Rd., Columbia, SC

two or more of the officers or agents appointed to supervise or manage the affairs of

GREATER COLUMBIA CONVENTION AND VISITORS BUREAU

which has been duly and regularly organized, did on the 7th day of

June, A. D. 1984, file with Secretary of State a written declaration setting forth

That, at a meeting of the aforesaid organization held pursuant to the by-laws or regulations of the said organization, they were authorized and directed to apply for incorporation.

That, the said organization holds, or desires to hold property in common for Religious, Educational, Social, Fraternal, Charitable or other eleemosynary purpose, or any two or more of said purposes, and is not organized for the purpose of profit or gain to the members, otherwise than is above stated, nor for the insurance of life, health, accident or property; and that three days' notice in the Columbia Record, a newspaper published in the

County of Richland, has been given that the aforesaid Declaration would be filed.

AND WHEREAS, Said Declarants and Petitioners further declared and affirmed:

FIRST: Their names and residences are as above given.

SECOND: The name of the proposed Corporation is GREATER COLUMBIA CONVENTION AND VISITORS BUREAU

THIRD: The place at which it proposes to have its headquarters or be located is 1308 Laurel St. Columbia, SC

FOURTH: The purpose of the said proposed Corporation is to stimulate and encourage tourism in the City of Columbia and Richland and Lexington Counties.

FIFTH: The names and residences of all Managers, Trustees, Directors or other officers are as follows:

Judy Louise Knoechel 1197 Quail Run, Columbia, SC President  
Frank C. Murphey, 713 SoE 713 Southlake Rd., Columbia, SC V. Pres.

SIXTH: That they desire to be incorporated in perpetuity

Now, THEREFORE, I, JOHN T. CAMPBELL, Secretary of State, by virtue of the authority in me vested, by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto, do hereby declare the said organization to be a body politic and corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by said Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto.

GIVEN under my hand and the seal of the State, at Columbia, this 7th day of June in the year of our Lord one thousand nine hundred and 84 and in the two hundred and eightieth year of the Independence of the United States of America.

JOHN T. CAMPBELL,  
Secretary of State.

Internal Revenue Service

Department of the Treasury

District  
Director

10 MetroTech Center  
625 Fulton St., Brooklyn, NY 11201

Greater Columbia Convention  
and Visitors Bureau  
Post Office Box 15  
Columbia, SC 29202-0015

Person to Contact: Patricia Holub

Telephone Number: (718) 488-2333

Refer Reply to: EP/EO:CSU

Date: JUN 11 1997

EIN: 57-0778557

Dear Sir or Madam:

Reference is made to your request for verification of the tax exempt status of Greater Columbia Convention and Visitors Bureau.

A determination or ruling letter issued to an organization granting exemption under the Internal Revenue Code remains in effect until the tax exempt status has been terminated, revoked or modified.

Our records indicate that exemption was granted as shown below.

Sincerely yours,

*(Patricia Holub)*

Patricia Holub  
Manager, Customer  
Service Unit

Name of Organization: Greater Columbia Convention  
and Visitors Bureau

Date of Exemption Letter: July 1988

Exemption granted pursuant to section 501(c)(6) of the  
Internal Revenue Code.

Foundation Classification (if applicable): Not applicable.



CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

**Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.**

1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization Greater CWC Chamber & Visitor Programs

Federal ID No. 57-0380729 Non-Profit Status: 501(c)6

Contact Person Christina West Telephone 803-794-6504

Address 1006 12th St., Cayce, SC 29033

Email info@cwchamber.com

2. **Project Category (check one)**



**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**Tourism-Related Expenditures**

**(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)**

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



**3. Project/Event name and general description with specific reference to what will be accomplished with City funds.**

See Attachment A

**4. Project Period:** Begin July 1, 2023 End June 30, 2023

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_
- b) Total number of visitors expected to attend your event? 100s
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 20%

Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)

See Attachment B





6. List the method(s) used to track tourist:

- Web page inquiries – estimated inquiries per month \_\_\_\_\_
- Brochure mailings – estimated brochures mailed per month \_\_\_\_\_
- Event ticket sales – estimated tickets sold per event \_\_\_\_\_
- Event registration – estimated registrants per event \_\_\_\_\_
- Hotel room sales – estimated # of rooms per event/per month \_\_\_\_\_
- Phone call inquiries – estimated phone calls per month \_\_\_\_\_
- Surveys – estimated percent of “tourist” responses per survey \_\_\_\_\_
- License plates – estimated count per event \_\_\_\_\_

7. Do/will you advertise outside a 50-mile radius? \_\_\_\_\_ Yes \_\_\_\_\_ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed \_\_\_\_\_
- Brochures - # distributed \_\_\_\_\_
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads \_\_\_\_\_ (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads \_\_\_\_\_ (list stations & viewing range on separate sheet)
- Radio Ads - # ads \_\_\_\_\_ (list stations & listening range on separate sheet)
- Billboards - # ads \_\_\_\_\_ (list number & locations on separate sheet)
- Websites - # web pages other than primary website: \_\_\_\_\_ (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

8. Estimated Cost of Project \$ \$100,000 +/-

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ \$98,980, which represents 40% % of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?  Yes \_\_\_\_\_ No

PLEASE SEE ATTACHMENT "C"

a. If yes,

FY2022-2023: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2021-2022: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

FY2020-2021: \$ \_\_\_\_\_; source: \_\_\_\_\_; purpose: \_\_\_\_\_

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded? \_\_\_\_\_ Yes \_\_\_\_\_ No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
Funds that have not yet been spent are allocated to upcoming events, or were recently expended on social media advertising for Soiree on State, Tartan Day South, etc.  
\_\_\_\_\_

11.

Clyde W. H.  
Signature of Applicant

4/10/2023  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

City of Cayce  
ATTN: Taylor Gray  
P.O. Box 2004  
Cayce, SC 29171-2004  
Or  
Fax to 803-796-9072

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall  
1800 12<sup>th</sup> Street  
Cayce, SC 29033**

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 1**

**Organization** Greater CWC Chamber & Visitor Programs

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of West Columbia A-Tax	30% - \$82,217
Cayce H-Tax Reimbursement	\$2,856
Lexington County A-Tax FY 22-23	\$10,000
City of Cayce A-Tax	30% - 28,033
<b>TOTAL *</b>	Anticipated \$123,106

\*NOTE: This amount should equal the amount of expenses on page 2.



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 2**

**Organization** Greater CWC Chamber & Visitor Programs

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Visitor's Center (Building) Rent	\$3,640
Social Media	\$4,840
Targeted Advertising (Outside 50 miles)	\$6,600
Web Hosting - Search Engine	\$286
Visitor Programs Staff	\$45,000
Printing (Brochures, Rack Cards, Posters, etc.)	\$6,600
Print Advertising	\$16,150
Web Site - Online Advertising	\$9,020
Printer/Office Equipment	\$2,464
Office Supplies	\$3,960
Business Insurance for Visitor Programs	\$1,700
<b>TOTAL*</b>	Anticipated \$100,260

\*NOTE: This amount should equal the amount of revenues on page 1.

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248364843  
May 04, 2012 LTR 4168C E0  
57-0380729 000000 00

00020178  
BODC: TE

WEST COLUMBIA-CAYCE CHAMBER OF  
COMMERCE  
% WEST COLUMBIA CAYCE CHAMBER OF CO  
1006 12TH ST  
CAYCE SC 29033-3303



09965

Employer Identification Number: 57-0380729  
Person to Contact: Ms. Osborne  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 25, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in January 1965.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

S. A. Martin, Operations Manager  
Accounts Management Operations

# *The State of South Carolina*



*Office of Secretary of State Mark Hammond*

## **Certificate of Existence**

**I, Mark Hammond, Secretary of State of South Carolina Hereby Certify that:**

GREATER CAYCE-WEST COLUMBIA CHAMBER OF COMMERCE, THE, a nonprofit corporation duly organized under the laws of the State of South Carolina on October 9th, 1957, has as of the date hereof filed as a nonprofit corporation for religious, educational, social, fraternal, charitable, or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to S.C. Code Ann. §33-31-1421, and that the nonprofit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal  
of the State of South Carolina this 6th day  
of April, 2021.

  
Mark Hammond, Secretary of State



**Project/Event name and general description with specific reference to what will be accomplished with city funds**

Tourism is more than just a brick-and-mortar building, it is indeed a program that reaches well beyond a location that interested travelers can receive information. The Greater CWC Visitor Programs have been working hard to promote this fact and the results are overwhelming. The social media platform has grown exponentially, specifically when promoting community events such as Parade Day in the CWC and the annual Holiday Parade of Lights. Our reach on Facebook during promotion of Parade Day was well over 40,000 people and were from all areas of the state. Our Facebook page has over 4,500 followers, up 196% in the last year, an average engagement of 5,900 and average reach of over 49,500. Since July 30, 2022, our engagement on Facebook has exceeded 200,000, especially during our promotion of Parade Day in the CWC. We have about 1,500 followers on our Instagram. These numbers allow us to act as a resource for promoting all the things to do in the area (please see attached A-1).

Additionally, our social media team tracks local events and seasonal attractions to encourage travelers to the area to stay and enjoy all that the area has to offer by promoting all the things to do and places to stay when visiting the area. One of the many examples is a Gamecock Baseball game – this is a great opportunity for visitors to spend a weekend in the community. Leading up to the event, we were able to create a “geo-fence” to target the visitors travelling up for the game. We were able to share the numerous things to do in the area, such as our parks on the riverfront, the Cayce Arts district, and the Riverbanks Zoo, as well as provide a direct link to our local accommodations. (Please see attached A-2)

Our brick-and-mortar Visitor Center remains invaluable, with people stopping in regularly to pick up hotel and tourism brochures for their visiting families or new neighbors. We also provide a Greater CWC Visitor Programs brochure in addition to City of Cayce information (please see attached A-3) that quickly highlights our area’s best features. We are happy to always receive and fulfill requests for our brochures to be sent to neighboring organizations and Visitors Centers. In the past 18 months, we have sent Greater CWC Visitor Programs information to nine welcome centers throughout the state. The continued interest lets us know that travelers to those centers are picking up the brochure for information on the area. Our Visitor Programs is all encompassing – also acting as a volunteer recruitment and management resource for our area events including, but not limited to Tartan Day South, one of the area’s largest tourism attractions.

**GREATER CWC CHAMBER & VISITOR PROGRAMS**

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-6504 | CWCCHAMBER.COM | VISITCWCSC.COM

# CHAMBER STATISTICS

Our Social Media team has done an amazing job over the last year working to increase our online presence, increase engagement and expand the reach of the Greater CWC Chamber.

TOTAL # OF FACEBOOK FOLLOWERS

**4,548**  
500+ NEW FOLLOWERS IN 2022

Page reach up 196%

AVERAGE FACEBOOK ENGAGEMENT

**31,000**

TOTAL # OF INSTAGRAM FOLLOWERS

**1,568**

Our award-winning Social Media and Marketing team does an incredible job promoting our members, sharing their news and services, and so much more!

**350**

Total number of active Chamber members

**5,900**

average Facebook Engagement

**57%**

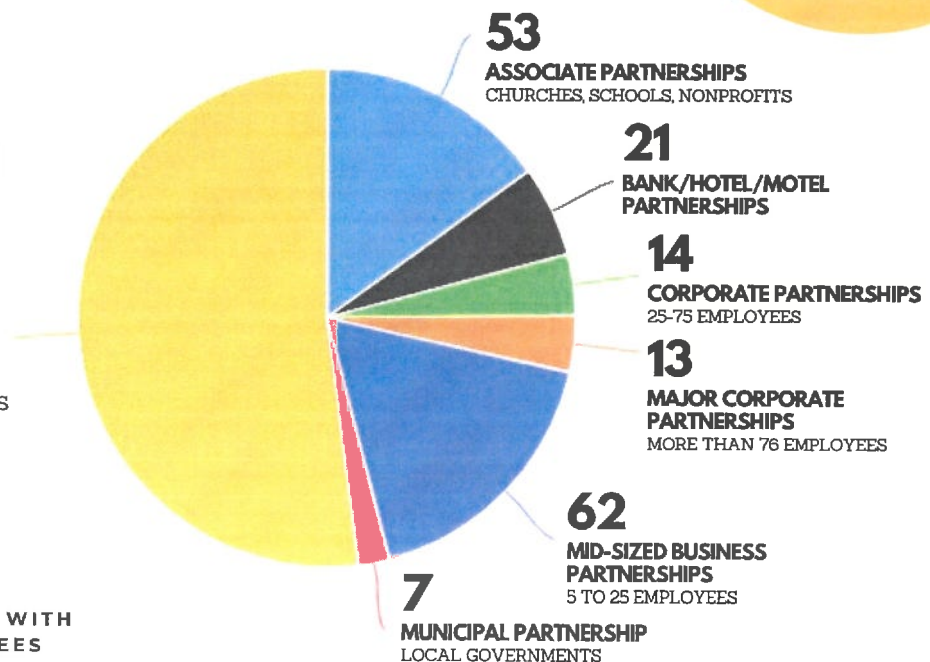
average open rate of our Chamber Newsletter with over 750 contacts

## CHAMBER MEMBERSHIP BREAKDOWN

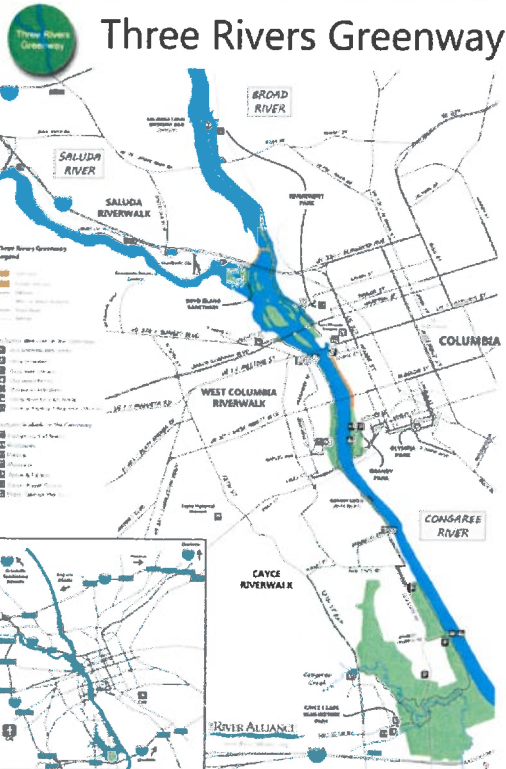
**185**  
SMALL BUSINESS PARTNERSHIPS  
LESS THAN 5 EMPLOYEES

**71%**

THE PERCENTAGE OF CHAMBER BUSINESSES WITH LESS THAN 25 EMPLOYEES







River Activities

Get Wet!

- Tubing
- Kayaking
- Whitewater Clinics
- Fishing (see below)

To rent kayaks or tubes, please visit [www.cayce.org](#) or call (803) 404-8254

For a complete listing of nearby hotels, click [here](#).

We make it easy for visitors to plan their stay by having quick access to the hotels listed on our Visitors Page including four City of Cayce accommodation options. All area hotels are equally promoted as a place to stay for a weekend in our community.

For Example – when promoting our area’s greatest natural attraction, our rivers, or promoting places to stay to visitors via targeted ads during USC baseball games, we are sure to add an easy to find link to direct visitors to accommodations in the area.

**Going to Founders Park? Stay on the West Side!**

ONLY 9 MILES

ONLY 6 MILES

The areas of West Columbia, Cayce and Springdale offer:

- ✓ Less traffic ✓ Several routes away from Founders Park
- ✓ Safe running & biking trails at our major parks
- ✓ Craft beer, outdoor patios, and legendary sports bars
- ✓ Friendly people and a safe community
- ✓ Instagram-worthy foodie restaurants and cafes
- ✓ Vintage, antique, thrift, and Army/Marvy stores
- ✓ Our Congaree River is warm for fishing all year

Make it a long weekend and enjoy all that we have to offer!

Greater Cayce West Columbia Chamber and Visitors Programs

For vacation ideas, all nearby hotels, food, and more: [visitcaycewestcolumbia.com](http://visitcaycewestcolumbia.com)

Explore Local

GREATER CWC CHAMBER & VISITOR PROGRAMS

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-8504 | [CWCCHAMBER.COM](http://CWCCHAMBER.COM) | [VISITCWCSC.COM](http://VISITCWCSC.COM)

# Need an escape?



[VisitCayceWestColumbia.com](http://VisitCayceWestColumbia.com)

- Visitors are drawn to our river, the Congaree. It is home to the Riverwalk – over 25 miles of trails. You can walk, bike, bird watch or fish here! Get your tube, kayak and canoe rentals locally through PalmettoOutdoor.com. Modern and clean hotels, all near the river!
- Take Instagram-worthy photos at over 10 new street murals!
- Ranked as a Top 10 zoo in all of North America, Riverbanks Zoo & Botanical Gardens has an entrance here in West Columbia, too. SC's only national park, Congaree National Park, is a very short drive away...you'll want to stay here near all the food & hotels.
- The cuisine scene is delish with farm-to-table cafes and rooftop dining on the river. Try South Carolina staples like BBQ and legendary burgers or new hits like street tacos. So many options!
- Stay near all the action! For a list of nearby hotel rooms, see our website [www.visitcaycewestcolumbia.com](http://www.visitcaycewestcolumbia.com) today!

Greater CWC Visitors Center: 1006 12<sup>th</sup> Street, Cayce, SC 29033  
Phone: (803) 794-6504



Cayce West Columbia Chamber  
Tag us #VisitCWC



Greater Cayce-West Columbia Chamber  
& Visitors Program



@CWCChamber



Cayce West Columbia SC Outdoor  
Vacation Ideas

Printing costs sponsored by Lexington County, the City of West Columbia, and the City of Cayce. Thank you! 5/1/2021

# Vacation Ideas?

We're here to help ...

A3



**Bike** 🚲 **Walk** 🚶 **Fish** 🐟 **Canoe** 🛶  
**Tube down the Congaree River**  
**NATIONAL PARK beer gardens**  
**ANTIQUES/VINTAGE SHOPS RIVERBANKS ZOO**  
**10+ art murals ROOFTOP DINING**

[VisitCayceWestColumbia.com](http://VisitCayceWestColumbia.com)



# A3 Cayce Historical Museum



## Time for History

The Cayce Historical Museum's main building is a replica of a frontier trading post built in the area in 1765. This post was seized by the British during the Revolution and used as a fort. It was called Fort Granby. Later the structure became a family home for the Cayce family, whose name was chosen for the present city of Cayce when it was chartered in 1914. The museum building displays artifacts and interprets the historical, social, and cultural heritage of the area that has included the historical communities of Saxe Gotha and Granby and the current community of the City of Cayce.



1800 12th Street, Cayce SC

Phone: 803-739-5385

Email: Athomas@caycesc.gov

[caycesc.gov/museum](http://caycesc.gov/museum)

# Cayce River Arts District

## ART IN CAYCE

The Cayce River Arts District can be found in the revitalized "origin: heart of the City" on State and Frink Streets. It started with intention: "previtalization" or the art of seeing what's possible. In 2017, work began to convert this historic, industrial area of the City into an iconic destination that celebrates the arts and attracts residents, artist businesses and out-of-town visitors.



### Cayce Wonders Mural by Ija Charles, 2020

This beautiful child's curls feature images of the rich history Cayce has to offer, such as the bridge in Timmerman Trail, the original W. Cayce store, and the historic Guignard brick kilns.



Shown above: The Butterfly Bench, designed by Will Bryan; fabricated by Chris Stuyk & Co; the River Maiden, created by Roy Paschal; the K-9 Memorial funded through the Central Carolina Community Foundation's Connected Communities Grant and a match from the Cayce Public Safety Foundation and picnic tables created by local students. The funding for many of the other amazing art features in the District have been made possible by the Knight Foundation and the Central Carolina Community Foundation.

Please visit the Cayce River Arts District's locally-owned coffee shop with outdoor seating, art galleries, a pottery studio, an events venue, a bike shop, artists, a distillery and so much more!

State & Frink Streets in the Heart of Cayce, SC

[info@caycesc.gov](mailto:info@caycesc.gov) 803-796-9020

[caycesc.gov](http://caycesc.gov)



**Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities.**

The mission of the Greater CWC Visitor Programs is to educate visitors on the great places to stay, play and shop in the area. Our Visitor Programs website at <http://www.visitcaycewestcolumbia.com/> is constantly updated with local events, places to stay, restaurant specials and activities. We have created a QR code that directly links to the Visitor Program site and comes in the form of a sticker that can be placed on storefronts (Please see attached B-1). We make it a point to share this sticker with area businesses - local shops, hotels, and restaurants, to showcase at their place of business.

Our mission as the Chamber is to promote the Greater CWC as the best place to live, work, shop and stay. This comes full circle in that our QR code highlights what's going on in our community. For example, when someone eats out at Henry's in Cayce, they can scan the QR Code and see classes at State of the Art, community events such as Soiree on State, Tartan Day South, and the Holiday Parade of Lights, local parks to visit and hotels to book for their next weekend visit. All attraction and visitor info directs back to Accommodation options (Please see attached B-2) - this encourages visitors to stay for the afternoon, return with their families and spend a weekend visiting the area. Our goal is to promote the area as a "Weekend Getaway" for visitors and inform them on major festivals and events or simply how to spend a day in Cayce as a part of their weekend in the Greater CWC. (Please see attached B-3)

We make it a point to use our resources as a Chamber and Visitor Programs to highlight all area businesses and what they have to offer for visitors to the area. In addition to the Visitor Programs site, we are sure to post community events, from classes to concerts, to the Chamber calendar, in our newsletter, and online so that our members and visitors the Chamber website at <http://www.cwcchamber.com/> are educated on all the great things to experience here in the area. Our reach as a Chamber *and* Visitor Programs allows us access to a much larger audience.





GREATER  
**CWC**



**SCAN FOR MORE  
THINGS TO DO**



Local businesses in the area can post the QR Code at their storefront to allow customers and visitors an opportunity to see what's going on their community.

The folks at First Citizens Bank in Cayce love to support local!



**GREATER CWC CHAMBER & VISITOR PROGRAMS**

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803-794-6504 | [CWCCHAMBER.COM](http://CWCCHAMBER.COM) | [VISITCWCSC.COM](http://VISITCWCSC.COM)



Weekend Getaway Ads – targeted to those in Greenville, Asheville, Raleigh, and other locations more than 50 miles away.



Greater Cayce-West Columbia Chamber & Visitors Program
Published by Michael Norris
Do you want to WIN A FAMILY PACK to the Tartan Day South this weekend!!!
Ways to win TICKETS: ( each option below gets an entry into the drawing)
Tag a family member in comments below
Share this post on your social media
Like this post
Contest ends at Midnight on Wednesday, March 29.
Winner announced Thursday morning
When: March 30 to April 2
More info: https://tartandaysouth.com
Tickets now on sale!



346 People reached, 39 Engagements, Boost post button, 11 likes, 3 comments, 2 shares, Like, Comment, Share buttons

Social media advertising focused getting visitors to our city's events – For example, we used our social media platform to give away passes to the main event of Tartan Day South and direct visitors to the main event page.



# Cayce, South Carolina

Cayce's most notable attractions include the Cayce Riverwalk, along the Congaree River – perfect for walking, jogging, and enjoying nature. **The new River Arts District features over 12 murals and sculptures!** If history captures your interest, visit the Cayce Historical Museum, located at the City of Cayce Municipal Complex. The museum's exhibits chronicle the area's first European settlement in the early 1700s and feature Native American artifacts dating back thousands of years. The city's **12,000 Year History Park**, also near the river, provide a great environment to learn and explore.

[Click here for Explore Cayce trip ideas and map of the River Arts District.](#)



## TRIP ITINERARY

A DAY IN CAYCE, SC  
VISITCAYCEWESTCOLUMBIA.COM

- MORNING**

  - Grab a gourmet coffee at Piecewise Coffee Co.
  - Browse State of the Art Gallery
  - Take a pic at 2010 State Street (art murals on buildings)
- AFTERNOON**

  - Walk in the shade and find hidden art at the Cayce Riverwalk
  - Lunch. [Choose from our website](#)
- EVENING**

  - Catch the sunset at Hammerman Trail
  - Have a cool drink! Try Steel Hands Brewery

Visit Cayce page dedicated to all things to do in Cayce, SC on our Visitor Programs Page – encouraging visitors to see what all our city has to offer.

Greater Cayce-West Columbia Chamber & Visitors Program  
Published by Michael Nemo | March 25 at 2:42 PM

Soiree on State this Saturday. Parking and Traffic Information!!  
See you there.

**The Soiree on State will return to Cayce's State Street this Saturday, March 25th from 2 – 8 PM along State Street, from Poplar to Railroad Street.**

**PARKING**  
Free parking is conveniently located at Brookland-Cayce High School within walking distance of the Soiree or guests can take a free golf cart ride to and from the event! This is a pet friendly event, so feel free to bring your pet on a leash.

**TRAFFIC/CLOSURES**  
The event site, on State Street from Poplar Street to Railroad Street, will be closed starting at 10:00 AM and will remain closed into the evening for event clean up. Frink Street will be accessible for local traffic only between Foreman Street and State Street from 10:00 AM to 10:00 PM. Some residential streets adjacent to State Street may also be impacted.

**BEST ROUTES TO GET TO SOIREE**  
If you are coming from Columbia, take the Blossom or Gervais Street Bridges across the river, make a left on State Street and then park at Brookland Cayce High School (1300 State Street). If you are coming from Chapin or Irmo, take I-26 towards I-77 and follow all detour signs. Coming from the Town of Lexington or Lexington County, you can take 378, Highway 1, or Highway 321 to State Street in Cayce.

**Free Parking at Brookland Cayce High School!**

City of Cayce | Soiree on State  
Important Parking and Traffic Information for this Saturday's Soiree on State  
Parking is free at Brookland Cayce High School  
#SoireeOnState2023 #PartyOnStateStreet #CayceSC #LiveItUp #SupportLocalCayceRiverArtsDistrict

503 People Reached | 20 Engagements | 21 Comments

Promotion of Cayce's largest events was the focus of our Visitor Programs in April and March of 2023. For example, continuous promotion of Soiree on State before, during and after the event.

Greater Cayce-West Columbia Chamber & Visitors Program  
Published by Michael Nemo | March 25 at 2:42 PM

The sun is coming out!!  
Come in down to Soiree on State!



City of Cayce

## GREATER CWC CHAMBER & VISITOR PROGRAMS

1000 12th Street, Cayce, SC 29033 | P 803-794-6504 | CWCCHAMBER.COM | VISITCWCSC.COM

C

### Greater CWC Chamber & Visitor Programs Accommodations Tax Funds

Fiscal Year	Amount	Source	Purpose
FY 2020-21	\$45,000	City of West Columbia	Tourism
	\$15,000	Lexington County	Tourism
		City of Cayce	New Visitor Programs Website
FY 2021-22	\$12,000	City of West Columbia	Tourism
	\$6,500	Lexington County	Tourism
	\$11,000	City of Cayce	Tourism
FY 2022-23	\$68,717	City of West Columbia	Tourism Advertising
	\$10,000	Lexington County	Tourism Advertising
	\$20,000	City of Cayce	Visitor Programs/Advertising





CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

*Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.*

- 1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization: Capital City/Lake Murray Country Regional Tourism Board (CCLMC)

Federal ID No. 57-0738559 Non-Profit Status: 501c6

Contact Person: Miriam Atria Telephone: 803-781-2105

Address: 2184 North Lake Drive Columbia, SC 29212

Email: miriam@lakemurraycountry.com

2. **Project Category (check one)**

**Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

**Tourism-Related Expenditures**

*(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)*

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

3. Project/Event name and general description with specific reference to what will be accomplished with City funds.

Capital City/Lake Murray Country RTB (CCLMC) was formed in 1981 to promote and develop tourism within Richland, Lexington, Newberry, and Saluda counties, as one of South Carolina's eleven (11) regional tourism destination organizations. The mission of the organization is to generate tourism revenues along with other tax revenues for economic impact for the four-county region. This is done through the promotion and marketing of tourism and major events. CCLMC supports whole-state selling through collaboration and partnership with South Carolina Association of Tourism Regions (SCATR), South Carolina Parks Recreation and Tourism (SCPRT), and various other statewide tourism organizations. CCLMC operates a Visitors Center, located at the Lake Murray Dam, open seven days a week to serve the public and visitors. Interstate signage located at I-26 lures visitors to our location. Our goal is to get visitors to our region to spend money by staying in hotels, eating in restaurants, shopping, golfing, attending attractions and events, etc.

CCLMC's Marketing/Promotion Plan continues to generate national and regional publicity for the City of Cayce through numerous marketing tactics and the hosting of major events.

Some results from last year's efforts benefiting the City of West Cayce:

\*Regional and national television coverage: The Excursion Show (highlighting fishing/activities on the river), Purple Martin Documentary, SC Rev War, and nationally televised fishing tournaments. **All of this coverage included our commercial, which highlights Cayce.**

\*Hosted SC Welcome Center Conference with a **tour of Cayce Historical Museum and The Cayce River Arts District.**

\*Hosted SC Congressional FAM Tour with a **tour of Cayce Rivers Art District and 12,000 Year History Park.**

\*Hosted the Bass World Championship with 25 nations represented (498 participants) with an economic impact of \$21M and the **Youth Angling Day on the river.**

Other Regional Accomplishments:

\*Hosted the Final Table Event (The most high-stakes competition in Food Sports, with over 2,473 visitors).

\*Hosted multiple Fishing Tournaments: The Striped Bass Challenge (280 Anglers), Big Bass Tour (900+), Carolina Bass Challenge (207) MLF Fishing (125), and 19 local fishing tournaments around the lake generating a total of 7,463 room nights from these events and other fishing tournaments.

\*Hosted Golf Writers & partnered with Golf Packages of SC to sell hotel/golf packages for the region.

\*Hosted Southeastern State Parks Directors Conference.

\*Hosted The Clash Volleyball Championship in 2022 and 2023 (over 550 from outside of our region).

COMING SPRING 2023: \*Hosting MLF Bass Pro Tour and Bassmaster.

CCLMC's marketing plan targets outside the region, across a 750-mile radius of the region, and now worldwide.

Some of the planned events for 2023-24: Queen City Kayak Bass Fishing Tournament, SC BASS Nation, BAMA Q chef television competition, SC Youth Angling Championship, NC, SC, and GA Motorcoach conference, National Guardsman, Great American Race, The Big Bass Tour, Jewel



Tri, London Golf Group, South Carolina Outdoor Press Association, Collegiate Bassmaster, Tri-State Food Event, Lexington County Ag/Art and regional/national fishing tournaments with bookings into 2027. Also, to be announced soon a Tri-State Food Event to be held in June, 2024. CCLMC's Leisure Destination Marketing/Promotion includes but is not limited to the following: print media ads, digital online ads, digital boards, published articles, televised shows, social media, website, radio, trade shows, hosting national events, and more. Our marketing efforts promote attractions, hotels, golf, history, restaurants and breweries, events, outdoor recreation, family vacation and much more.

Thousands of vacationing families, golfers, anglers, and more have heard or seen our ads across the U.S. and the world. LakeMurrayCountry.com is known for our extensive calendar of events (the number 1 page on our site). Our calendar includes the City of Cayce Events as well on our social media outlets, which increased by 432% over the previous year with top locations of New York, NY; Knoxville, TN; Louisville, KY; Charlotte, NC and Jacksonville, FL.

CCLMC capitalizes on smart marketing across all our marketing tactics. Most national and regional televised events include our tourism commercial ad, luring visitors to our region. In fact, 2 shows will air as a result of hosting the Bass World Championship throughout 2023 Quarters 1, 2, 3, and 4 on Discovery, ESPN 2, CBS Sports, Outdoor America, Pursuit Channel, Wild TV Canada, NBC Sports Net, Bally Sports, AT&T Sports Net, Action Channel, Heartland Network, and Right Now TV.

Last year's marketing budget and efforts resulted in 296 Published articles on the region resulting in 24,348,687,138 total impressions with a total estimated value of \$225,221,751. LakeMurrayCountry.com saw an increase of 62% in users and a 50% increase in traffic from last year. Also, due to CCLMCs effort, the Lake Murray Country region was named a "Top Southern Destination" by Forbes and a Top Summer Destination by Travel and Leisure, bringing national attention to our region. These designations have been adopted across all media platforms and placed media.

**4. Project Period:** Begin 07/01/2023 End 06/30/2024

One important factor in allocating these funds is that there should be more hotel/motel activity in our community due to the funding provided. For events projects, answer questions 5 (a) (b) & (c) below.

**5. For Tourism-related expenditures: The following questions must be answered in order for your request to be considered for funding.**

- a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked 184
- b) Total number of visitors expected to attend your event? 148,245
- c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 60%

**Describe how your project/event will attract and promote tourism, civic and cultural events, or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities. (Attach a sheet, if necessary)**

CCLMC's Marketing/Promotion Plan continues to generate national and regional publicity for the City of Cayce through numerous marketing tactics and the hosting of major events. Our marketing plan as seen in the expenditures section covers all aspects of marketing ensuring that our region and specifically the City of Cayce is highlighted to attract tourists.

**6. List the method(s) used to track tourist:**

- Web page inquiries – estimated inquiries per month 97,727
- Brochure mailings – estimated brochures mailed per month 4879
- Event ticket sales – estimated tickets sold per event
- Event registration – estimated registrants per event 275
- Hotel room sales – estimated # of rooms per event/per month 28,450
- Phone call inquiries – estimated phone calls per month 2872
- Surveys – estimated percent of “tourist” responses per survey 100%
- License plates – estimated count per event 178

**7. Do/will you advertise outside a 50-mile radius?**  Yes  No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- Rack cards - # distributed 260,236
- Brochures - # distributed 320,177
- Posters - # distributed \_\_\_\_\_
- Magazine Ads - # ads 3,105,000 (list ads & distribution range on separate sheet)
- Newspaper Ads - # ads \_\_\_\_\_ (list newspapers & distribution on separate sheet)
- Television Ads - # ads 5,567,850 (list stations & viewing range on separate sheet)
- Radio Ads - # ads 1,192,000 (list stations & listening range on separate sheet)
- Billboards - # ads 1,600,00 (list number & locations on separate sheet)
- Websites - # web pages other than primary site: 29,455,000 (list on separate sheet the target audience)
- Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? \_\_\_\_\_

**8. Estimated Cost of Project \$1,041,600**

**9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$10,000, which represents 1% of the total event/project budget. Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

**10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years?**  Yes  No

a. If yes,

FY 2022-2023: \$1,149,214; source: various-attached; purpose: marketing/promotion

FY 2021-2022 :\$883,860; source: various-attached ; purpose: marketing/promotion

FY 2020-2021: \$647,759; source: various-attached; purpose: marketing/promotion

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?  
 Yes  No



c. If no, please explain and give amount not used:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11.

Miriam Atria  
Signature of Applicant

3/20/2023  
Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

**Submit completed application form and required attachments to:**

**City of Cayce**  
**ATTN: Taylor Gray**  
**P.O. Box 2004**  
**Cayce, SC 29171-2004**  
**Or**  
**Fax to 803-796-9072**

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**

**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

<b>received</b>		<b>For Office Use Only</b>	
Date Received <u>3/22/23</u>		Council Action Date _____	
Recommendation _____		Amount Approved _____	
Date of Recommendation _____			



**City of Cayce  
Accommodations Tax Fund Request**

**Organization: Capital City/Lake Murray Country Regional Tourism Board**

Provide the best description possible for the source of revenue (example – are other grant funds committed through grant award or written notification?). Identify by name, sponsors, agencies, etc. contributing.

Type of Revenue	FY2023-2024
City of Columbia ATAX	\$350,000
Lexington County ATAX	\$135,000
Richland County ATAX	\$50,000
Newberry ATAX	\$20,000
Saluda County ATAX	\$600
West Columbia ATAX	\$6000
Town of Irmo ATAX	\$15,000
Richland County HTAX	\$150,000
City of Columbia HTAX	\$100,000
Town of Lexington ATAX	\$50,000
SCPRT Matching Grant	\$125,000
Town of Blythewood	\$30,000
City of Cayce	\$10,000
<b>TOTAL *</b>	<b>\$1,041,600</b>

**\*NOTE: This amount should equal the amount of expenses on page 2.**



Organization Capital City/Lake Murray Country Regional Tourism Board

List all expenses associated with this event.

Type of Expenditure	FY2023-2024
Brochures	\$76,730
National/Regional Fishing Events	\$187,185
Television	\$155,700
Radio	\$15,050
Web/Digital Marketing Digital Boards	\$198,230
SCATR/Rev War/Cayce	\$12,000
Special Events Ag & Art, Staycation/Playcation, July 4 <sup>th</sup> Celebration, Tri-State Food	\$102,843
Travel/Trade Shows	\$33,500
Visitors Center	\$29,600
Print Ads/Publications	\$103,762
SC Welcome Centers	\$12,000
Golf Promotion	\$27,600
Multi-media Podcast	\$26,100
Public Relations	\$61,300
<b>TOTAL*</b>	<b>\$1,041,600</b>

\*NOTE: This amount should equal the amount of revenues on page 1.

## Magazine Ads

Ad Listing	Distribution Range	Targeted Audience
USA TODAY: Hunt and Fish	100K	National fishing visitors
USA TODAY: Southern Escape	100K	National visitors
USA TODAY: National Parks	100K	National outdoor rec visitors
The Local Palate	200K	National foodies
National Geographic UK	165K	International visitors
Discover SC	360K	Out-of-state visitors
Southern Travel and Lifestyle	270K	Out-of-state visitors
MLF Bass	50K	National fishing visitors
American Road	120	National visitor's
Blue Ridge Outdoors	350K	Outdoor rec visitors
Adventure Outdoor	600K	Outdoor rec visitors

## Television Ads

Ad Listing	Distribution Range	Targeted Audience
Bassmaster Elite	4.5M	National fishing visitors
WISTV	365,850	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties
BAMA Q	300,000	Atlanta, New Orleans, Las Vegas, Norfolk, VA and Chicago

## Radio Ads

Ad Listing	Distribution Range	Targeted Audience
Woods and Water SC	1.95 M	Outdoor recreation
B106	210K	locals
iheart	140K	Regional and outside surrounding counties

## Billboards

Ad Listing	Distribution Range	Targeted Audience
Crenshaw visions-I77 boards	1.6M	NC and SC
Grace Billboard	16M	Instate visitors



### Websites (other than primary)

Ad Listing	Distribution Range	Targeted Audience
WISTV.com	2.6M	Regional and outside surrounding counties
WOLO weather cam	402,000	Regional and outside surrounding counties

### Other

Ad Listing	Distribution Range	Targeted Audience
Welcome Centers: Video Boards, Landrum & Ft. Mill	76,500	Out of State visitors
Local IQ Wordstream	Digital ads: Google ads, Retargeting, OTT, YouTube	National visitors
Style Blueprint	300K	Female visitors
6am City	Chatanooga, Raleigh, Asheville, Greenville, Columbia-31M	Visitors from outside of our region
BG Podcast	3100 (120 platforms)	National visitors
Social media ads	501,000	National visitors
Threshold Media	113K	National visitors

## ATAX FUNDING SOURCE

	Actual	Actual	Budgeted
	2020-2021	2021-2022	2022-2023
Columbia	\$ 206,250.00	\$ 263,420.00	\$ 375,000.00
Lexington County	\$ 62,768.00	\$ 116,710.00	\$ 117,598.00
Town of Lexington	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Town of Irmo	\$ 21,945.00	\$ 25,000.00	\$ 12,000.00
Town of Cayce	\$ -	\$ 8,000.00	\$ 10,000.00
Town of West Cola	\$ -		\$ 5,000.00
Richland County	\$ 67,000.00	\$ 25,000.00	\$ 30,000.00
Newberry County	\$ 2,453.00	\$ 20,087.00	\$ 18,875.00
Saluda County	\$ -	\$ -	\$ 600.00
Town of Blythewood		\$ 23,335.00	\$ 31,667.00
Richland County	\$ 15,233.00	\$ 154,334.00	\$ 150,000.00
City of Columbia			\$ 50,000.00
SC PRT STAR GRANT			\$ 100,000.00
<b>SC PRT TAG</b>	\$ 80,025.00	\$ 99,500.00	\$ 100,000.00
SC ATAX	\$ 137,085.00	\$ 143,473.77	\$ 143,474.00
Covid Emergency Fund	\$ 50,000.00		
	<b>\$ 647,759.00</b>	<b>\$ 883,859.77</b>	<b>\$ 1,149,214.00</b>



Department of the Treasury  
Internal Revenue Service

CINCINNATI, OH 45999

In reply refer to: 1765826258  
Dec. 26, 2001 LTR 252C  
57-0738559 200109 01

01322

CAPITAL CITY LAKE MURRAY COUNTRY  
% MIRIAM S ATRIA  
PO BOX 1783  
IRMO SC 29063-1783830

Taxpayer Identification Number: 57-0738559  
Tax Period(s): Sep. 30, 2001

Form: 941

Dear Taxpayer:

Thank you for your Form 941.

We have changed your business name as requested. The number shown above is valid for use on all tax documents. For your convenience, we have ordered corrected Forms 8109, Federal Tax Deposit Coupons for you to make your deposit. You should receive them in five to six weeks. REMINDER - Your new business name should also be used if you deposit electronically. You can make Electronic Funds Transfer (EFT) payments using the government's Electronic Federal Tax Payment System (EFTPS) through a financial agent designated to process tax payments.

If you have any questions, please call our Customer Service area at 1-800-829-8815 between the hours of 8:00 A.M. and 10:00 P.M. EST. If you prefer, you may write to us at the address shown at the top of the first page of this letter.

Whenever you write, please include this letter and, in the spaces below, give us your telephone number with the hours we can reach you. Also, you may want to keep a copy of this letter for your records.

Telephone Number ( ) \_\_\_\_\_ Hours \_\_\_\_\_

Internal Revenue Service  
District Director

Department of the Treasury

Date: ~~1/17/83~~ 6/7 1983

Employer Identification Number  
57-0738359  
Internal Revenue Code  
Section 501(c)(6)

▷ Lake Murray Tourism and Recreation  
Association, Inc.  
Route 2, Box 270  
Irmo, South Carolina 29063

Accounting Period Ending:  
March 31  
Form 990 Required:  Yes  No

Person to Contact:  
T. Watkins/ojs  
Contact Telephone Number:  
(404) 221-4516

Dear Applicant:

File Folder Number 580008732

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$10,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law provides for a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay. This penalty may also be charged if a return is not complete. So, please make sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue

(over)

275 Peachtree Street, N.E., Atlanta, GA 30043

Letter 948(D) (3-79)

# The State of South Carolina



## Office of Secretary of State Jim Miles Certificate of Existence, Non-Profit Corporation

I, Jim Miles, Secretary of State of South Carolina Hereby certify that:

CAPITAL CITY/LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD, A Non-Profit Corporation duly organized under the laws of the State of South Carolina on April 3rd, 1981, has as of the date hereof filed as a non-profit corporation for religious, educational, social, fraternal, charitable or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the Secretary of State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to section 33-31-1404 of the South Carolina code and that the non-profit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal of  
the State of South Carolina this 26th day of  
October, 2001.

A handwritten signature in cursive script that reads "Jim Miles".

Jim Miles, Secretary of State

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# Memorandum

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**To:** Mayor and Council

**From:** Tracy Hegler, City Manager

**Date:** July 26, 2023

**Subject:** Hospitality Tax Grant Funding for FY2023-2024

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## Issue

City Council approval is needed to utilize Hospitality Tax funds to award grants for Fiscal Year 2023-2024 (FY24).

## Discussion

- During FY23, \$99,200 in hospitality funds were awarded to grant applicants.
- The City received seven (7) Hospitality Tax Fund grant requests for FY24 totaling \$92,505.
- Staff recommends awarding a total of \$81,455 for seven (7) projects in FY24.

During this fiscal year, Council approved using \$1,270,000 in Hospitality Tax Funds for FY24 operation and maintenance of tourism-related activities, City events, and capital items. Staff also recommends holding back \$100,000 in the fund balance as reserve, leaving approximately \$90,000 available for qualifying grant awards.

<b>2023-2024 Projected Revenue</b>	\$1,460,00.00
<b>Budgeted transfer to FY24 operation and maintenance capital items.</b>	\$1,270,000
<b>Hold in reserve</b>	\$100,000
<b>Eligible for grant making or undesignated fund balance.</b>	\$90,000

A breakdown of grant requests and recommendations from the staff review can be viewed in the attached chart.

Council may approve, deny or reduce any of the grant requests and/or the reserve amount.

## Recommendation

Staff recommends City Council approve \$81,455 in seven (7) grant awards for Fiscal Year 2023-2024.

**ITEM V. B.**

**HOSPITALITY TAX FUNDING REQUESTS**

Name	FY 2023-2024				FY 2022-2023			
	Request	Recomm	Approved	Notes	Request	Awarded	Spent	Notes
Cayce Cool Down	\$4,200	\$4,200			\$0	\$0	\$0	
Cayce Fall Fest	\$20,000	\$20,000			\$0	\$0	\$0	Cancelled-Weather
Cayce Public Safety Foundation - Cayce Serves	\$3,230	\$3,230			\$5,525	\$2,200		
Cayce Police Pickleball	\$5,525	\$5,525			\$5,050	\$4,200		
Cayce West Columbia Jaycees Junior Chamber - Hall of Horrors Haunted Attraction	\$18,000	\$10,000			\$11,000	\$7,000	\$6,889	
Tartan Day South Highland Games and Celtic Festival	\$31,500	\$31,500			\$30,000	\$30,000	\$30,000	
The Woman's Club of Cayce - Hot Flash 5K	\$10,050	\$7,000			\$10,050	\$5,800	\$4,812	
<b>TOTAL FUNDS REQUESTED/APPROVED</b>	<b>\$92,505</b>	<b>\$81,455</b>	<b>\$0</b>		<b>\$61,625</b>	<b>\$49,200</b>	<b>\$41,701</b>	

Total Estimated Available FY 23/24	\$90,000.00
Total Requested for FY 23/24	\$92,505.00
Total Recommended for FY 23/24	\$81,455.00



Hospitality Tax Applications  
FY 23/24

Page 6. Cayce Cool Down

Page 10. Cayce Fall Fest

Page 14. Cayce Serves

Page 18. Cayce PS Pickleball

Page 22. Jaycees Hall of Horros

Page 26. Tartan Day South

Page 44. The Woman's Club Hot Flash 5 K



**City of Cayce  
Hospitality Tax Grant:  
Information & Application  
Fiscal Year 2023-2024**



City of Cayce  
1800 12<sup>th</sup> Street Extension  
P.O. Box 2004  
Cayce, SC 29171  
803-796-9020  
[www.caycesc.gov](http://www.caycesc.gov)

## Information

The City of Cayce, in August 2014, established a local hospitality tax for the purpose of funding the operation and maintenance of current tourism-related facilities and to fund projects and events that promote quality of life, tourism and recreation. As part of this, the City makes grant funding available to nonprofit organizations hosting events within the Cayce city limits.

Grant funding is available to nonprofit organizations through a competitive application process.

Applications for funding are accepted annually during the spring for the following fiscal year (July 1, 2023-June 30, 2024)

Grant awards are finalized by City Council in June, to be spent during the remainder of the year. Additional information about the City of Cayce Hospitality Tax, including the grant application, can be found at: <http://www.caycesc.gov/htax.asp>.

This document includes all information necessary to learn about and apply for a Hospitality Tax grant. Please review the information carefully prior to submitting a grant application.

### **I. Hospitality Tax Law**

According to the South Carolina Local Hospitality Tax Act, the revenue generated by the hospitality tax must be used exclusively for the following purposes (Section 6-1-730):

- a. tourism-related buildings including, but not limited to, civic centers, coliseums, and aquariums;
- b. tourism-related cultural, recreational, or historic facilities;
- c. beach access and renourishment;
- d. highways, roads, streets, and bridges providing access to tourist destinations;
- e. advertisements and promotions related to tourism development; or
- f. water and sewer infrastructure to serve tourism-related demand.

NOTE: A **tourist** is defined as a person who does not reside in but rather enters temporarily, for reasons of recreation or leisure, the jurisdictional boundaries of a municipality for a municipal project or the immediate area of the project for a county project. (Section 6-1-760).

### **II. Eligibility Criteria**

Non-profit organizations are eligible to receive grant funding. Applicants must provide a letter from the IRS confirming nonprofit status **OR** confirmation of registration with the South Carolina Secretary of State's Office as a nonprofit organization.

Grant funding is available only for events located within Cayce city limits.

The City of Cayce **WILL NOT** award Hospitality Tax funds to individuals, fraternity or sorority organizations, religious organizations, or organizations that support and/or endorse political campaigns.

### **III. Purpose**

The goal of the Hospitality Tax Grant program is to draw more visitors to the City of Cayce, while simultaneously enriching the quality of life for current City residents through:

- Advertisement, marketing, and promotion of events and other tourism related development
- Attract tourism leading to dining at restaurants and other eating/drinking establishments in the City of Cayce
- Support and highlight Cayce's historic and cultural venues, recreational facilities, and events

### **IV. Funding Guidelines**

The primary purpose of the application **MUST** be tourism. Priority will be given to projects that:

- Promote dining at restaurants and other eating/drinking establishments in the City of Cayce.
- Promote and highlight the City of Cayce's historic and cultural venues, recreational facilities, and events.

Promotional materials for the event/project (including, but not limited to, brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."

#### **Examples of Eligible Expenses:**

- Advertising, Marketing, and Signage for Event
- Event Entertainment
- Event Security

#### **Examples of Ineligible Expenses:**

- Food or beverages
- Insurance
- Rental expenses

### **V. Application Process**

Nonprofit organizations interested in applying for Hospitality Tax grant funding must complete a formal application and provide required supporting documentation. Applications for grant funding must be submitted on the City's current Hospitality Tax Grant Application; submissions made on any other form will not be considered. Incomplete applications will not be evaluated. Applications are accepted via email, mail or in-person delivery by close of business on the specified due date.

All applications for funding will be reviewed by City staff and the City Manager. Staff will make recommendations for grant funding to City Council who ultimately make the final determination of grant funding.

Applicants may be required to make a presentation to City Council. Council meetings are normally held on the first Tuesday of each month at 6:00 p.m. in Council Chambers at City Hall. Applicants will be notified if such a presentation is required.

## **VI. Grant Payments**

Hospitality Tax grants are reimbursable awards. The City of Cayce issues grant award checks after the submission of a reimbursement request form documenting all related expenses with copies of receipts, invoices and cleared checks. City staff will review all reimbursement requests and documentation against the original grant application and award criteria. Expenses not previously identified in the application will not be reimbursed.

After the reimbursement request form has been approved by the City, a check will be issued to the organization for reimbursement. Project/event vendors will **NOT** be paid by the City of Cayce; checks will be written only to the approved applicant. The approved applicant must submit an IRS Form W-9, Statement of Assurance, and a full budget for the project on file to receive reimbursement. The process of receiving a reimbursement grant check, after receipt and review of reimbursement form, takes approximately 10-15 business days.

If an organization is found to have unspent funding or has spent funding in any other way than as described and approved per the application, the funds must be returned to the City of Cayce. All requests for grant reimbursement must be submitted by June 30, 2024.

## **VII. Reporting Requirements**

Within 30 days following completion of the project or event, the applicant must submit a final project report. The report must include:

- Number of people that attended the event
- Number of attendees from outside the City of Cayce
- How the attendance number was determined (i.e. sign-in log, zip code request, etc.)
- Final budget, including both income and expenses
- Copies of all advertisements or promotional materials associated with project
- Up to five photographs of the project/event, including one photo exhibiting acknowledgment of the City of Cayce through receipt of Cayce Hospitality Tax Funds

## **FY23-24 Hospitality Tax Application**

**Applications must be received by 5:00 p.m. Monday, April 10, 2023**

Please review the full FY23-24 Hospitality Tax Grant Information and Application packet prior to submitting an application. To apply for a grant:

**1. Complete and sign the Hospitality Tax Application.**

Incomplete applications will not be evaluated.

**2. Provide the following required attachments:**

- Letter from IRS confirming nonprofit status OR confirmation of registration with the South Carolina Secretary of State as a nonprofit organization
- List of current board of directors
- Copy of liability insurance
- Copies of financial statements for the last three years or for the period of time for which the organization has been in operation

**3. Provide the following optional attachments:**

- One additional page for project description
- One additional page for budget justification of grant expenditures

**4. Submit three copies of the application and attachments:**

- Secure each application with a paper or binder clip (no report folders, please)
- Email, mail or hand deliver the application:
  - E-mail: [tgray@caycesc.gov](mailto:tgray@caycesc.gov)
  - Mail: City of Cayce  
Hospitality Tax Grant Application  
PO Box 2004, Cayce, SC 29171
  - Hand deliver: Cayce Municipal Complex, 1800 12<sup>th</sup> Street

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Johnathon Moore	
Project Address/Location: Granby Gardens Park	/ Amount Requested: \$4,200.00
Project Date(s): July/August 2023	

Organization Information	
Organization: Cayce Events Committee	
Organization Mailing Address: 1800 12th Street	
City / State/ Zip Code: Cayce, SC 29033	
Phone: 803-796-9020	Alternate Phone:
Fax:	Email:
Executive Director: Johnathon Moore	
Contact Person (if other than Executive Director):	
How many years has the organization existed:	

Project Description
<p>The Cayce Cool Down event will take place in Granby Gardens Park as a free community event allowing residents and visitors of Cayce to come together for 2 hours before school starts for free water fun.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 200

Estimated number of attendees **from outside of Cayce** to be attracted: 50

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Zip codes will be collected by volunteers at the start of the event

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

The goal will be for families to visit local establishments at the end of the event.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
supplies (water guns, slides, pools, sprinklers)	800.00
porta johns and sinks (services)	1,200.00
snowcones, machine, attendants, supplies	200.00
marketing	1200.00
insurance	800
	4,200.00

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
supplies		800
porta johns		1200
equipment		200
marketing		1200
insurance		1200
		800
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		4,200.00

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
H-Tax Grant	requested	4,200.00
	<b>Total</b>	3400.00



**Statement of Assurances/Certification**

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$\_\_\_\_\_ and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name:	Cayce Fall Fest
Project Address/Location:	Granby Garden Parks, Cayce / Amount Requested: 20,000.00
Project Date(s):	October 7,2023

Organization Information	
Organization: Cayce Events Committee	
Organization Mailing Address: 1800, 12th Street	
City / State/ Zip Code: Cayce, SC 29033	
Phone: 803-530-3627	Alternate Phone:
Fax:	Email: jomo12345@gmail.com
Executive Director: Johnathon Moore	
Contact Person (if other than Executive Director):	
How many years has the organization existed:	

Project Description
<p>The Cayce Fall Fest is an annual event that has missed the last 2 years due to Covid and severe weather. It is a one-day, free cultural event that showcases Cayce's musical, artistic, and food diversity. It brings in guests from around SC for a variety of music genres, kids activities, and vendors.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 2,000

Estimated number of attendees **from outside of Cayce** to be attracted: 50%

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Zip codes will be taken at various entry points to determine the number of guests from outside the 50 mile radius.

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

This event will bring in people from around South Carolina to enjoy a free day of music and free children's events. Guests will be encouraged to visit other Cayce businesses and restaurants. Marketing outside of the area will be used to showcase what Cayce has to offer in terms of events, lodging and entertainment.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
advertising	5,000.00
equipment	10,000
entertainment (bands and vendors)	10,00.00
Insurance and fees	3,500.00
decorations	2,500.00
staff supplies	3,000
bartending	1,000.00

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
Advertising		5,000
Equipment		5,000
Entertainment		10,000
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		20,000.00

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
Accommodations Tax	requested	15,000
Hospitality Tax	requested	20,000
<b>Total</b>		35,000

**Statement of Assurances/Certification**

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$\_\_\_\_\_ and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Cayce Serves	
Project Address/Location: 1120 Fort Congaree Trail, Cayce	/ Amount Requested: 3230.00
Project Date(s): June 2024	

Organization Information	
Organization: Cayce Public Safety Foundation	
Organization Mailing Address: PO Box 5422	
City / State/ Zip Code: Cayce, SC 29073	
Phone: 803-546-2121	Alternate Phone: 803-546-2121
Fax:	Email: khutchinson@caycesc.gov
Executive Director: Pamme Eades	
Contact Person (if other than Executive Director): Kay Hutchinson	
How many years has the organization existed: 11	

Project Description
<p>The Cayce Serves Tennis Tournament will be held at the nationally recognized Cayce Tennis and Fitness Center at Otarre Pointe in June 2024. The site is in a strategic area of Cayce where players and guests can enjoy the natural beauty of the City by walking its trails that lead to the Riverwalk, which is only a few steps away from the complex. This is an ongoing fundraiser presented by the Cayce Public Safety Foundation in order to raise funds for the Cayce Public Safety Department not available through other means.</p> <p>Previous tournaments have produced revenue in the amount of \$32,969. Items purchased for the department include: CALEA Certification fees, K9 equipment and training, air monitors, taser packages, chain saws, industrial fans, smoke detectors, flash hoods, boots, meals and groceries for Public Safety Officers and a training simulator. There have also been major gifts which have allowed purchases for the K-9 Unit, including a Pickup Truck. These items help to ensure Cayce Public Safety is properly supported and equipped to "Protect and Serve" its citizens.</p> <p>The tournament is a USTA sanctioned doubles, one day, round robin event that includes breakfast, lunch, T-Shirts and a "Clock Your Serve" Contest. Prizes and awards are given, including medals for 1st and 2nd place Male and Female Teams and the 1st and 2nd place "Clock Your Serve" winner.</p> <p>The tennis facility and players continue to be excited about the event and would love to see it expand to include Mixed Doubles and a Players Party on Friday evening</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 120

Estimated number of attendees **from outside of Cayce** to be attracted: 100

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Registration entries show where the players are from. In 2019, the tournament attracted 82 players. All players were from outside of Cayce, including players from New Jersey and Georgia. There were also family and friends who came to support them.

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

Meals from Cayce restaurants are purchased for lunch. Last year, Sub Station II provided sandwiches and Piggie Park provided boxed lunches (their sauce plant is in Cayce). Other local restaurants also include coupons and donate gift cards which are used after the tournament. Cayce businesses are also interested in growth of the tournament as shown by their continued support, which included \$3337 in cash sponsorships and \$2241 from registration in 2019. Over \$1500 of dollars raised was put directly back into Cayce businesses, some of which included medals from The Trophy and Gift Shop, lunch from Sub Station II, court fees and balls from the Tennis Center, etc.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Food	1700
T-shirts	1400
Court Fees	150
Balls	150
Cash awards and Prizes/medals	500
Insurance	600
advertising signs	800
USTA Tournament Fees/Memberships	80
supplies, decorations	150
	5530

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
Food		1700
tshirts		1400
Court Fees		150
Balls		150
awards and medals		500
Insurance		600
sign/advertising		800
USTA membership/tournament fees		75
supplies, decorations		150
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		3,230.00

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
registration fees	proposed	4500
sponsorships	proposed	5000
accommodations Tax	requested	2300.00
	<b>Total</b>	5400



**Statement of Assurances/Certification**

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$\_\_\_\_\_ and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name:	Cayce Police Pickleball Partnership
Project Address/Location:	1120 Fort Congaree Trail, Cayce / Amount Requested: 5525.00
Project Date(s):	May 2024

Organization Information	
Organization: Cayce Public Safety Foundation	
Organization Mailing Address: PO Box 5422	
City / State/ Zip Code: Cayce, SC 29073	
Phone: 803-546-2121	Alternate Phone: 803-546-2121
Fax:	Email: khutchinson@caycesc.gov
Executive Director: Pamme Eades	
Contact Person (if other than Executive Director): Kay Hutchinson	
How many years has the organization existed: 11	

Project Description
<p>The Cayce Police department, along with the Public Safety Foundation will be hosting it second annual pickleball tournament to benefit the Special Olympics. This will include a unified athletes vs. law enforcement match and will be held at the Cayce Tennis and Fitness Center. There will be over 50 players along with Special Olympic athletes and law enforcement players. Families of the athletes will also be in attendance. Participants will be drawn from all over South Carolina and all addresses will be documented on registration forms. The Special Olympic athletes will receive custom paddles designed with the Cayce PD and City of Cayce logos. In advanced matches there will be awards for the top 3 finishers in each category. This event will provide community engagement and enhance the bond between the Police Department and Special Olympics.</p> <p>Food and drink will be served at the event and Cayce PD vehicles will be on display. Proceeds will go to the Special Olympics of SC.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 150

Estimated number of attendees **from outside of Cayce** to be attracted: 75

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Registration and raffle tickets

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

Press and advertisement of the event will spotlight City of Cayce, it's facilities and hospitality. Gift bags will be handed out with coupons for Cayce restaurants and businesses. Families of attendees will be encouraged to visit local establishments.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Food	500
T-shirts	900
Court Fees and paddles	150
Balls	150
Prizes/medals	300
Insurance	350
advertising signs	1000
custom paddles	2000
supplies, decorations	200
	5550

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
medals		300
tshirts		900
Court Fees		300
awards and medals		300
advertising		1000
supplies		200
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		3000

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
registration fees	proposed	1500
sponsorships	proposed	1000
Accommodations tax	requested	
walmart grant (requested) 500.00		
<b>Total</b>		

**Statement of Assurances/Certification**

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$\_\_\_\_\_ and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name:	Hall of Horrors Haunted Attraction
Project Address/Location:	1153 Walter Price Street / Amount Requested: 18,000.00
Project Date(s):	Select Nights in October 2023

Organization Information	
Organization: Cayce-West Columbia Jaycees (Junior Chamber International)	
Organization Mailing Address: 1153 Walter Price Street	
City / State/ Zip Code: Cayce, SC 29033	
Phone: (803) 814-5858	Alternate Phone: (803) 586-6156
Fax: N/A	Email: info@cwcyjcees.org
Executive Director: Shelby Spencer	
Contact Person (if other than Executive Director): Jimmy Wall	
How many years has the organization existed: 64 years	

Project Description
<p>Hall of Horrors is a non-profit haunted attraction located in Cayce, South Carolina organized by the Cayce-West Columbia Jaycees. For over 40 years, Hall of Horrors, the longest-running haunted attraction in South Carolina, has been scaring guests and raising money for many local and state charities, including South Carolina Jaycee Camp Hope, Harvest Hope, Wounded Warriors, Hidden Wounds, and the FeelGood Foundation.</p> <p>The Cayce-West Columbia Jaycees, or Junior Chamber of Commerce, is a non-profit organization that has offered leadership training through community service in the Cayce and West Columbia areas for over 50 years. The Jaycees give adults between the ages of 18 and 40 the tools they need to build the bridges of success for themselves in the areas of community service, individual development, management skills, and business connections. With the focus on volunteerism, the Jaycees are enlarging areas of opportunity for adults who want to not only improve themselves but enrich the lives of others. Since 1958, our chapter has donated its time and money to such charities as Relay for Life, Harvest Hope, SisterCare, Families Helping Families, Support Our Troops, and Jaycee Camp Hope—a camp specifically designed for children and adults with cognitive disabilities—which is sponsored by the South Carolina Jaycees.</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 4000

Estimated number of attendees **from outside of Cayce** to be attracted: 3500

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

We are able to capture patron residency via our point-of-sale system (HauntPay). This information can be reported at the close of the season. Additionally, we intend to collect zip codes at the door when tickets are collected. This will provide a more accurate reflection of our total reach because the POS system will only count transactions, not total attendees.

We have found great success with social media advertising in the past. We intend to use Facebook and Instagram for their ability to target advertising based on geographic area. Not only would our advertising dollars be directed outside of Cayce, but we would be able to generate reports at the close of the season, demonstrating the reach and performance of our advertising campaigns.

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

Since 2008, we have attracted roughly 42,000 people to our non-profit haunted attraction. We have a prominent location with frontage on 12th Street, right across from Cayce Municipality Complex. This requires our patrons to drive through either the Business District (Knox Abbott Road) or the Arts District (State and Frink Street Corridor). Both districts are full of restaurant, bar, and brewery offerings. Since we open at 8:00 pm, and since visiting haunted attractions is a social affair, patrons regularly meet-up with their friends for dinner and drinks prior to arriving.

We attract a diverse range of patrons including many high school and college students, young professionals, families, and haunted attraction enthusiasts. We make every effort to ensure that anyone who wants to experience our attraction can do so. In fact, the Hall of Horrors is currently the only haunted attraction in the Midlands that is compliant with the Americans with Disabilities Act.

It must be stated that our patrons are a "captive audience" in that we have their attention while they wait to enter the attraction. This provides advertising opportunities for would-be sponsors to directly reach our patrons through banners and posters, as well as fliers handed out with admission tickets.

Finally, there is a small but dedicated demographic who will travel far and wide to visit a cluster of area haunts in one night. Since this will be our second year in operation since 2017, we anticipate there will be a lot of interest in this crowd, as it was mentioned by patrons our previous year. These "haunt tourists" will invariably spend money in Cayce, either before or after they visit our attraction.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Construction Materials (Lumber, Fasteners/Hardware, and Paint)	\$4,000
Technical Equipment (Lights, Audio, and Special Effects)	\$2,000
Actors (Costumes, Props, Makeup)	\$1,500
Total Project Cost:	\$7,500

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
Advertising (Website, Social Media, Billboards, Flyers, Etc.)		\$5,000
Volunteers (Food, Water, Appreciation, First Aid)		\$1,500
Customers (PortaPotties, Merchandise, Tickets, Misc.)		\$1,000
Management (Fire Watch Officials, Fire Code Compliance)		\$3,000
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		\$ 18,000

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
CWC Jaycees	Received	\$4,000
Hospitality Tax Grant	Requested	\$18,000
<b>Total</b>		\$22,000



### Statement of Assurances/Certification

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$ \$1,000,000 and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:



Board Chairperson Name (printed): Jimmy Wall

Date: 4/10/2023

Executive Director Signature: *SSpencer*

Executive Director Name (printed): Shelby Spencer

Date: 4/10/2023

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Tartan Day South Celtic Festival	
Project Address/Location: 2001 Charleston Hwy.	Amount Requested: \$31,500
Project Date(s): April 4th - April 7th 2024	

Organization Information	
Organization: The River Alliance	
Organization Mailing Address: 300 Candi Lane	
City / State/ Zip Code: Columbia, SC 29210	
Phone: 803-765-2200	Alternate Phone: 803-665-7620
Fax: 803-765-	Email: johnbanks@columbiaspeedway.com
Executive Director: Mike Dawkins	
Contact Person (if other than Executive Director): John Banks	
How many years has the organization existed: 25	

Project Description
<p>Tartan Day South is a four day celebration of Celtic Culture. Americans of Scottish and Irish descent have played a vibrant and influential role in the development of the United States. From the framers of the Declaration of Independence to the first man on the moon. Eleven million Americans claim Scottish and Scotch-Irish roots – making them the eighth largest ethnic group in the United States. Congress has designated April 6th National Tartan Day. The largest population of Scotch-Irish descendants outside of New York reside in South and North Carolina. The festival is designed to grow into the largest Tartan Day Celebration in the Southeast.</p> <p>Tartan Day South is a festival built around the ancient Scottish sports, Highland Games. The festival also includes traditional and current Celtic music, massed bag pipe bands, traditional dancing exhibitions, herding exhibitions, Celtic Clans, genealogy, Axe throwing and archery exhibitions, fencing exhibitions, medieval encampment, falconry, and much more. We host the largest Classic British Car Show in South Carolina with over 140 incredible machines from many states.</p> <p>We have continued to add new components to each years event, this year will add some new performances of classic instruments like the Dulcimer. We will be adding in some programming attached to the highly popular TV show "Outlander". This will add a new audience to our festival that is a high interest point currently.</p> <p>Tartan Day South has grown tremendously over the first 10 events. We brought in travelers from 29 states as well as hundreds of cities and towns in South Carolina outside of Lexington County again in 2022. Our event was recognized by the National Tartan Day Committee in Washington DC as one of the top three Tartan Day Celebrations in the United States. We hope to make Cayce the destination for those Celtic Americans to celebrate this National Holiday in the Southeast. The multi-faceted nature of the event gives it a wide appeal to many demographics. Added interesting data from our most recent Cayce Demographics state that 1,578 residents are of Scottish, Irish, or Scotch-Irish ancestry. That is more than 12% of our Cayce residents.</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 15,000

Estimated number of attendees **from outside of Cayce** to be attracted: 14,000

**Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):**

We ask for Zip Codes and the number in their parties as each patron enters the gate to all the events each day. We then confirm the location of the zip code and devise a report of where our visitors have traveled. The 2022 report is attached to this package. This also gives us an idea of how many days that many of our patrons are staying. We count those folks from outside 50 miles of 29033 to be traveling tourists. We are also collecting e-mail addresses on our new web site as people enter. We survey those people as well. We also have an incredible social media reach. Through our Social Marketing Consultant we had a total reach of 2,969,369 people. Through our web site analytics Atlanta, Charlotte, and Raleigh were in our top 7 cities of users who used our site in the month leading up to the 2022 event.

The 2023 event completed on April 2nd 2023. By the time of this application we are still putting together data. The Festival was marred by severe weather forecast for the prime hours of the event. The long range forecast called for a washout which definitely hurt our travel numbers.

**Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:**

The biggest budget item for us is of course Advertising and Marketing. Getting the word out is a very difficult task because patrons get their information from so many different media sources today. We know that we generally have to touch someone six times for it to register with them. We have done a very good job growing each year by expanding that part of our budget each year. The additional dollars will all be earmarked to grow those marketing efforts through many avenues billboard, TV, radio, Celtic publications, newspapers, internet media, and social networking. Those additional touches are the most integral cog in building the festival to 20,000 attendees by the end of the decade. By creating a catchy Tartan Day Jingle in 2016 we are learning to maximize our advertising effectiveness. We also have been building our brand awareness in person by having booths at 13 other Highland Games festivals throughout the Southeast. The total marketing budget for TDS in 2023 exceeded \$45,000, which will be one third of all expenditures. We try new avenues each year to reach previously untouched patrons. We used targeted ads on social media and on streaming TV platforms like Peacock, and Hulu in 2022. This program reaches out and follows any potential person having interest in festivals and Scottish or Irish culture. Their programs allow us to target very specific demographics in specified large markets within reasonable travel markets like Atlanta, Raleigh, Jacksonville, and Charlotte.

We know the impact of the festival through talking with our local businesses. The Cayce Farmers Market down the street tells us they have one of their largest sales days of the year on that Saturday with tons of new faces from the event. Many of the local eateries like Vella's, D's Wings, and Murray's have made comments about killed people visiting during the run of the festival. We know even the folks inside 50 miles who are eating and visiting our Cayce restaurants, gas stations and shops. We have made an emphasis of bringing in some of our local artists to give the event a true Cayce feel. Last year four of our locals participated, and we expect more to join in this year. We are given a matrix from SCPR to calculate economic impact on the area. Proudly in 2022 there was a \$1.74 million dollar impact on our local economy.

Total Project Costs	
Itemize Total Project Expenses Below	Amount
Marketing of All Forms	\$45,000
Entertainer, Athletics, and Exhibits	\$32,000
Tents and Other Logistics	\$30,000
Restrooms	\$3,000
Facility Rentals and Power Logistics	\$20,000
Management, Staffing, and other Misc Labor	\$12,000
Event Insurance	\$2,000
SC Amusement Taxes	\$3,000
Lodging for Performers and Judges	\$3,000
<b>Total Expenses</b>	<b>\$150,000</b>

Total Project Cost Hospitality Tax Grant Project Costs		Amount
Itemize Hospitality Tax Grant Expenses Below		
I Heart Radio 4 Stations (300) 60 Second on air Spots and (600) Streaming Spots		\$12,000
Includes over 400,000 targeted Social Media Ads and Mobile Digital Impressions		
WIS TV (60) Full Market Television Ads on WIS News Programming		\$12,000
Includes 50,000 Targeted Streaming Ads on Platforms Like HULU and Peacock		
250,000 Digital Facebook and Instagram Video Ads 10,000 Targeted You Tube Completed Ads		
Alpha Media 4 Radio Stations (350) 60 Second Radio Ads		\$4,000
Midlands Media Group 2 Radio Stations (300) 60 Second Ads		\$3,500
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		<b>\$31,500</b>

All Sources of Project Funds		Amount
Source of Funds	(Proposed, Requested, Received)	
Attached		
	<b>Total</b>	

### Statement of Assurances/Certification

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- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
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- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

All Sources of Project Funds

Source of Funds	Proposed, Requested, Received	Amount
City of Cayce H Tax Grant	Requested	\$ 31,500.00
City of Cayce A Tax Grant	Requested	\$ 17,000.00
City of West Columbia A tax Grant	Requested	\$ 15,000.00
Town of Lexington A-Tax	Requested	\$ 15,000.00
Lexinton County Beverage Tax	Received	\$ 2,500.00
Sponsors	Proposed	\$ 10,500.00
Vendor Fees	Proposed	\$ 8,000.00
Beverage Sales and Car Show Fees	Proposed	\$ 4,500.00
Ticket Sales	Proposed	\$ 46,000.00
	<b>Total Funds for Project</b>	<b>\$ 150,000.00</b>

# Tartan Day South

# 2023 Working Final Books

## Marketing Expenses

The Graphic Source	
Paul Pope Photography	\$ 750.00
Paper Pro	
Field Signs	\$ 996.06
Printing	
Celtic Life	\$ 1,290.00
Alpha Media	\$ 4,000.00
98.5 Steve WVOC 560 AM	\$ 12,000.00
97.5 WCOS FM 104.7 fm	
Magnolia Sign Board	\$ 2,500.00
107.5 The Game	
WIS TV Full Market	\$ 12,000.00
Peach Jar	
Gardner Media	\$ 396.00
Billboard CVB	\$ 2,180.00
Cumulus Radio	\$ 2,000.00
Lexington Chronical	\$ 525.00
The State	
Social Media Consultant	\$ 750.00
Free Times/Post and Courier	\$ 2,000.00
Midlands Media Group	\$ 3,500.00
Grace Bill Boards	\$ 2,500.00
WXYR	
Web Redesign and Maintan:	\$ 708.00
<b>Total Marketing</b>	<b>\$ 45,641.00</b>
<b>Operating Expenses</b>	

## Total Expenses

## Operating Expenses

Hardware Purchases	\$ 1,116.28
British Bulldog	\$ 337.02
Whiskey Supplies	\$ 680.40
Tent Rentals	\$ 23,788.23
Vip Tent Expenses	\$ 2,500.00
Golf Carts	\$ 1,884.00
T Shirts Expense (Vol, Ath, Sale	\$ 4,061.12
Restroom Services	\$ 3,500.00
Trash Services	\$ 1,000.00
Athletic Equipment	\$ 400.00
Feeding Athletes	\$ 280.00
Line Painting	\$ 3,600.00
Electrical and Logistics Rentals	\$ 5,375.35
Police and Fire	\$ 1,560.00
<b>Music Artists, Pipe Bands, Sou</b>	<b>\$ 22,540.00</b>
<b>Dogs and Birds, Judges</b>	
Tasting Supplies	\$ 600.00
<b>Pipe Band Coordinator</b>	<b>\$1,000.00</b>
<b>Prizes Athletes</b>	<b>\$ 648.90</b>
<b>Ice</b>	<b>\$ 390.00</b>
Kirkin of Tartans	\$ 300.00
Rooms for Bands & Judges	\$ 28.00
Event Insurance	\$ 1,309.00
Facility Rental	\$ 10,000.00
Equipment for Athletes	\$ 400.00
Miscelanous Labor	\$ 6,375
Ammusement Taxes	\$ 112.86
Grant Writers Fees and sales Co	\$ 8,350.00
Fairy	\$ 300.00
Highland Dancers	\$ 200.00
Van Driver	\$ 200.00
<b>Operating Expenses</b>	<b>\$ 102,836.16</b>

**Total Expenses \$ 148,477.16**

## Revenues

2022 Roll Over	4,100.44
<b>Grants &amp; Sponsors</b>	
West Columbia A-Tax	\$ 10,000.00
Cayce A-Tax	\$ 15,000.00
Lexington Beverage Tax	\$ 2,500.00
Cayce H-Tax	\$ 30,000.00
Town of Lexington A-Tax	\$ 15,000.00
<b>Sponsors</b>	
Guiness	\$ 2,000.00
Vital Chiropractic	\$ 482.06
McDaniels	\$ 2,000.00
Samual Reynolds Law Firm	\$ 2,500.00
Cottman	\$ 482.06
Lake Murray Lifestyles	
McCray Meadows	\$ 700.00
AOH	\$ 1,000.00
Oharas Pub	\$ 750.00
Culpepper	\$ 2,500.00
First Community	\$ 1,000.00
<b>Total G &amp; S</b>	<b>90,014.56</b>
<b>Reg Vendors</b>	
Vendor Income	\$ 10,064.69
Car Club Fees and Income	\$ 1,670.00
Program Sales, Shirt, Scotch	\$ 2,317.47
Ticket Sales	\$ 39,085.00
Beverage Income	\$ 5,618.00
Tasting	\$ 1,575.00
<b>Total Revenues</b>	<b>\$ 150,344.72</b>



## Tartan Day South 2022 by the Numbers

13,630 Total Attendees over 4 Days

4,021 Zip Codes were collected  
over 2 days (April 1 and 2)

Attendees from 187 Unique Zip Codes from  
29 states outside of South Carolina

An estimated 2,300 visitors were from outside  
of South Carolina

Zip Codes were collected from 191 Unique  
Zip Code Areas in South Carolina

Over 3,900 Patrons were from 126 Unique  
Zip Codes in South Carolina outside  
of 50 Miles of Lexington County

Tartan Day South 2022 Economic Impact  
\$1.74 Million Dollars on the local Economy

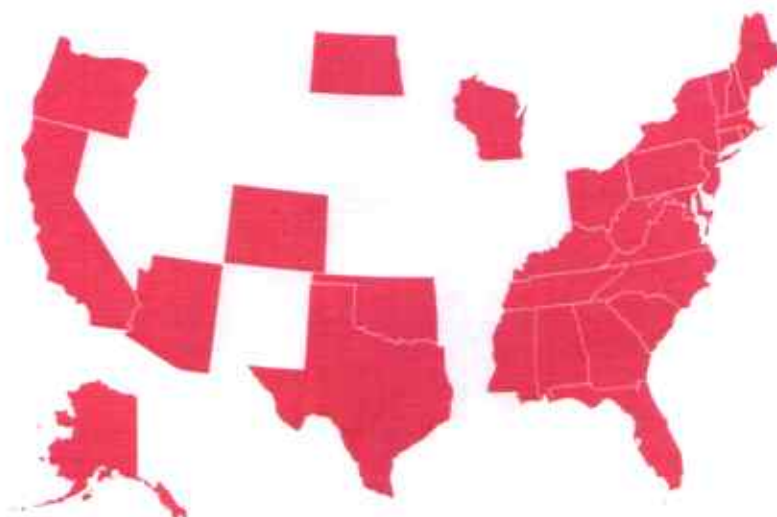




Patrons from 346 Unique Zip Codes in the US



Patrons from 191 Unique Zip Codes in the SC



Patrons from 30 States Visited TDS in 2022

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

Rhode Island			North Carolina			North Carolina		
2920	CRANSTON	RI	27078	YADKINVILLE	NC	28615	CRESTON	NC
			27150	WINSTON SALEM	NC	28681	TAYLORSVILLE	NC
	<b>New Hampshire</b>		27172	WINSTON SALEM	NC	28711	BLACK MOUNTAIN	NC
			27201	ALAMANCE	NC	28712	BREVARD	NC
3867	ROCHESTER	NH	27205	ASHEBORO	NC	28722	COLUMBUS	NC
			27215	BURLINGTON	NC	28734	FRANKLIN	NC
	<b>Maine</b>		27223	BURLINGTON	NC	28739	HENDERSONVILLE	NC
			27230	CEDAR FALLS	NC	28754	MARS HILL	NC
4080	HARPSWELL	ME	27263	HIGH POINT	NC	28782	TRYON	NC
			27281	JACKSON SPRINGS	NC	28792	HENDERSONVILLE	NC
	<b>Vermont</b>		27376	WEST END	NC	28803	ASHEVILLE	NC
			27410	GREENSBORO	NC	28805	ASHEVILLE	NC
5036	BROOKFIELD	VT	27526	FUQUAY VARINA	NC			
			27540	HOLLY SPRINGS	NC			
	<b>Connecticut</b>		27576	SELMA	NC			
			27705	DURHAM	NC	20877	GAITHERSBURG	MD
6074	SOUTH WINDSOR	CT	27902	WOODLAND	NC	20877	GAITHERSBURG	MD
			28054	GASTONIA	NC	21009	ABINGDON	MD
	<b>New Jersey</b>		28056	GASTONIA	NC	21220	MIDDLE RIVER	MD
			28079	INDIAN TRAIL	NC			
8360	VINELAND	NJ	28105	MATTHEWS	NC			
			28173	WAXHAW	NC			
	<b>New York</b>		28205	CHARLOTTE	NC	22967	ROSELAND	VA
			28207	CHARLOTTE	NC	23139	POWHATAN	VA
11704	WEST BABYLON	NY	28209	CHARLOTTE	NC	23421	PARKSLEY	VA
11752	ISLIP TERRACE	NY	28210	CHARLOTTE	NC	23454	VIRGINIA BEACH	VA
13480	WATERVILLE	NY	28211	CHARLOTTE	NC	24073	CHRISTIANSBURG	VA
14028	BURT	NY	28217	CHARLOTTE	NC	24523	BEDFORD	VA
			28227	CHARLOTTE	NC			
	<b>Pennsylvania</b>		28277	CHARLOTTE	NC			
			28278	CHARLOTTE	NC			
15201	PITTSBURGH	PA	28306	FAYETTEVILLE	NC	25410	BAKERTON	WV
15458	MC CLELLANTOWN	PA	28307	FORT BRAGG	NC	26154	MUNDAY	WV
16028	EAST BRADY	PA	28327	CARTHAGE	NC	26334	BRIDGEPORT	WV
16601	ALTOONA	PA	28376	RAEFORD	NC	26464	WYATT	WV
17003	ANNVILLE	PA	28390	SPRING LAKE	NC	26501	MORGANTOWN	WV
17112	HARRISBURG	PA	28422	BOLIVIA	NC			
18301	EAST STROUDSBURG	PA	28461	SOUTHPORT	NC			
18974	WARMINSTER	PA	28560	NEW BERN	NC			
19333	DEVON	PA	28601	HICKORY	NC	40461	PAINT LICK	KY
19390	WEST GROVE	PA	28610	CLAREMONT	NC	41053	KENTON	KY

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32941	MELBOURNE	FL	58701	MINOT	ND
33065	CORAL SPRINGS	FL	58719	BERTHOLD	ND
33478	JUPITER	FL			
33565	PLANT CITY	FL		<b>Oklahoma</b>	
33810	LAKELAND	FL			
			73099	YUKON	OK
<b>Alabama</b>			<b>Texas</b>		
36907	CUBA	AL			
			77399	LIVINGSTON	TX
	<b>Tennessee</b>		79036	FRITCH	TX
37026	BRADYVILLE	TN		<b>Colorado</b>	
37343	HIXSON	TN			
37604	JOHNSON CITY	TN	80221	DENVER	CO
37801	MARYVILLE	TN	80906	COLORADO SPRINGS	CO
37821	NEWPORT	TN			
37830	OAK RIDGE	TN		<b>Arizona</b>	
	<b>Massachusetts</b>		85138	MARICOPA	AZ
39106	LUDLOW	MA		<b>California</b>	
	<b>Mississippi</b>		91773	SAN DIMAS	CA
39422	BAY SPRINGS	MS		<b>Oregon</b>	
	<b>Ohio</b>		97236	PORTLAND	OR
			97478	SPRINGFIELD	OR
43123	GROVE CITY	OH	97741	MADRAS	OR
43223	COLUMBUS	OH			
44820	BUCYRUS	OH		<b>Alaska</b>	
45244	CINCINNATI	OH			
45459	DAYTON	OH	99829	HOONAH	AK
	<b>Wisconsin</b>				
54937	1 FOND DU LAC	WI			

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29006	BATESBURG	16	29138	SALUDA	5	29326	CLINTON	2
29009	BETHUNE	1	29146	SPRINGFIELD	1	29332	CROSS HILL	1
29010	BISHOPVILLE	1	29148	SUMMERTON	1	29349	INMAN	3
29015	BLAIR	1	29150	SUMTER	12	29356	LANDRUM	6
29016	BLYTHEWOOD	33	29152	SHAW AFB	2	29360	LAURENS	3
29020	CAMDEN	10	29153	SUMTER	1	29384	WATERLOO	1
29023	CAMDEN	1	29154	SUMTER	13	29401	CHARLESTON	8
29025	CAMDEN	1	29160	SWANSEA	22	29403	CHARLESTON	2
29030	CAMERON	2	29163	VANCE	1	29405	NORTH CHARLESTON	9
29032	CASSATT	4	29164	WAGENER	6	29407	CHARLESTON	4
29033	CAYCE	68	29167	WARD	1	29412	CHARLESTON	6
29036	CHAPIN	89	29168	WEDGEFIELD	2	29414	CHARLESTON	5
29038	COPE	3	29169	WEST COLUMBIA	71	29420	NORTH CHARLESTON	3
29040	DALZELL	8	29170	WEST COLUMBIA	89	29429	AWENDAW	1
29044	EASTOVER	5	29172	WEST COLUMBIA	33	29449	HOLLYWOOD	1
29045	ELGIN	43	29179	WHITMIRE	1	29451	ISLE OF PALMS	5
29053	GASTON	39	29180	WINNSBORO	8	29455	JOHNS ISLAND	8
29054	GILBERT	43	29201	COLUMBIA	25	29456	LADSON	2
29055	GREAT FALLS	1	29202	COLUMBIA	4	29461	MONCK'S CORNER	1
29058	HEATH SPRINGS	1	29203	COLUMBIA	17	29464	MOUNT PLEASANT	6
29061	HOPKINS	15	29204	COLUMBIA	32	29465	MOUNT PLEASANT	2
29063	IRMO	101	29205	COLUMBIA	35	29466	MOUNT PLEASANT	7
29069	LAMAR	1	29206	COLUMBIA	57	29472	RIDGEVILLE	1
29070	LEESVILLE	34	29207	COLUMBIA	2	29474	ROUND O	1
29071	LEXINGTON	1	29209	COLUMBIA	46	29483	SUMMERVILLE	14
29072	LEXINGTON	220	29210	COLUMBIA	52	29485	SUMMERVILLE	7
29073	LEXINGTON	158	29212	COLUMBIA	105	29486	SUMMERVILLE	6
29075	LITTLE MOUNTAIN	8	29216	COLUMBIA	2	29487	WADMALAW ISLAND	1
29078	LUGOFF	20	29220	COLUMBIA	4	29488	WALTERBORO	1
29079	LYDIA	1	29222	COLUMBIA	5	29492	CHARLESTON	3
29090	LODGE	3	29223	COLUMBIA	40	29501	FLORENCE	5
29102	MANNING	2	29225	COLUMBIA	3	29504	FLORENCE	2
29106	MONETTA	1	29227	COLUMBIA	6	29520	CHERAW	1
29107	NEESES	3	29229	COLUMBIA	60	29526	CONWAY	2
29108	NEWBERRY	13	29236	COLUMBIA	6	29527	CONWAY	1
29112	NORTH	3	29250	COLUMBIA	3	29532	DARLINGTON	3
29115	ORANGEBURG	6	29273	COLUMBIA	6	29536	DILLON	2
29118	ORANGEBURG	2	29284	COLUMBIA	2	29545	GREEN SEA	1
29120	ORANGEBURG	1	29285	COLUMBIA	4	29550	HARTSVILLE	6
29123	PELION	12	29290	COLUMBIA	8	29556	KINGSTREE	2
29127	PROSPERITY	11	29301	SPARTANBURG	4	29566	LITTLE RIVER	1
29128	REMBERT	3	29302	SPARTANBURG	2	29569	LORIS	1
29130	RIDGEWAY	7	29306	SPARTANBURG	5	29572	MYRTLE BEACH	3
29135	SAINT MATTHEWS	10	29323	CHESNEE	1	29575	MYRTLE BEACH	5
29137	SALLEY	2	29325	CLINTON	2	29576	MURRELLS INLET	6

# Tartan Day South Patrons from South Carolina

## 191 Unique Zip Codes Accounting for 2,874 Groups

29579	MYRTLE BEACH	4	29824	EDGEFIELD	1
29588	MYRTLE BEACH	2	29829	GRANITEVILLE	5
29601	GREENVILLE	2	29832	JOHNSTON	1
29605	GREENVILLE	4	29841	NORTH AUGUSTA	6
29607	GREENVILLE	2	29847	TRENTON	1
29609	GREENVILLE	1	29856	WINDSOR	1
29615	GREENVILLE	1	29860	NORTH AUGUSTA	1
29617	GREENVILLE	3	29902	BEAUFORT	4
29620	ABBEVILLE	1	29906	BEAUFORT	1
29621	ANDERSON	5	29907	BEAUFORT	4
29632	CLEMSON	1	29909	OKATIE	6
29642	EASLEY	4	29910	BLUFFTON	8
29644	FOUNTAIN INN	1	29920	SAINT HELENA ISLAND	1
29646	GREENWOOD	6	29926	HILTON HEAD ISLAND	3
29649	GREENWOOD	5			
29650	GREER	7			
29655	IVA	1			
29663	MAULDIN	2			
29666	NINETY SIX	5			
29670	PENDLETON	2			
29673	PIEDMONT	1			
29680	SIMPSONVILLE	2			
29680	SIMPSONVILLE	5			
29681	SIMPSONVILLE	3			
29687	TAYLORS	1			
29690	TRAVELERS REST	1			
29697	WILLIAMSTON	1			
29702	BLACKSBURG	2			
29706	CHESTER	5			
29707	FORT MILL	6			
29708	FORT MILL	7			
29710	CLOVER	6			
29712	EDGEMOOR	1			
29720	LANCASTER	1			
29732	ROCK HILL	9			
29745	YORK	1			
29801	AIKEN	4			
29803	AIKEN	14			
29805	AIKEN	3			
29810	ALLENDALE	1			
29812	BARNWELL	1			
29817	BLACKVILLE	4			



## Tartan Day South 2022 by the Numbers

13,630 Total Attendees over 4 Days

4,021 Zip Codes were collected  
over 2 days (April 1 and 2)

Attendees from 187 Unique Zip Codes from  
29 states outside of South Carolina

An estimated 2,300 visitors were from outside  
of South Carolina

Zip Codes were collected from 191 Unique  
Zip Code Areas in South Carolina

Over 3,900 Patrons were from 126 Unique  
Zip Codes in South Carolina outside  
of 50 Miles of Lexington County

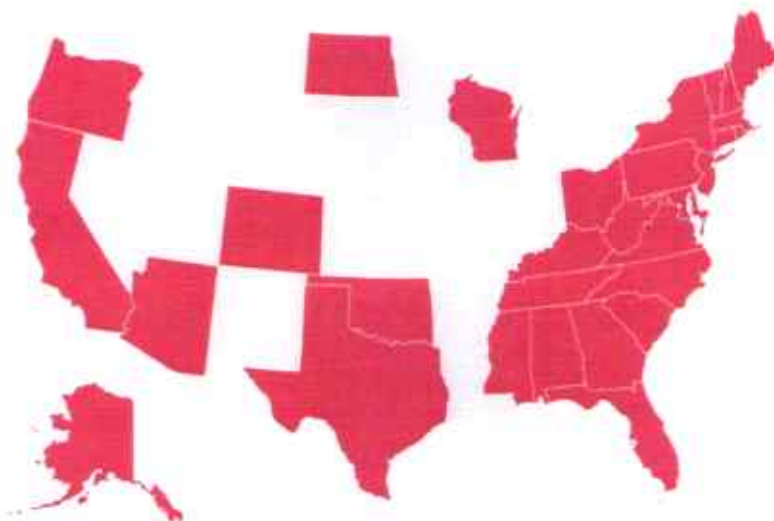
Tartan Day South 2022 Economic Impact  
\$1.74 Million Dollars on the local Economy



Patrons from 346 Unique Zip Codes in the US



Patrons from 191 Unique Zip Codes in the SC



Patrons from 30 States Visited TDS in 2022

# Tartan Day South Patrons Traveling in from outside of South Carolina. 2,300 from 187 Zip Codes in 29 states.

Rhode Island			North Carolina			North Carolina		
2920	CRANSTON	RI	27078	YADKINVILLE	NC	28615	CRESTON	NC
			27150	WINSTON SALEM	NC	28681	TAYLORSVILLE	NC
	<b>New Hampshire</b>		27172	WINSTON SALEM	NC	28711	BLACK MOUNTAIN	NC
			27201	ALAMANCE	NC	28712	BREVARD	NC
3867	ROCHESTER	NH	27205	ASHEBORO	NC	28722	COLUMBUS	NC
			27215	BURLINGTON	NC	28734	FRANKLIN	NC
	<b>Maine</b>		27223	BURLINGTON	NC	28739	HENDERSONVILLE	NC
			27230	CEDAR FALLS	NC	28754	MARS HILL	NC
4080	HARPSWELL	ME	27263	HIGH POINT	NC	28782	TRYON	NC
			27281	JACKSON SPRINGS	NC	28792	HENDERSONVILLE	NC
	<b>Vermont</b>		27376	WEST END	NC	28803	ASHEVILLE	NC
			27410	GREENSBORO	NC	28805	ASHEVILLE	NC
5036	BROOKFIELD	VT	27526	FUQUAY VARINA	NC			
			27540	HOLLY SPRINGS	NC			
	<b>Connecticut</b>		27576	SELMA	NC			
			27705	DURHAM	NC	20877	GAITHERSBURG	MD
6074	SOUTH WINDSOR	CT	27902	WOODLAND	NC	20877	GAITHERSBURG	MD
			28054	GASTONIA	NC	21009	ABINGDON	MD
	<b>New Jersey</b>		28056	GASTONIA	NC	21220	MIDDLE RIVER	MD
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			28207	CHARLOTTE	NC	23139	POWHATAN	VA
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			28227	CHARLOTTE	NC			
	<b>Pennsylvania</b>		28277	CHARLOTTE	NC			
			28278	CHARLOTTE	NC			
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18974	WARMINSTER	PA	28560	NEW BERN	NC			
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33810	LAKELAND	FL			
			73099	YUKON	OK
	<b>Alabama</b>				
				<b>Texas</b>	
36907	CUBA	AL			
			77399	LIVINGSTON	TX
	<b>Tennessee</b>		79036	FRITCH	TX
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37801	MARYVILLE	TN	80906	COLORADO SPRINGS	CO
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	<b>Massachusetts</b>		85138	MARICOPA	AZ
39106	LUDLOW	MA		<b>California</b>	
	<b>Mississippi</b>		91773	SAN DIMAS	CA
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29033	CAYCE	68	29167	WARD	1	29412	CHARLESTON	6
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29069	LAMAR	1	29206	COLUMBIA	57	29472	RIDGEVILLE	1
29070	LEESVILLE	34	29207	COLUMBIA	2	29474	ROUND O	1
29071	LEXINGTON	1	29209	COLUMBIA	46	29483	SUMMERVILLE	14
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29079	LYDIA	1	29222	COLUMBIA	5	29492	CHARLESTON	3
29090	LODGE	3	29223	COLUMBIA	40	29501	FLORENCE	5
29102	MANNING	2	29225	COLUMBIA	3	29504	FLORENCE	2
29106	MONETTA	1	29227	COLUMBIA	6	29520	CHERAW	1
29107	NEESES	3	29229	COLUMBIA	60	29526	CONWAY	2
29108	NEWBERRY	13	29236	COLUMBIA	6	29527	CONWAY	1
29112	NORTH	3	29250	COLUMBIA	3	29532	DARLINGTON	3
29115	ORANGEBURG	6	29273	COLUMBIA	6	29536	DILLON	2
29118	ORANGEBURG	2	29284	COLUMBIA	2	29545	GREEN SEA	1
29120	ORANGEBURG	1	29285	COLUMBIA	4	29550	HARTSVILLE	6
29123	PELION	12	29290	COLUMBIA	8	29556	KINGSTREE	2
29127	PROSPERITY	11	29301	SPARTANBURG	4	29566	LITTLE RIVER	1
29128	REMBERT	3	29302	SPARTANBURG	2	29569	LORIS	1
29130	RIDGEWAY	7	29306	SPARTANBURG	5	29572	MYRTLE BEACH	3
29135	SAINT MATTHEWS	10	29323	CHESNEE	1	29575	MYRTLE BEACH	5
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29605	GREENVILLE	4	29841	NORTH AUGUSTA	6
29607	GREENVILLE	2	29847	TRENTON	1
29609	GREENVILLE	1	29856	WINDSOR	1
29615	GREENVILLE	1	29860	NORTH AUGUSTA	1
29617	GREENVILLE	3	29902	BEAUFORT	4
29620	ABBEVILLE	1	29906	BEAUFORT	1
29621	ANDERSON	5	29907	BEAUFORT	4
29632	CLEMSON	1	29909	OKATIE	6
29642	EASLEY	4	29910	BLUFFTON	8
29644	FOUNTAIN INN	1	29920	SAINT HELENA ISLAND	1
29646	GREENWOOD	6	29925	HILTON HEAD ISLAND	3
29649	GREENWOOD	5			
29650	GREER	7			
29655	IVA	1			
29663	MAULDIN	2			
29666	NINETY SIX	5			
29670	PENDLETON	2			
29673	PIEDMONT	1			
29680	SIMPSONVILLE	2			
29680	SIMPSONVILLE	5			
29681	SIMPSONVILLE	3			
29687	TAYLORS	1			
29690	TRAVELERS REST	1			
29697	WILLIAMSTON	1			
29702	BLACKSBURG	2			
29706	CHESTER	5			
29707	FORT MILL	6			
29708	FORT MILL	7			
29710	CLOVER	6			
29712	EDGEMOOR	1			
29720	LANCASTER	1			
29732	ROCK HILL	9			
29745	YORK	1			
29801	AIKEN	4			
29803	AIKEN	14			
29805	AIKEN	3			
29810	ALLENDALE	1			
29812	BARNWELL	1			
29817	BLACKVILLE	4			

## FY23-24 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Hot Flash 5k	
Project Address/Location: Timmerman Trail, Cayce	/ Amount Requested: 10,050
Project Date(s): May 2024	

Organization Information	
Organization: The Woman's Club of Cayce	
Organization Mailing Address: PO Box 4273	
City / State/ Zip Code: Cayce, SC 29171	
Phone: 803-546-2121	Alternate Phone: 803-546-2121
Fax:	Email: khutchinson@caycesc.gov
Executive Director: Pamme Eades	
Contact Person (if other than Executive Director): Kay Hutchinson	
How many years has the organization existed: 85	

Project Description
<p>The Woman's Club of Cayce Hot Flash 5k is a fun way to celebrate life's challenges by getting out and embracing the scenic USATF Certified Course which winds its way around the Timmerman Trail. The spotlight is on the changes we all go through as we age, both men and women. Sponsors and vendors will se up a variety of health-driven booths. For example, in past runs, HealthSource participated by providing pre and post run stretching and massages. They also provided pre run kinesio taping. Lexington Medical has provided pre and post run blood pressure screens. For 2023, we are targeting health related businesses and facilities once again to educate participants on the options they have for a healthier lifestyle. Runners and walkers will enjoy music, food, beverages, goode bags, t-shirts prizes, awards, and most importantly they will be exposed to the beauty and accessibility of Cayce's Park System.</p> <p>About the Woman's Club of Cayce: The proceeds from this event support the community programs of the Woman's Club of Cayce. Organized in 1937, the mssion of the club is to promote the community of Cayce and the health and well-being of its citizens. For over 80 years, the Woman's Club of Cayce has supported Cayce and the Lexington County community by providing a yearly scholarship to a qualified Cayce High School Senior, hosting the annual Cayce Christmas Tree Lighting and Cayce Cares event, fundraising for God's Helping Hands, Supporting the Cayce Public Safety Foundation and Police and Fire Departments, Assisting with cancer patients, and raising funds for the Cayce-West Columbia Library (which the club started). Your support of the Hot Flash 5k helps us reach our service goals. Proceeds will also assist in maintaining a valuable community asset, our 1940 log cabin at 701 Oakland Avenue. The cabin was built by the WPA on land donated by the Guignard family. The clubhouse is available for rent for special occassions and is in need of renovations, especially to the kitchen.</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 200

Estimated number of attendees **from outside of Cayce** to be attracted: 165

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Registration is the primary means of gathering the number of attendees from outside of Cayce.  
Feedback from local restaurants and businesses that sponsor the event are another means of determining where the participants are from.

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how this impact is being determined:

In the Spring of 2021, the goal of the Hot Flash 5k was to attract runners from across the state to promote Cayce as a healthy place to live, work, play and visit. The final totals included 144 runners, of which 120 came from outside of Cayce. This included 9 from over 50 miles away, 11 from out of state and 1 from Kenya, plus their family and supporters who accompanied them.

Five Cayce restaurants and nine other Cayce businesses sponsored the 2022 Hot Flash 5k, which shows the support local businesses have for the event. Discount coupons were provided for after race refreshments that brought runners to Cayce establishments. The run also showcases one of the finest assets the City has to offer, the Timmerman Trail on the Cayce Riverwalk.

Data from the 2022 event is still being collected.

For 2023, we will use more promotion and advertising to spread enhance the event.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Race Management	2300
T-shirts	2000
Insurance	350
City of Cayce Police	425
Cash awards and Prizes/medals	2325
supplies/postage	300
advertising signs	1500
music	600
course mapping	250
	TOTAL: 10,050

<b>Total Project Cost Hospitality Tax Grant Project Costs</b>		<b>Amount</b>
<b>Itemize Hospitality Tax Grant Expenses Below</b>		
Race management		2300
tshirts		2000
insurance		350
city of cayce police		425
awards and medals		2325
supplies/postage		300
sign/advertising		1500
music		600
course mapping		250
<b>Amount Requested</b> (must equal Amount Requested on first page of application)		10,050

<b>All Sources of Project Funds</b>		<b>Amount</b>
<b>Source of Funds</b>	(Proposed, Requested, Received)	
registration fees	proposed	4500
sponsorships	proposed	5000
raffle	proposed	1000
	<b>Total</b>	10,500

**Statement of Assurances/Certification**

The applicant has reviewed the full FY23-24 Cayce Hospitality Tax Grant Information and Application document and understands the hospitality law, eligibility criteria, funding guidelines, application process, payment process and reporting requirements set forth. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change/and or variation must be reported immediately, otherwise funding may be withheld.

If awarded, the applicant agrees:

- Promotional materials for the project (including, but not limited to: brochures, flyers, advertisements, etc.) must include a statement that "Funding assistance provided by City of Cayce Hospitality Tax Funds."
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- Financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised, shall be conducted in a manner that provides maximum competition. The grant recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of Cayce upon request.
- Unspent funding or funding that has spent in any other way than as described and approved per the application must be returned to the City of Cayce.
- No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or in part by Hospitality Tax funds.
- Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
- None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- That the organization carries liability insurance in the amount of \$\_\_\_\_\_ and agrees to include the City of Cayce as a named insured for purposes of this project. The organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the City of Cayce and its staff from any liability in any action at law or equity associated with its support for this project/activity.
- A Final Report of the project will be submitted upon project conclusion including the items as outlined in section VI of the FY23-24 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

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# Memorandum

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**To:** Mayor and Council

**From:** Tracy Hegler, City Manager

**Date:** July 26, 2023

**Subject:** Memorandum of Agreements with South Carolina Department of Transportation and Funding for Water and Sewer Utility Relocations for the US Highway 21 and Old Wire Road Intersection Improvements Project

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## Issue

Council approval is needed to enter into Memorandum of Agreements (MOA) with South Carolina Department of Transportation (SCDOT) for Utility Relocations required because of the US Highway 21 and Old Wire Road (State Road S-1258) Intersection Improvement Project. There is an MOA for each service – sewer and water. Council approval is also needed to approve the funding required to relocate the sewer.

## Background

SCDOT is pursuing an Intersection Improvement Project at US Highway 21 and Old Wire Road, where a roundabout will be constructed. The City of Cayce has utilities in this area that must be relocated as part of the Project. The relocations have been designed by Hanna Engineering, LLC and will fall under the construction contract for the SCDOT Intersection Improvement Project.

SC Code Section 57-5-880 requires SCDOT to pay for relocation costs for all small utilities. For large utilities, SCDOT is only required to pay for relocation costs if funds are available after paying for the relocations for small utilities. The City of Cayce is considered a small utility for our water system and a large utility for our sewer system. For this project, SCDOT has indicated that funds are not available to pay all costs. The total allocated for utility relocations, per SC Code 57-5-880, is 4.5% of the total estimated SCDOT construction cost for the roundabout. SCDOT's estimated cost for the roundabout is approximately \$2.5 Million, which allows approximately \$112,500 for all utility relocations. The estimated water relocation cost alone (\$288,500) will exceed this amount, but SCDOT (per the SC Code) is required to cover the cost for all of the water relocation because the City is a small utility. This means the SCDOT project budget will have no money remaining for large utility relocations and, therefore, the proposed sewer relocation by law will need to be covered by the City. The sewer relocation cost is estimated at \$326,100.

In order for the City of Cayce to receive funding for the water relocation, the Memorandum of Agreement for In-Contract Utility Relocation for the US 21 and S-1258 (Old Wire Road) Water Line Relocation and the Memorandum of Agreement for In-Contract Utility Relocation for the US 21 and S-



1258 (Old Wire Road) Sewer Relocation must both be approved. As outlined in the MOAs, the City's share of the cost for the water relocation is \$0. The City must pay the full cost of sewer relocation work, which is currently estimated at \$326,100.

Both agreements are attached and have been reviewed by the City's Attorney.

**Recommendation**

Staff recommends Council approve both In-Contract Utility Relocation MOAs for the US Highway 21 and Old Wire Road Intersection Improvements Project (one for sewer and one for water) and authorize the City Manager to execute. In addition, staff recommends Council approve payment for the sewer relocation portion of the project, of up to \$326,100, from the Utilities O&M unreserved fund balance.

**MEMORANDUM OF AGREEMENT  
For In-Contract Utility Relocation  
City of Cayce  
Sewer Line Relocation**

US 21 (Charleston HWY) & S-1258 (Old Wire Rd.) Intersection Improvement in Lexington County  
**SCDOT Project ID P039379**

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This Agreement is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by and between the South Carolina Department of Transportation (hereinafter referred to as “**SCDOT**”) and the City of Cayce (hereinafter referred to as “**UTILITY**”) (collectively “the Parties”) to ensure the successful completion of the public water and/or sewer facilities relocation for the below described Project:

This document is to serve as a Memorandum of Agreement as to the specific responsibilities of **UTILITY** and **SCDOT** in completing this Project and associated Utility Work.

Section I – Definitions

1. The term “Project” shall refer to SCDOT’s Project along US 21 (Charleston HWY) & S-1258 (Old Wire Rd) in Lexington County.
2. The term “Utility Work” shall refer to an adjustment necessitated by SCDOT’s Project of a public water system or public sewer system facility by removing and reinstalling the facility; a move, rearrangement, or change of the type of existing facilities; necessary safety and protective measures; or the construction of a replacement facility that is both functionally equivalent to, but not including any betterment of, the existing facility that is necessary for the continuous operation of the system’s service.

Section II - Agreements by the Parties

1. The Utility Work shall be included in **SCDOT**’s contract for the construction of the Project.
2. The Utility Work shall be performed by a contractor approved by **UTILITY** and licensed and qualified to perform the Utility Work. **SCDOT**’s contractor will select the contractor to perform the Utility Work from **UTILITY**’s list of preferred contractors. In the event the preferred contractors are not available, **SCDOT** will obtain written concurrence from **UTILITY** regarding the contractor selected to perform the Utility Work.

Section III - Funding

1. **SCDOT** shall be responsible for the cost of utility relocations where prior rights exist in accordance with **SCDOT**’s “A Policy for Accommodating Utilities on Highway Rights of Way” and 23 CFR 645A. Additionally, pursuant to SC Code § 57-5-880, **SCDOT** shall bear all of the

relocation costs, including design costs, up to four and one-half percent of the original construction bid amount of the Project minus the costs of the small public water and sewer utility's relocation costs. Should more than one large public water utility or large public sewer utility be required to relocate due to the Project, the total cost share of up to four and one-half percent will be divided pro rata among the large public water or large public sewer utilities required to relocate.

2. **UTILITY** is responsible for the cost of any betterments.
3. **SCDOT** estimates the original construction bid amount to be **\$2,471,852.68**. Four and one-half percent of this estimate is **\$111,233.37**. **SCDOT** must pay all small public water and sewer relocation costs, without limitation, associated with the Project. This amount will be subtracted from the four and one-half percent of the original construction bid amount. This is the maximum amount **SCDOT** will contribute to non-prior rights Utility Work for **UTILITY**.
4. **UTILITY** estimates the total cost of the Utility Work to be **\$326,100.00**, with such costs to be allocated as follows:
  - a. **SCDOT's** share is estimated at \$0.00. This consists of:
    - i. **Prior Rights** estimated at \$0.00.
    - ii. **Non-Prior Rights** estimated at \$0.00.
  - b. **UTILITY's** share is estimated at **\$326,100.00**.
5. In accordance with its procurement practices and procedures, **SCDOT** will solicit bids for the construction of the Project, including the Utility Work, and will award the **SCDOT** contract to the contractor with the lowest qualified bid for the overall work of the Project.
6. **SCDOT** shall notify **UTILITY** in writing as to the cost of the Utility Work included in the awarded **SCDOT** contract.
7. **SCDOT's** share identified in 4.a. above shall be the maximum amount payable by **SCDOT** for the Utility Work. Any amount over this shall be the responsibility of **UTILITY**.
8. If the Utility Work contains any betterments, work that is not an eligible cost under SC Code § 57-5-880, or if the cost exceeds **SCDOT's** maximum contribution, **SCDOT** will invoice **UTILITY** for that amount. **UTILITY** shall remit the invoiced amount to **SCDOT** within 30 days of receipt of the invoice. Any payment due must be received by **SCDOT** prior to execution of the construction contract.
9. Should Utility Work change orders be needed, **SCDOT** reserves the right to approve change orders that are less than 10% of the bid price and to approve change orders that would result in the total cost of Utility Work remaining less than the estimated cost indicated in this Agreement.

#### Section IV – SCDOT's Responsibilities

1. Include the Utility Work in **SCDOT's** contract for the construction of the Project.
2. **SCDOT** will provide **SCDOT's** contractor with all documents provided to **SCDOT** by **UTILITY**.
3. Allow **UTILITY** or **UTILITY's** Consulting Engineer and/or Inspector full access to the site when the Utility Work is underway.

#### Section V – UTILITY's Responsibilities

1. Apply for and receive all necessary permits (including Construction Permit Application Water/Wastewater Facilities through DHEC) for the Utility Work. The cost of these permits shall be reimbursable by **SCDOT** according to the terms of this Agreement.
2. Provide all engineering design services, sealed construction plans and specifications, bid tab sheet, itemized estimated cost, and a list of preferred contractors (minimum of 3) to meet **SCDOT's** letting schedule for the Project. These costs shall be reimbursable by **SCDOT** according to the terms of this Agreement.
3. If construction plans and specifications provided by **UTILITY** are found to be inaccurate due to errors or omissions, **UTILITY** shall be responsible for any resulting damages, including delay damages and the costs attributable to such delays.
4. **UTILITY** must meet the bidding and construction schedule established by **SCDOT**. All documents necessary must be provided by **UTILITY** to **SCDOT** at least 180 days prior to receipt of bids for the Project. If the Project is under an accelerated schedule, **SCDOT** shall notify **UTILITY** of the date by which the documents must be provided.
5. Failure to meet the bidding and construction schedule requirements shall result in **UTILITY** having to bear all relocation costs.

#### Section VI – General Conditions

1. **SCDOT** shall have final approval on the location of all **UTILITY's** facilities within **SCDOT** right-of-way.
2. All work covered under this Agreement and performed by **SCDOT's** contractor shall be performed within **SCDOT** right-of-way.
3. Upon **UTILITY's** acceptance of the Utility Work, or any specific portion thereof, in accordance with the plans and specifications, **UTILITY** will assume sole and complete responsibility for the new facility. For purposes of this Agreement, **UTILITY** will be considered to have accepted the Utility Work, or any specific portion thereof, by assuming control of the Utility Work and commencing to utilize it.
4. Following acceptance, **UTILITY** will have sole responsibility for the operation and maintenance of the Utility Work and sole liability for any claims made by third-parties that arise from the design, construction, operation, or maintenance of the Utility Work in its entirety or the portion that has been accepted.
5. Following acceptance, **UTILITY** assumes any and all liability for accidents or injuries to persons, or damage to property (including the highway) that may be caused by the maintenance, use, moving, or removing of the water and/or sewer line and related appurtenances constituting the Utility Work as described herein.
6. Prior rights will remain in locations where prior rights currently exist. This Agreement shall not grant prior rights in locations where they do not currently exist.
7. Where **UTILITY** is on **SCDOT** right-of-way by encroachment, **UTILITY** agrees that if, in the opinion of **SCDOT's** Deputy Secretary of Engineering, it should ever become necessary to move or remove the Utility Work, including any future modifications thereto, on account of the change in locations of the highway, widening of the highway, or for any other sufficient reason, such moving or removing shall be done on demand of **SCDOT** at **UTILITY's** expense.

8. **UTILITY** shall agree to hold consultations with **SCDOT** as may be necessary with regard to the execution of supplements to this Agreement during the course of the Project for the purpose of resolving any items that may have been unintentionally omitted from this Agreement. Such supplemental agreements shall be subject to the approval and proper execution of the Parties hereto. No amendment to this Agreement shall be effective or binding on any Party hereto unless such amendment has been agreed to in writing by all Parties hereto.

#### Section VII – Counterparts

This Agreement may be executed in counterparts, and if so executed, shall become effective when a counterpart has been executed and delivered by both Parties hereto. All counterparts taken together shall constitute one and the same Agreement and shall be fully enforceable as such. Delivery of counterparts via facsimile transmission or via email with scanned attachment shall be effective as if originals thereof were delivered.

*[Signature blocks on next page]*

IN WITNESS WHEREOF, the Parties have caused this Agreement to be signed and sealed by their authorized representatives.

SIGNED, SEALED, AND DELIVERED  
IN THE PRESENCE OF:

CITY OF CAYCE

BY: \_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_

WITNESS

SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION

BY: \_\_\_\_\_

Deputy Secretary for Finance and Administration  
or Designee

\_\_\_\_\_

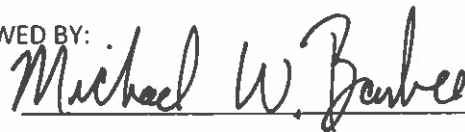
WITNESS

RECOMMENDED BY:



Deputy Secretary of Engineering or Designee

REVIEWED BY:



Director of Right ~~of~~ <sup>Away</sup> of Way

**MEMORANDUM OF AGREEMENT****For In-Contract Utility Relocation****City of Cayce****Water Line Relocation****US 21 (Charleston HWY) & S-1258 (Wire Rd) Intersection Improvement in Lexington County****SCDOT Project ID P039379**

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In an effort to ensure the successful completion of the public water and/or sewer facilities relocation along the above referenced location in Lexington County, and in consideration for the mutual promises and commitments set forth below, the South Carolina Department of Transportation (hereinafter referred to as “**SCDOT**”) and the City of Cayce (hereinafter referred to as “**UTILITY**”) (collectively “the Parties”) covenant and agree as follows:

This document is to serve as a Memorandum of Agreement as to the specific responsibilities of **UTILITY** and **SCDOT** in completing this project and associated Utility Work.

**Section I – Definitions**

1. The term “Project” shall refer to SCDOT’s Project along US 21 (Charleston HWY) & S-1258 (Old Wire Rd) in Lexington County.
2. The term “Utility Work” shall refer to an adjustment necessitated by SCDOT’s Project of a public water system or public sewer system facility by removing and reinstalling the facility; a move, rearrangement, or change of the type of existing facilities; necessary safety and protective measures; or the construction of a replacement facility that is both functionally equivalent to, but not including any betterment of, the existing facility that is necessary for the continuous operation of the system’s service.

**Section II - Agreements by the Parties**

1. The Utility Work shall be included in **SCDOT**’s contract for the construction of the Project.
2. The Utility Work shall be performed by a contractor approved by **UTILITY** and licensed and qualified to perform the Utility Work. **SCDOT**’s contractor will select the contractor to perform the Utility Work from **UTILITY**’s list of preferred contractors. In the event the preferred contractors are not available, **SCDOT** will obtain written concurrence from **UTILITY** regarding the contractor selected to perform the Utility Work.

**Section III - Funding**

1. **SCDOT** shall be responsible for the cost of utility relocations pursuant to SC Code § 57-5-880 and 23 CFR 645A.
2. **UTILITY** is responsible for the cost of any betterments. Cost of betterments is estimated to be \$0

3. **UTILITY** estimates the total cost of the Utility Work to be \$288,500.00 with such costs to be allocated as follows:
  - a. **SCDOT's** share is estimated at \$288,500.00.
  - b. **UTILITY's** share is estimated at \$0.
4. In accordance with its procurement practices and procedures, **SCDOT** will solicit bids for the construction of the Project, including the Utility Work, and will award the **SCDOT** Contract to the contractor with the lowest qualified bid for the overall work of the Project.
5. If the Utility Work contains any betterments or other work that is not an eligible cost under SC Code § 57-5-880, **SCDOT** will invoice **UTILITY** for that amount. **UTILITY** shall remit the invoiced amount to **SCDOT** within 30 days of receipt of the invoice. Any payment due must be received by **SCDOT** prior to execution of the construction contract.

#### Section IV – SCDOT's Responsibilities

1. Include the Utility Work in **SCDOT's** contract for the construction of the Project.
2. **SCDOT** will provide **SCDOT's** Contractor with all documents provided to **SCDOT** by **UTILITY**.
3. Allow **UTILITY** or **UTILITY's** Consulting Engineer and/or Inspector full access to the site when the Utility Work is underway.

#### Section V – UTILITY's Responsibilities

1. Apply for and receive all necessary permits (including Construction Permit Application Water/Wastewater Facilities through DHEC) for the Utility Work. The cost of these permits shall be reimbursable by **SCDOT**.
2. Provide all engineering design services, sealed construction plans and specifications, bid tab sheet, itemized estimated cost, a list of preferred contractors (minimum of 3) to meet **SCDOT's** letting schedule for the Project, and construction observation services for the Utility Work. These costs shall be reimbursable by **SCDOT**.
3. If construction plans and specifications provided by **UTILITY** are found to be inaccurate due to errors or omissions, **UTILITY** shall be responsible for any resulting damages, including delay damages and the costs attributable to such delays.
4. **UTILITY** must meet the bidding and construction schedule established by **SCDOT**. All documents necessary must be provided by **UTILITY** to **SCDOT** at least 180 days prior to receipt of bids for the Project. If the Project is under an accelerated schedule, **SCDOT** shall notify **UTILITY** of the date by which the documents must be provided.
5. Failure to meet the bidding and construction schedule requirements shall result in **UTILITY** having to bear all relocation costs.

#### Section VI – General Conditions

1. **SCDOT** shall have final approval on the location of all **UTILITY's** facilities within **SCDOT** Right-of-Way.
2. All work covered under this Agreement and performed by **SCDOT's** contractor shall be performed within **SCDOT** Right-of-Way.



3. Upon **UTILITY's** acceptance of the Utility Work, or any specific portion thereof, in accordance with the plans and specifications, **UTILITY** will assume sole and complete responsibility for the new facility. For purposes of this Agreement, **UTILITY** will be considered to have accepted the Utility Work, or any specific portion thereof, by assuming control of the Utility Work and commencing to utilize it.
4. Following acceptance, **UTILITY** will have sole responsibility for the operation and maintenance of the Utility Work and sole liability for any claims made by third-parties that arise from the design, construction, operation, or maintenance of the Utility Work in its entirety or the portion that has been accepted.
5. Following acceptance, **UTILITY** assumes any and all liability for accidents or injuries to persons, or damage to property (including the highway) that may be caused by the maintenance, use, moving, or removing of the water and/or sewer line and related appurtenances constituting the Utility Work as described herein.
6. Prior rights will remain in locations where prior rights currently exist. This Agreement shall not grant prior rights in locations where they do not currently exist.
7. Where **UTILITY** is on **SCDOT** right-of-way by encroachment, **UTILITY** agrees that if, in the opinion of **SCDOT's** Deputy Secretary of Engineering, it should ever become necessary to move or remove the Utility Work, including any future modifications thereto, on account of the change in locations of the highway, widening of the highway, or for any other sufficient reason, such moving or removing shall be done on demand of **SCDOT**.

#### Section VII – Counterparts

This Agreement may be executed in counterparts, and if so executed, shall become effective when a counterpart has been executed and delivered by both Parties hereto. All counterparts taken together shall constitute one and the same Agreement and shall be fully enforceable as such. Delivery of counterparts via facsimile transmission or via email with scanned attachment shall be effective as if originals thereof were delivered.

*[Signature blocks on next page]*

IN WITNESS WHEREOF, the parties have caused this Agreement to be signed and sealed by their authorized representatives on the dates set forth below.

SIGNED, SEALED, AND DELIVERED  
IN THE PRESENCE OF:

CITY OF CAYCE

BY: \_\_\_\_\_

\_\_\_\_\_

WITNESS

DATE: \_\_\_\_\_

\_\_\_\_\_

WITNESS

SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION

BY: \_\_\_\_\_

Deputy Secretary for Finance and Administration  
or Designee

RECOMMENDED BY:



Deputy Secretary of Engineering or Designee

REVIEWED BY:

BY: Michael W. Barbee

Director of Right of Way

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# Memorandum

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**To:** Mayor and Council

**From:** Tracy Hegler, City Manager

**Date:** July 26, 2023

**Subject:** FEMA Grant for Lloydwood Emergency Generator

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## Issue

Council approval is needed to purchase an emergency generator that will serve the Lloydwood Sewer Pump Station.

## Background

Council was previously informed of an award in the amount of \$72,278 from the FEMA Hazard Mitigation Grant. This grant was awarded to purchase an emergency generator for the Lloydwood Sewer Pump Station. The project will include the purchase and installation of the generator, as well as the construction of a concrete pad upon which the generator will sit. The City is required to pay 10% of total eligible costs, which is estimated at approximately \$8,000 and will be funded through the Utilities O&M Budget.

On June 2, 2023, staff had a grant kickoff meeting with representatives of the SC Emergency Management Division (SCEMD), which administers the FEMA grants. During this meeting, staff was instructed that FEMA would allow the City to sole source if this was allowed in the City's procurement procedures. Therefore, staff brought before Council a request at the June 21, 2023 meeting to sole source a generator that was in-stock and available for purchase to Blanchard Power System. Subsequent to Council approval of this request, SCEMD staff informed us they had inaccurately advised us and that sole sourcing did NOT meet FEMA's procurement procedures and indicated that we needed to obtain three (3) quotes for the generator. Staff has now obtained three (3) quotes for a 150 kW generator that meets the City's specifications. The lowest quote received was a Generac industrial diesel-engine generator from National Power. The total quoted price was approximately \$55,000 (plus tax) and there is a lead time of approximately 16-22 weeks for delivery.

## Recommendation

Staff recommends City Council approve the purchase of a 150kW Generac generator in the amount of approximately \$55,000 (plus tax) from National Power. This action would supersede Council's previous action to award the generator purchase.