

Mayor  
Elise Partin

Mayor Pro-Tem  
James E. Jenkins

Council Members  
Tara S. Almond  
Phil Carter  
Eva Corley

City Manager  
Rebecca Vance

Asst. to City Manager  
Rachelle Moody



**City of Cayce  
Special Council Meeting  
Wednesday, January 17, 2018  
5:00 p.m. – Cayce City Hall – 1800 12<sup>th</sup> Street  
[www.cityofcaycesc.gov](http://www.cityofcaycesc.gov)**

**I. Call to Order**

A. Invocation and Pledge of Allegiance

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

**III. Ordinances**

A. Discussion and Approval of Ordinance 2018-01 Adding a New Section 6.10-4 of the City of Cayce Zoning Ordinance Relating to Design Overlay Districts - Second Reading

**IV. Other**

A. Discussion and Approval of Hospitality Tax Fund Requests for 2018  
B. Discussion of Amendment to Sec. 28.81 of the City of Cayce Code of Ordinances Concerning the Hours Unreasonable Noise is Prohibited in the City

**V. City Manager's Report**

**VI. Council Comments**

**VII. 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 upcoming personnel vacancy in the Administration Department

**VIII. Reconvene**

**IX. Possible Actions by Council in follow up to Executive Session**

**X. Adjourn**

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

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# Memorandum

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**To:** Mayor and Council

**From:** Rebecca Vance, City Manager  
Carroll Williamson, Planning and Development Director

**Date:** January 16, 2018

**Subject:** Second Reading of an Ordinance amending Section 6.10 Design Overlay District of the Zoning Ordinance to permit exemptions for properties zoned Planned Development District (PDD) and Development Agreement District (DAD)

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## ISSUE

Council approval is needed for the Second Reading of an Ordinance amending the Section 6.10 Design Overlay District to permit exemptions for properties that are zoned Planned Development District and Development Agreement District. These two zoning districts have specific uses and development standards for each property that are approved by City Council. Exempting them from the Design Overlay Districts on Knox Abbott Drive and 12th Street Extension will provide flexibility when dealing with larger, planned developments.

## BACKGROUND/DISCUSSION

The intent of the Design Overlay Districts located on Knox Abbott Drive and 12<sup>th</sup> Street Extension is to provide continuity of design and use by adding additional restrictions that each property must follow when developed. These restrictions apply regardless of the underlying zoning district.

Cayce has two zoning districts that are site-specific, the Planned Development District and the Development Agreement District. Each of these zoning districts have uses and development standards that are specifically approved by City Council prior to development.

The Design Overlay District prohibits drinking places. However, the Brickworks Planned Development District was recently revised and approved by City Council. Two newly-added permitted uses are a brewpub and wine and beer shops that allow for alcohol consumption on-site. Because of this contradiction and for future planning, it is recommended that Planned Development Districts be exempt from Section 6.10-2 Permitted Uses and 6.10-3 Development

Standards. This will allow Council the ability to approve all of the standards and uses in each new PDD or DAD on Knox Abbott Drive or 12<sup>th</sup> Street.

As the properties within the 12<sup>th</sup> Street Extension Overlay District develop, there will likely be opportunities for rezoning to PDD and DAD. To allow for flexibility in uses and standards during the rezoning process, it is recommended that these two zoning districts be exempt from Section 6.10-2 and 6.10-3.

### **RECOMMENDATION**

The Planning Commission recommends Council approve Second Reading of an Ordinance amending Section 6.10 Design Overlay District of the Zoning Ordinance to permit exemptions for properties zoned Planned Development District (PDD) and Development Agreement District (DAD)

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF LEXINGTON )  
 )  
CITY OF CAYCE )  
 )

**ORDINANCE 2018-01**  
**Adding a New Section 6.10-4 of the**  
**City of Cayce Zoning Ordinance**  
**Relating to Design Overlay Districts**

**WHEREAS**, the City Council has determined that it is in the best interest of the public and the City to enact a new Section 6.10-4 (“Exemptions”) of the City Zoning Ordinance relating to Design Overlay Districts, so as to add language pertaining to exemptions for Planned Development Districts and Development Agreement Districts in the event of a conflict with a development standard or permitted use in a designated Design Overlay District;

**WHEREAS**, the Planning Commission held a regularly scheduled public hearing on this request to receive comments from the public; and

**WHEREAS**, the Planning Commission met on December 18, 2017, to review public comments and vote on recommending the text amendment to add a new Section 6.10-4 of the City of Cayce Zoning Ordinance as provided herein, and unanimously decided that it does recommend this amendment,

**NOW, THEREFORE, BE IT ORDAINED** by the Mayor and Council of the City of Cayce, in Council, duly assembled, that a new Section 6.10-4 (“Exemptions”) is hereby added to the City of Cayce Zoning Ordinance which shall read as follows:

**If Section 6.10-2 or 6.10-3 conflicts with a use or development standard that is specifically permitted in a PDD or DAD, then the PDD or DAD use or development standard shall prevail.**

This Ordinance shall be effective from the date of second reading approval by Council.

**DONE IN MEETING DULY ASSEMBLED**, this \_\_\_\_\_ day of \_\_\_\_\_ 2018.

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

Attest:

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

First Reading: \_\_\_\_\_

Second Reading and Adoption: \_\_\_\_\_

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

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# Memorandum

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**To:** Mayor and Council

**From:** Rachele Moody, Assistant to the City Manager

**Date:** January 17, 2018

**Subject:** Discussion and Approval of Hospitality Tax Funding for 2018

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## Issue

City Council approval is needed to utilize Hospitality Tax funds to make grant awards in calendar year 2018.

## Discussion

The City received 18 Hospitality Tax Fund requests totaling \$237,450. Applications were accepted for a six week period from October 2 through November 17, 2017. Requests were made for grant funding for events and/or projects taking place during calendar year 2018.

### Hospitality Tax Revenues:

As of July 1, 2017, the City had a Hospitality Tax Fund balance of \$512,172. Fiscal year to date (July 1 to date), revenues collected total \$558,893. Based on revenues collected to date, staff projects a FY18 total Hospitality Tax revenue collection of at least \$1,000,000.

### Hospitality Tax Expenditures:

During this fiscal year, staff anticipates using \$730,000 in Hospitality Tax Funds for 2018-2019 operation and maintenance of tourism-related activities and capital items. Staff also recommends holding back \$50,000 in the fund balance as reserve.

2017-18 projected revenue	\$1,000,000
Anticipated FY19 operation and maintenance / capital items	- \$730,000
Hold in reserve	- <u>\$50,000</u>
Eligible for grant making	\$220,000

Attached for Council review are the following documents:

- 2017 Hospitality Tax Fund Grant Review
- 2018 Hospitality Tax Fund Grant Request chart & copies of each grant application

## Recommendation

Staff recommends Council hold back \$50,000 in the fund balance as reserve and approve staff's suggested levels for grants. Staff recommends making 18 grant awards totaling \$215,925, as listed below. Please see attached 2018 Hospitality Tax Request chart for additional information.

## 2018 Hospitality Tax Fund Grant Request

Organization	Event	2018 Request	2018 Staff Recommend	Notes
Cayce Public Safety Foundation	Cayce Serves Tennis Tournament	\$5,525	\$5,000	No change to event in 2018
Cayce/West Cola Chamber	Holiday Parade of Lights	\$7,000	\$7,000	No change to event in 2018
Cayce-West Columbia Junior Chamber	Hall of Horrors	\$5,000	\$5,000	No change to event in 2018
Girls on the Run	Girls on the Run 5K	\$18,000	\$18,000	No change to event in 2018
River Alliance	Tartan Day South	\$35,000	\$24,000	New performances in 2018
River Alliance	12KYHP Interpretive Programming	\$76,100	\$76,100	New hours and special events in 2018
Senior Resources	March for Meals 5K	\$2,500	\$2,000	No change to event in 2018
Staff Request	Granby Park Electrical	\$1,600	\$1,600	Phase III of electrical upgrades
Staff Request	Congaree Blue Grass Fest	\$20,000	\$20,000	Advertising for event, operation costs
Staff Request	Christmas in Cayce	\$14,000	\$14,000	Purchase new lights and Carols Along the Riverwalk event
Staff Request	City Specialty Items	\$1,000	\$1,000	Promotional items
Carolina Marathon Association	Governor's Cup Road Race	\$5,000	\$2,000	Advertising for event
Cayce-West Columbia Junior Chamber	Cayce Field Days	\$475	\$475	Advertising for event, giveaways
Cayce/West Cola Chamber	Rocky Horror Picture Show Festival	\$3,000	\$2,000	Advertising for event; Second annual event
Cayce Historical Museum	Congaree Heritage Day	\$2,000	\$1,000	Advertising for event, operation costs
Staff Request	Soiree on State	\$16,750	\$16,750	Expansion of event in 2018
MPA Strategies	Soiree on State	\$15,000	\$15,000	Marketing/PR for event
Woman's Club of Cayce	Hot Flash 5K	\$9,500	\$5,000	No change to event in 2018
		<b>\$ 237,450</b>	<b>\$ 215,925</b>	

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

## 2017 Hospitality Tax Fund Grant Review

Organization		Event	Funding Request	Amount Funded	Amount Paid	Funding Use	Event Date(s)	Total Attendees	Non-Residents
1	Cayce Avenues Neighborhood Association	Cayce Festival of the Arts	\$ 9,650	\$ 9,650	\$ 6,284	Marketing, supplies	4/8/17	647	444
2	Cayce Public Safety Foundation	Cayce Serves Tennis Tournament	\$ 5,325	\$ 5,325	\$ 3,218	Marketing, supplies	6/17/17	98	98
3	Cayce/West Columbia Chamber	Holiday Parade of Lights	\$ 7,000	\$ 7,000	\$ 7,000	Marketing	12/9/17	9,000	
4	Cayce/West Columbia Jaycees	Hall of Horrors	\$ 5,000	\$ 5,000	\$ 5,000	Marketing	Oct. 2017	3,408	3,239
5	Congaree Rapid FC	Cayce Soccer	\$ 11,500	\$ 5,000					
6	Girls on the Run	Girls on the Run 5K	\$ 27,300	\$ 20,000	\$ 20,000	Marketing, supplies	4/29 & 11/18	3,796	3,760
7	River Alliance	Tartan Day South	\$ 33,000	\$ 24,000	\$ 24,000	Marketing	3/31-4/2/17	10,661	
8	River Alliance	River Alliance Interpretive	\$ 96,000	\$ 90,000	\$ 75,446	Marketing, operations	Ongoing	528	
9	Senior Resources	March for Meals 5K	\$ 2,500	\$ 2,000	\$ 2,000	Marketing, supplies	3/11/17	191	182
10	City of Cayce	Granby Park Electrical	\$ 1,600	\$ 1,600	\$ 1,600	Supplies	Ongoing		
11	City of Cayce	Congaree Blue Grass Fest	\$ 20,000	\$ 20,000	\$ 20,000	Marketing	10/7-10/8/17	550	214
12	City of Cayce	Christmas in Cayce	\$ 14,000	\$ 14,000	\$ 13,000	Supplies	Dec. 2017		
13	City of Cayce	City Specialty Items	\$ 1,000	\$ 1,000	\$ 1,000	Supplies	Ongoing		
14	City of Cayce	Christmas float maintenance	\$ 1,500	\$ 1,500	\$ 1,500	Supplies	Dec. 2017		
15	City of Cayce	Engenuity SC	\$ 1,500	\$ 1,500	\$ 1,500	Marketing	Ongoing		
16	Columbia Metropolitan CVB	Total Solar Eclipse Weekend	\$ 15,000	\$ 5,000	\$ 5,000	Marketing	8/21/17		
17	City of Cayce	Re-branding	\$ 14,500	\$ 14,500	\$ 14,500	Marketing, supplies	Ongoing		
18	Carolina Marathon Association	Governor's Cup Road Race	\$ 10,000	\$ 1,000	\$ 1,000	Marketing	5/19-5/20/17	1,202	1,141
19	City of Cayce	Soiree on State	\$ 31,750	\$ 31,750	\$ 31,750	Marketing, operations	6/17/17	1,251	850
20	EngenuitySC - What's Next Midlands	Southern Lights	\$ 20,000	\$ 10,000	\$ 10,000	Marketing, supplies	8/19/17	850	100
<b>Totals</b>			<b>\$ 328,125</b>	<b>\$ 269,825</b>	<b>\$ 243,798</b>			<b>32,182</b>	<b>10,028</b>

*90% of grant funds paid out*



# CITY OF CAYCE

## Hospitality Tax Grant Application

Project Information	
Project Start Date May 18-19, 2018	Amount Requested \$ 5,000.00
Project Completion Date May 19,2018	Date Submitted December 19, 2017
Project Name Lexington Medical Center Governor's Cup Road Race	
Project Address/Location Starts downtown, goes through Cayce, end downtown	

Organization Information	
Organization Carolina Marathon Association	
Mailing Address PO BOX 5092	
City ST ZIP COLUMBIA SC 29201	
Telephone 803-731-2100	Cell 803-238-0394
Fax 803-254-3773	E-Mail marie.queen@carolinamarathon.org
How long has this organization or corporation existed? 50 Year(s)	

Project Description
<p>Launched in 1973, the Lexington Medical Center Governor's Cup Road Race is one of the oldest, continuously conducted road race events in the Southeast. Join us on May 18-19, 2018 for our 46th annual event.</p> <p>South Carolina's Running Festival kicks off with an Expo on Friday, May 18, at 11:00 am. The excitement moves on to the Main Street Mile and Kid's Mile (Fun Run) on Friday evening. Runners of all abilities to include elite athletes will be running a mile on Main Street. This event is the 2018 RRCA Southern Region 1 Mile Championship Event.</p> <p>On Saturday, May 19, the Half Marathon takes off at 7:00 am, and the 5k Run/Walk takes off at 7:30 am. The 5k is the 2018 RRCA SC State 5k Championship Event. Both races will experience a great course that includes historic areas and will encounter entertainment from 25-30 Spirit Corps locations on the course. Participants will finish near the intersection of Park and Senate Streets and will be arriving starting at 7:45 am and continuing through 10:00 am. The half-marathon course ties Columbia to its sister cities on the west side of the Congaree River, and it touches South Carolina State Museum, EdVenture, Gervais Street Bridge, West Columbia and Cayce, Guignard Brick Works, Blossom Street Bridge, USC's Strom Thurmond Fitness and Wellness Center, Shandon Neighborhood, Five Points, USC's Horseshoe, and South Carolina Capital Complex. Our finish area will include music, food, vendors, and activities leading up to our awards ceremonies and a post-race celebration at Tin Roof. Please check back for updated details.</p>

### Tourist Information

What is the estimated number of tourists to be attracted by this project? 7,000

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.).

Approximately 2,000 runners and walkers and 5,000 spectators have participated in previous years. Runners and walkers do receive a survey after the event.

Explain how the requested dollars will increase tourism, financially impact tourism-related businesses in the City of Cayce, and how these impacts were determined.

The two-day festival begins Friday morning at 11:00 am at the Race expo and packet pickup where almost 2,000 runners and walkers stream through to pick up their race bibs and visit with more than 20 vendors including Lexington Medical Center and other supporters. The City of Cayce would be provided a complimentary exhibit space at this expo that is open until 6:00 pm. Following the expo, festival goers travel to Lady and Main Street for the Kid's Race and the Main Street Mile. Sponsored by Future Scholars, the Kid's Race attracts more than 400 kids with the majority being from Richland and Lexington Counties. Friday concludes with the Main Street Mail where elite and recreational runners converge on the same street corner to race a mile.

Saturday morning dawns with the half marathon of the Governor's Cup Race which includes more than four miles of its route in West Columbia and Cayce. Family members and friends of runners line State Street, Lafayette, Twelfth, Axtell, and Knox Abbott to see their love ones. Three water stops are along these routes as well as Spirit Corps volunteers who cheer the runners. These volunteers include Bookland/Cayce Cheerleaders, Cayce Public Safety, and Women's Club of Cayce. The funding from this grant will assist the Carolina Marathon Association to increase advertising in key areas in the Columbia, West Columbia and Cayce media markets so that runners, walkers and spectators have more choices to patronize restaurants and other attractions on both sides of the bridge.

<b>Itemize Total Expected Project Costs</b>	
Itemize Total Expense Below	Dollar Amount
Contractors/Start Finish line Management/Police/Medical Support	55,000.00
Awards/T-Shirts	35,000.00
Marketing: Social Media/Print Advertising/Billboards/Exhibiting at other events	20,000.00
Travel, Lodging and Awards for Elite Athletes	15,600.00
Entertainment on Course/Expo and Packet Pickup	3,100.00
Food/Signage used on course	20,000.00
Insurance and other supplies	3,000.00
<b>Total Cost of Project</b>	<b>151,700.00</b>

<b>Detail How the City's Hospitality Tax Grant Request Will Be Expended</b>	
Detail Expense Items	Dollar Amount
Marketing/Social Media/Billboards	5,000.00
<b>Amount Requested</b> (must equal <i>Amount Requested</i> on first page of application)	<b>5,000.00</b>

<b>List All Sources of Funds for the Proposed Project</b>		
Sources of Funds	Indicate Status of Funds (Proposed, Requested, or Received)	Dollar Amount
Lexington Medical Center	Requested	\$45,000.00
Blue Cross Blue Shield	Requested	25,000.00
Richland County Accommodations and Hospitality	Requested	9,450.00
	<b>Total Budget</b>	<b>79,450.00</b>

**Statement of Assurances/Certification**

Upon grant application acceptance and funding award, applicant agrees that 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. 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. 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.

Authorized Officer Signature

Printed Authorized Officer Name Russell Pate

Date

**Organization Contact Information**

Organization Carolina Marathon Association

Contact Person Marie Queen

Mailing Address PO BOX 5092

City ST ZIP Columbia SC 29250

Telephone 803-540-7501

Cell 803-238-06394

Fax 803-254-3773

E-Mail marie.queen@queencommunicationsllc.com

**For Staff Use**

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Cayce Field Days	
Project Address/Location: Memorial Park (1605 State Street)	
Project Date(s): Summer 2018 (Select Saturdays)	Amount Requested: \$475

Organization Information	
Organization: Cayce-West Columbia Junior Chamber	
Mailing Address: 1153 Walter Price Street	
City/State/Zip: Cayce, SC 29033	
Phone: 803-814-5858	Alternate Phone:
Fax:	E-Mail: <a href="mailto:katie@cwcyjcees.org">katie@cwcyjcees.org</a>
Executive Director: James Wall	
Contact Person (if other than Executive Director): Katie Moore (Primary contact)	
How many years has this organization existed: 50	

Project Description
<p>One of the most exciting days of the year for students in school are field days. Now that school is coming to an end, opportunities for socialization, exercise and a healthy snack are limited. That is where "Cayce Field Days" comes in. Last year the Cayce-West Columbia Junior Chamber partnered up with the Mayor of Cayce, Elise Partin, to create a weekly event to promote keeping kids active and socializing in the summer, which are important to their development.</p> <p>Each session involves teaching the kids a new game ranging from GaGa Ball, Kickball, Tennis/Badminton, and other fun games, will be featured. We will also provide each child with a healthy snack and water. The ages of kids will range from preschool to middle school and the event is open to kids all over the Midlands. The event will be hosted at Cayce's Memorial Park and will operate select Saturdays in the summer.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 500

Estimated number of attendees **from outside of Cayce** to be attracted: 300

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):  
At check-in, the parent/guardian will provide their zip code for us to track where they are traveling.

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:  
Last year, Field Days ended at noon, which is be primetime for the kids and their parents to get lunch or a snack afterwards, especially after the kids have been active all morning. We intend to keep the time the same given the summer heat. We also had a number of volunteers each week that would grab a coffee before Field Days or lunch following Field Days. We also had local businesses donate raffle items which encouraged the kids and parents to attend those local businesses.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Promotional Flyers	\$125
Facebook Advertising	\$50
Water	\$25
Snacks	\$150
T-Shirts for Tie Dye	\$300
Tie Dye Supplies	\$50
Promotional Wristbands for kids	\$200
Promotional Frisbees for kids	\$100
<b>Total Project Cost</b>	<b>\$1,000</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Promotional Flyers	\$125
Facebook Advertising	\$50
Promotional Wristbands for kids	\$200
Promotional Frisbees for kids	\$100
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>\$475</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Budgeted Amount from Organization	Requested	\$525
Hospitality Tax Grant	Proposed	\$475
	<b>Total</b>	<b>\$1,000</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 2,000,000 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 2018 Information and Application document.

Board Chairperson Signature:

*Mary Anne Deal*

Board Chairperson Name (printed): Mary Anne Deal

Date: 11/17/2017

Executive Director Signature:

*James Wall*

Executive Director Name (printed): James Wall

Date: 11/17/2017



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Hall of Horrors Haunted Attraction	
Project Address/Location: 1153 Walter Price Street	
Project Date(s): Month of October	Amount Requested: \$5,000

Organization Information	
Organization: Cayce-West Columbia Junior Chamber	
Mailing Address: 1153 Walter Price Street	
City/State/Zip: Cayce, SC 29033	
Phone: 803-814-5858	Alternate Phone:
Fax:	E-Mail: info@cwjaycees.org
Executive Director: Mary Anne Deal	
Contact Person (if other than Executive Director): Steve Cohen	
How many years has this organization existed: 41	

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 37 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 FealGood 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.):  
In 2017, we had a table set up prior to guests entering the attraction where they were asked their zip codes. Zip codes were gathered from each guest.

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 34,000 people to our non-profit haunted attraction. Our location is right across the street from City Hall, which requires people attending to drive through the business district in Cayce (Knox Abbott Road). We attract a wide range of patrons to our attraction including many high school and college students all the way to people with small families. 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 entirely complaint with the Americans with Disabilities Act.

The use of the requested dollars would be used to incrementally increase advertising spending to grow the number of attendees to our non-profit haunted attraction. This, in turn, will drive traffic through the business district and potentially lead to additional spending in the area.

Since we have a direct sale to each customer through our ticket booth, there are opportunities to promote local Cayce businesses or other Cayce events. We also have area in our hospitality tent where we can hang business banners or posters. We believe there are a number of ways for us to promote businesses in Cayce and we do recognize that the Hospitality Tax grant is a great way to ensure we are bringing people into the area to spend money outside of our attraction at those same businesses that are providing the Hospitality Tax dollars from their customers.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Creative (Construction, Paint, Props, Lighting, Tools)	\$5,000
Volunteer Expenses (food, water, apparel, appreciation, first aid)	\$1,300
Operations (insurance, fire code, misc.)	\$4,000
Marketing Expenses (Social Media, Website, Promo, Flyers, Billboards)	\$6,000
<b>Total Project Cost</b>	<b>\$16,300</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Social Media (Facebook, Twitter, Snapchat, etc.)	\$1,200
Flyers	\$250
Web Advertising (Google, Waze, etc.)	\$300
Billboards	\$3,000
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>\$5,000</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Chapter Appropriations	Received	\$11,300
Hospitality Tax Grant	Requested	\$5,000
	<b>Total</b>	<b>\$16,300</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 2,000,000 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 2018 Information and Application document.

Board Chairperson Signature: *Jimmy Wall*

Board Chairperson Name (printed): Jimmy Wall Date: 11/17/2017

Executive Director Signature: *Mary Anne Deal*

Executive Director Name (printed): Mary Anne Deal Date: 11/17/2017

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Tartan Day South Highland Games & Celtic Festival	
Project Address/Location: Historic Columbia Speedway Cayce, SC	
Project Date(s): March 22nd - 25th	Amount Requested: \$35,000

Organization Information	
Organization: The River Alliance	
Mailing Address: 420 Rivermont Dr.	
City/State/Zip: Columbia, SC 29210	
Phone: 803-765-2200	Alternate Phone: 803-665-7620
Fax: 803-765-9600	E-Mail: johnbanks@columbiaspeedway.com
Executive Director: Mike Dawson	
Contact Person (if other than Executive Director): John Banks	
How many years has this organization existed: 19	

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 <u>new performances of classic instruments like harps and a Dulcimer</u>. This added day at the speedway will hopefully benefit our area restaurants and hotels for extended days.</p> <p>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 seven years. We brought in travelers from 25 states as well as hundreds of cities and towns in South Carolina outside of Lexington County again in 2017. Other large Tartan Day Celebrations are in New York, Washington D. C. and San Francisco. 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 visitor have traveled. The 2017 report is attached to this package. This also give 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 will be surveying those people as well. We also have an incredible Facebook reach. Through our Social Marketing Consultant we had a total reach of 3,309,369 people. We had 104,997 people interacting with our page the week of the event in 2017.

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 almost 15% per 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 received a call from the New York City Tartan Day Committee inquiring about the use of our Jingle. We also have been building our brand awareness in person by having booths at 13 other Highland Games festivals throughout the Southeast and with booths at St. Patty's Day Celebrations in Savannah and Columbia as well as at Columbia's Home and Garden Show in March each year. The total marketing budget for TDS in 2018 will exceed \$35,000.00.

We try new avenues each year to reach previously untouched patrons. This year we plan to advertise on Pandora. Their programs allow us to target very specific demographics in specified large markets within reasonable travel markets like Atlanta, Raleigh, Jacksonville, and Charlotte. The cost of their programming packages starts at \$5,000. We know the City had good success with Pandora at their "Soiree on State".

We introduced new campaign at the festival in 2016. "Cayce has great Tastes" brochure was marketed at the Chamber of Commerce booth as well as at the front gate as patrons exited the event to promote our local restaurants. We will also have a special page in the program promoting the campaign.

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 kilted people visiting during the run of the festival. We know even the folks inside 50 miles who are eating and visiting our Cayce

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Logistics Expenses and Security	25,000
Entertainers, Exhibitors, and Sound	23,000
Athletics	3,000
Rooms for Bands and Judges	3,000
Event Insurance	2,000
Advertising and Marketing	35,000
Amusement Taxes	2,000
Awards, photographer and other small costs	1,000
Misc Labor and Professional Production Fees	5,000
<b>Total Project Cost</b>	<b>99,000</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Billboards	3,000
Radio In and Out of Market	10,000
Celtic Publications	2,000
Newspapers	3,000
TV Ads	8,000
Pandora Major City Marketing	5,000
Print Marketing Materials	2,000
Internet Marketing	1,000
Peachjar Straight to Family Marketing	1,000
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>35,000</b>

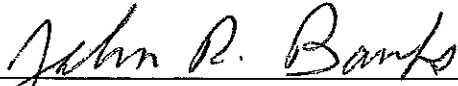
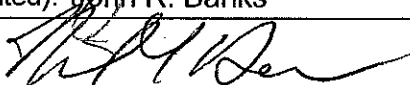
<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Separate Form Attached		
	<b>Total</b>	

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 3,000,000 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 2018 Information and Application document.

Board Chairperson Signature:	
Board Chairperson Name (printed):	John R. Banks
	Date: November 15, 2017
Executive Director Signature:	
Executive Director Name (printed):	Mike Dawson
	Date: November 15, 2017



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Rocky Horror Picture Show Festival	
Project Address/Location: Historic Columbia Speedway	
Project Date(s): October 26th, 2018	Amount Requested: \$3,000

Organization Information	
Organization: Greater Cayce West Columbia Chamber of Commerce	
Mailing Address: 1006 12th Street	
City/State/Zip: Cayce, SC 29033	
Phone: 803-794-6504	Alternate Phone: 803-665-7620
Fax: 803-794-6505	E-Mail: cory@cwccchamber.com
Executive Director: Position Currently not filled	
Contact Person (if other than Executive Director): Cory Harrison	
How many years has this organization existed: 35	

Project Description
<p>The Rocky Horror Picture Show Festival is an event that celebrates the "Classic Musical Film" of the same name. On October 27th of 2017 the chamber held the first of these festivals tying into the Halloween weekend. We were shocked at the response and realize the growth potential of this event. In 2017 we promoted the event as a drive-in with costume contest and food trucks. We were shocked that we sold out of 240 car loads of people and had another 125 people walk in and sit on the lawn. We drew visitors from all over South Carolina as well as North Carolina, Tennessee, Georgia, and even two groups from Birmingham, Alabama. The crowd was estimated at 1,700 people.</p> <p>These events are held in other cities in much smaller venues. We spoke to many of these groups and they said they sell out each year sometimes months in advance. We have the opportunity because of the vast space at the speedway to increase the size of the event substantially. Based on input from attendees this year, we will take the cars out of the infield next year and provide a huge open space to seat thousands in lawn chairs and blankets.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 2,500

Estimated number of attendees **from outside of Cayce** to be attracted: 2,200

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):  
We collect zip codes as tickets are purchased on-line. Over 200 of the capacity of 240 cars this past years purchased ticket in advance on-line. We were able to capture hundreds of zip codes with over 120 coming form outside Lexington County. 36 of those zip codes were from out of state.

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:  
These dollars would help us boost advertising immensely. We spent less than \$500 advertising this year. We believe that doubling the crowd with just more awareness is possible. We know that the out of state travelers are staying overnight because the movie ends around 10:00 pm.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Venue Rental	2,000
Movie Company Production Fee	1,500
Movie License	1,000
Advertising	3,000
Restroom Rentals	500
Clean up Fees	500
<b>Total Project Cost</b>	<b>8,500</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Newspaper & Print	700.00
Social Media	300.00
Radio Advertising	2,000
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>3,000</b>

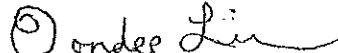
<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Cayce H Tax	Requested	3,000
	<b>Total</b>	<b>3,000</b>

### Statement of Assurances/Certification

The applicant has reviewed the full 2018 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.

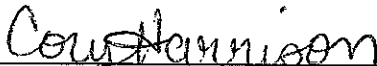
If awarded, the applicant agrees:

- 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 \$ 2,000,000 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 2018 Information and Application document.

Board Chairperson Signature: 

Board Chairperson Name (printed): Dondee Lewis

Date: November 16, 2017

Executive Director Signature: 

Executive Director Name (printed): Cory Harrison

Date: November 16, 2017

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: 2018 Girls on the Run 5K Events	
Project Address/Location: Historic Columbia Speedway, 2001 Charleston Hwy, Cayce	
Project Date(s): May 5, 2018 & November 17, 2018	Amount Requested: \$18,000

Organization Information	
Organization: Girls on the Run of Columbia	
Mailing Address: PO Box 5167	
City/State/Zip: West Columbia, SC 29171	
Phone: 803-381-0482	Alternate Phone: 803-317-4812
Fax: N/A	E-Mail: linda.zullitrumbauer@girlsontherun.org
Executive Director: Linda Zulli-Trumbauer	
Contact Person (if other than Executive Director):	
How many years has this organization existed: 12	

Project Description
<p>The Girls on the Run (GOTR) 5k is the culminating event of every GOTR season. Over the course of the 10-week program, girls in 3rd-8th grades learn life skills through fun, engaging lessons that celebrate the joy of running. The program inspires girls to improve their emotional and physical health, foster healthy social relationships, and contribute positively to their communities. At the end of the season, girls from all the GOTR teams in the Midlands come together to celebrate their accomplishments with the non-competitive 5k. Each girl is accompanied by at least one adult running buddy, and spectators include family members, friends, school employees and other community members.</p> <p>GOTR-Columbia seeks Hospitality Tax Grant funds for two 5k events in 2018 (May and November). These events will start and finish at the Historic Columbia Speedway; the 5k course runs through surrounding neighborhoods and around the City of Cayce Department of Public Safety and Municipal buildings (see attached 5k course). The requested grant amount entitles the City of Cayce to Presenting Sponsorship Benefits for both 2018 events.</p> <p>The Spring and Fall 2018 GOTR 5k events will each attract 1,600 runners/walkers, 200 volunteers, and at least 700 spectators. Of these 5,000+ visitors, 97% will travel from outside of Cayce to attend the event. The majority of participants will come from Kershaw, Lexington, Richland and Sumter counties, where the GOTR program currently operates. Additional participants and spectators will travel from out-of-state to support their friends and family in the Girls on the Run program. (See additional page attached.)</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 5,000

Estimated number of attendees **from outside of Cayce** to be attracted: 4,850

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):  
Girls on the Run collects zip codes from all 5K participants and volunteers when they register for the event. Zip codes for all additional spectators will be collected by volunteers at the three entrance points to the speedway track. GOTR will also keep a clicker- counter total of all participants entering the speedway.

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 biannual GOTR 5k draws thousands of tourists to the area for race day, while also highlighting the City of Cayce and the Historic Columbia Speedway as premier event locations. Cayce will be featured in GOTR-Columbia's various promotional efforts, including traditional media, social media, and the GOTR-Columbia website.

To further drive tourist traffic to local restaurants, we are encouraging participants to eat at Cayce restaurants the weekend of the events. As additional incentive, the 2018 budget includes prizes to be used for a post-event drawing for participants who visit Cayce restaurants. A flyer will be placed on every vehicle the day of the event to encourage visiting Cayce establishments. Additionally, GOTR Columbia will promote the prize drawing on our social media channels leading up to and on race day. Participants will enter the prize drawing by taking a picture of themselves at one of the Cayce restaurants, and using the hashtag #CayceGOTR5k. This will promote the city and restaurants while simultaneously serving as a way to better track the number of visitors to each establishment. The information regarding the winners of the drawing will be shared post-5k on social media channels.

GOTR promotes Cayce businesses in the 5k packets which are distributed to all participants and volunteers. In addition to listing local restaurants, the 2018 participant packet will include a full page which Cayce can use to welcome visitors and showcase upcoming events and tourist attractions. GOTR will also promote Cayce events via social media.

The City of Cayce logo and acknowledgments of the Hospitality Tax funds will be prominently displayed throughout the event. In addition to all branded materials, all printed materials will recognize the City of Cayce as the presenting sponsor of each sponsored event. Additionally, the City of Cayce logo will be included on the front of the participant and volunteer 5k guides, on 5k t-shirts and race bibs, and on the finisher medals for each sponsored event. The logo and recognition of the Hospitality Tax funds will also be included in e-mail communication to participants and their families. We will encourage participants to share their event photos on social media using the hashtag #CayceGOTR5k.

After the event, all 5k participants and their families will be emailed a survey with questions about their tourism-related behavior and money spent at Cayce businesses.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
5k Professional Services (DJ, Parking, Overnight Security)	\$3,500
5k Rentals (Portable toilets, transportation, venue, etc)	\$3,500
5k EMT and Police	\$5,000
5k Materials	\$3,000
5k Promotion/Marketing	\$6,000
5k T-shirts for Participants	\$11,000
5k Volunteer Appreciation (Shirts & Refreshments)	\$3,000
Finisher Medals	\$4,000
Background Checks for Volunteers	\$2,000
<b>Total Project Cost</b>	<b>\$41,000</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Cayce Public Safety - Course & Venue Safety	\$5,000
Marketing & Promotions - Increase Attendance & Improve Visibility for Cayce	\$6,000
Co-branded Finisher Medals - Improve Visibility for Cayce	\$2,000
Volunteer Shirts - Safety & Crowd Control; Improve Visibility for Cayce	\$1,500
5k Shirts for GOTR Program Participants - Improve Visibility for Cayce	\$2,000
Venue Rental	\$1,500
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>\$18,000</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
5k Sponsors (Various)	(\$1,000 received, \$5,900proposed)	\$5,000
Participant Registration Fees	Proposed	\$18,000
H-Tax Grant	Requested	\$18,000
	<b>Total</b>	<b>\$41,000</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 2018 Information and Application document.

Board Chairperson Signature: *Blair Cann*

Board Chairperson Name (printed): *Blair Cann* Date: *November 17, 2017*

Executive Director Signature: *Linda Zulli-Trumbauer*

Executive Director Name (printed): *Linda Zulli-Trumbauer* Date: *November 17, 2017*



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Congaree Heritage Day	
Project Address/Location: Cayce Historical Museum	
Project Date(s): October 2018 (date TBD)	Amount Requested: \$2,000

Organization Information	
Organization: Cayce Historical Museum	
Mailing Address: 1800 12th Street	
City/State/Zip: Cayce, SC, 29033	
Phone: 803-550-9530	Alternate Phone:
Fax:	E-Mail: kkinard@cityofcayce-sc.gov
Executive Director: Leo Redmond	
Contact Person (if other than Executive Director): Kelly Kinard	
How many years has this organization existed: 26	

Project Description
<p>Congaree Heritage Day is a public event that celebrates Cayce's rich history. The event features activities for children, living historians and reenactors, and educational displays. The Museum wants to grow the event and advertise through larger mediums, provide food and entertainment for visitors, and more tents for the volunteers/ vendors.</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.):

Tourists/ visitors will be required to sign in at one of two entrances, where a volunteer will greet them and instruct them to provide their name and zip-code. At the end of the event, the number of visitor's will be tallied and zip-codes will be recorded to determine the reach 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 requested dollars will be mainly used to advertise the event so that the Museum/ event can reach a wider audience. The requested funds will also be used to provide food and entertainment for guests so as to encourage more visitors to attend. This event was a huge draw to the community and the Museum wishes to expand the event by providing the community and visitors to the area an entertaining and educational environment, and more inclusive history of the area through interactive displays and activities. These funds will help us accomplish these goals.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Advertising	750
Music/ Entertainment	250
Tents	600
Catering	100
Educational Crafts/ Supplies	100
Reenactors	200
<b>Total Project Cost</b>	<b>2,000</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Advertising	750
Music/ Entertainment	250
Tents	600
Catering	100
Educational Crafts/ Supplies	100
Reenactors	200
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>2,000</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
	<b>Total</b>	

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

*Kelly Kinard*

Executive Director Name (printed):

*Kelly Kinard*

Date: 11/17/17

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Holiday Parade of Lights	
Project Address/Location: 12th Street in Cayce & West Columbia	
Project Date(s): December 8th, 2018	Amount Requested: \$7,000.00

Organization Information	
Organization: Greater Cayce West-Columbia Chamber of Commerce	
Mailing Address: 1006 12th Street	
City/State/Zip: Cayce, SC 29033	
Phone: (803) 794-6504	Alternate Phone: (803) 602-0581
Fax: (803) 794-6505	E-Mail: cory@cwccchamber.com
Executive Director: N/A	
Contact Person (if other than Executive Director): Cory Harrison	
How many years has this organization existed: Since 1958	

Project Description
<p>Christmas/Holiday Parade at night. Parade started in 1998. Starts in Cayce at City of Cayce building on 12th Street and proceeds down 12th street ending at the Wentworth Parking Lot in West Columbia.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 10,000+

Estimated number of attendees **from outside of Cayce** to be attracted: 7,000+

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Eyewitness accounts from law enforcement, videographers, and volunteers. We estimate deepness of crowd (4-5 people deep) plus length of parade route. We also get feedback from local restaurants on sales. Many say it is their 1st or 2nd biggest sales day of the year.

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:

Massive advertising campaign reaches tens of thousands of Midlands residents outside of Cayce.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Radio Advertising	\$2,700
TV Advertising	\$6,000
Print Advertising	\$3,000
Billboards	\$1,000
Insurance	\$800
Volunteer Shirts	\$300
Food & Supplies	\$200
<b>Total Project Cost</b>	<b>\$14,000</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Radio Advertising	\$1,600
TV Advertising	\$3,000
Print Advertising	\$1,500
Insurance	\$400
Billboards	\$500
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>\$7,000</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Cayce	Proposed	\$7,000
West Columbia	Proposed	\$7,000
Sponsorships	Proposed	\$1,000
	<b>Total</b>	<b>\$15,000</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 1-2 million 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 2018 Information and Application document.

Board Chairperson Signature: 

Board Chairperson Name (printed): Dondee Lewis

Date: 11/2/2017

Executive Director Signature: 

Executive Director Name (printed): Cory Harrison

Date: 11/2/2017



# Memorandum

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**To:** Mayor and Council  
**From:** Mendy Corder, Municipal Clerk  
**Date:** 12/15/2017  
**Re:** Discussion and Approval of Hospitality Tax Funding Request for Advertising Specialty Items – Staff Request

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## ISSUE

Council discussion and approval is needed for Staff's request to utilize Hospitality Tax Funds for City of Cayce Advertising Specialty Items.

## BACKGROUND/DISCUSSION

Cayce staff is requesting to be allowed to utilize up to \$1,000 of Hospitality Tax Funds for City of Cayce advertising specialty items. These items are used as giveaways to promote our City. These items are also placed in welcome or gift bags to groups visiting the area, new residents moving into the City and are given away at City events.

## RECOMMENDATION

Staff recommends approval of the Hospitality Tax Fund Request.

CONFIDENTIAL



# Memorandum

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**To:** Mayor and Council  
**From:** Mendy Corder, Municipal Clerk  
**Date:** 12/15/2017  
**Re:** Discussion and Approval of Hospitality Tax Funding Request for Christmas in Cayce and Carols Along the Riverwalk – Staff Request

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## ISSUE

Council discussion and approval is needed for Staff's request to utilize Hospitality Tax Funds for Carols Along the Riverwalk and Christmas in Cayce.

## DISCUSSION

Cayce staff is requesting to be allowed to utilize up to \$14,000 of Hospitality Tax Funds for Carols Along the Riverwalk and Christmas in Cayce. These events have continued to grow year after year in our City and attract more visitors to this area each year.

This year the Events Committee and Cayce Staff are requesting \$4,000 for the Carols Along the Riverwalk event. This is to add more lights, decorations to the venue, along with a Christmas tree, more refreshment options, trolley service for the event goers and advertising of the event.

Cayce staff is requesting \$10,000 for Christmas in Cayce to begin purchasing new decorations and repairing older displays.

## RECOMMENDATION

Staff recommends approval of the Hospitality Tax Fund Request.

CONFIDENTIAL



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Soiree on State	
Project Address/Location: State Street	
Project Date(s): April 14, 2018	Amount Requested: <del>\$31,750</del> 16,750

Organization Information	
Organization: City of Cayce	
Mailing Address: 1800 12th Street	
City/State/Zip: Cayce, SC 29044	
Phone: 803-550-9557	Alternate Phone:
Fax: 803-796-9072	E-Mail: mcorder@caycesc.gov
Executive Director:	
Contact Person (if other than Executive Director): Mendy Corder	
How many years has this organization existed: 2	

Project Description
<p>A party on the streets. Celebrating Cayce's local talent, businesses and vendors! There will be great food and drinks, an awesome kids area, live music and local artist.</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: 500

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):  
Zipcode takers will be at all Soiree on State street entrances!

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:

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Event Advertising	14,000
Stage/Equipment Rentals	2,500
Liability Insurance	750
Misc./Decorations	3,100
Signage	2,000
Entertainment	5,000
Food & Drinks	2,000
Kids Area	1,000
Specialty Items	1,400
<b>Total Project Cost</b>	<b>31,750</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
<del>Advertising (billboards, marking groups, media consultant)</del>	<del>14,000</del>
Equipment (stage, port a jons, tables, golf carts)	2,500
Liability Insurance	750
Misc./Decorations ( Large Cayce letters, bistro tables, VIP area, etc)	3,100
Signage	<del>2,000</del> 1,000 0
Entertainment (Bands, sound)	5,000
Food and drinks (VIP area, bartender,volunteers)	2,000
Kids Area (balloon artist, face painter, games, toys)	1,000
Specialty Items (cups, koozies, t-shirts, etc.)	1,400
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<del>31,750</del>

16,750

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
<b>Total</b>		

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 750.00 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: Congaree Bluegrass Festival	
Project Address/Location: TBD	
Project Date(s): TBD	Amount Requested: \$20,000

Organization Information	
Organization: Cayce Event's Committee	
Mailing Address: PO Box 2004	
City/State/Zip: Cayce, SC 29171	
Phone: 803-550-9520	Alternate Phone: 803-206-3279
Fax: 803-796-9072	E-Mail: dannycreamer@gmail.com
Executive Director: Danny Creamer	
Contact Person (if other than Executive Director): Katinia Taylor	
How many years has this organization existed: 10	

Project Description
<p>Congaree Bluegrass Festival - A Festival featuring a variety of bluegrass bands, food vendors, and children's activities. The festival provides a great opportunity to build tourism in Cayce.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 1500

Estimated number of attendees **from outside of Cayce** to be attracted: 400

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):  
A group of volunteers stand at the entrance to the festival and request each person's zip-code. This not only helps us determine how many people attend the festival but how many miles they have traveled to attend. There is an admission cost for non-residents of Cayce and Cayce residents are also given a ticket at the gate therefore attendance numbers can be calculated by counting the 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:

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Advertising	7,670
Signage	3,242
Specialty items	2,509
Entertainment	4,850
Equipment	9,740
Misc./decorations	1,129
Food and drinks	1,097
Kid's area	2,050
Event insurance	2,690
<b>Total Project Cost</b>	<b>34,977</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Advertising(social media coordinator, flyer's, posters)	4,000
Signage(stage lineup, 48x60 event signs)	2,500
Entertainment (bands, emcee)	2,000
Equipment (stage, port a jons, golf carts, chairs, tables, tents)	6,000
Misc./decorations	500
Food and drinks	500
Kid's area	1,000
Event insurance	2,000
Specialty items (hats, t-shirts, cups, koozies)	1,500
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>20,000</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
A-Tax Funds	Proposed	10,000
Sponsorship Funds, vendor fees, sale of ad.	Proposed	2,000
H-Tax Funds requested	Requested	20,000
	<b>Total</b>	<b>32,000</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$ 1,447.00 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed):

Date:

Executive Director Signature:

Executive Director Name (printed):

Date:

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: March for Meals 5K	
Project Address/Location: Timmerman Trail / Cayce Tennis Center	
Project Date(s): Saturday, March 10, 2018	Amount Requested: \$2500

Organization Information	
Organization: Senior Resources, Inc.	
Mailing Address: 2817 Millwood Ave.	
City/State/Zip: Columbia, SC 29205	
Phone: 803-252-7734	Alternate Phone:
Fax: 803-929-0349	E-Mail: <a href="mailto:bwinston@seniorresourcesinc.org">bwinston@seniorresourcesinc.org</a>
Executive Director: Pam Dukes	
Contact Person (if other than Executive Director): Bridget Winston	
How many years has this organization existed: 50	

Project Description
<p>We are seeking support for our 15th annual March for Meals 5K, which is a fundraiser for Meals on Wheels and other senior nutrition programs we provide to seniors in the Midlands. For the past three years, we've held this event at Timmerman Trail, and have gotten great, positive feedback about the venue and the event. Our 2017 race attracted 210 runners and walkers, as well as dozens of volunteers and spectators. We're looking forward to hosting the 5K at Timmerman Trail again in 2018.</p> <p>We are requesting \$2500 in financial support to cover the following publicity expenses:</p> <ul style="list-style-type: none"> <li>-- Strictly Running homepage ad = \$275</li> <li>-- Strictly Running email blast = \$155 x 2 = \$310</li> <li>-- Poster Printing = \$100</li> <li>-- Promotion through Columbia Running Club = \$74</li> <li>-- Tshirts = \$1740</li> </ul>

### Tourist Information

Estimated number of **total attendees** to be attracted by this project: 300

Estimated number of attendees **from outside of Cayce** to be attracted: 275

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

The number of participants in the 5K will be recorded by Strictly Running, through the use of electronic chip timers. We will be able to gather information about the participants' ages, genders, and hometowns through the information they provide at registration. We also expect to have a group of approximately 100 volunteers assisting at registration, the finish line and throughout the course.

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:

With sound marketing practices, we hope to increase the number of registered participants in the 2018 March for Meals 5K over the number who participated in 2017. Our marketing plan includes direct emails to the running community through the Strictly Running database, as well as ads placed on the Strictly Running homepage in the weeks leading up to our event. We will also use all of our own marketing channels to promote the event, including our monthly newsletter, our email contact list, and our social media channels. We received complimentary billboard advertisement in 2017 and plan to pursue that partnership again for 2018. We hope these targeted strategies will combine to draw both returning and new runners to the event. We also are working with local merchants in the Cayce community to include coupons or flyers in the runners' swag bags. It is our hope that those who participate in the 5K will find a local restaurant or shop to visit after the race.

All of our marketing materials, including the t-shirts, name Timmerman Trail as the location for the 5K and include the City of Cayce logo. It is our hope that the tshirts will help promote the trail as a local, natural resource and recreation facility across the community as the participants continue to wear their tshirts after the race. We also hope that the March for Meals 5K participants will return to Timmerman Trail after the race to enjoy walking, running or biking on the trail. At each of our previous March for Meals events, we have heard runners comment that they had not been to the trail before, but they planned to return after discovering its natural beauty and easy access.

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Strictly Running (event management, timing + promotion)	\$2,000
Tshirt production	\$2,000
City of Cayce police	\$255
First Priority Medical	\$150
DJ services	\$350
Publicity (print + electronic) & signage	\$200
Awards for runners (purchase & engraving)	\$325
Billboards (\$300/week x 4 weeks)	\$1200
<b>Total Project Cost</b>	<b>\$6,480</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Ad on Strictly Running homepage	\$275
Strictly Running email blast (2 x \$155)	\$310
Poster printing	\$100
Promotion through Columbia Running Club	\$75
Tshirt production	\$1740
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>\$2500</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
	<b>Total</b>	

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 \$<sup>\$1,000,000/occurrence</sup>\_\_\_\_\_ 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 2018 Information and Application document.

Board Chairperson Signature: *Elizabeth S. Tucker*

Board Chairperson Name (printed): Elizabeth S. Tucker Date: 11/16/17

Executive Director Signature: *Pam Dukes*

Executive Director Name (printed): Pam Dukes Date: 11/16/17



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: 12,000 Year History Park Education and Interpretation Programs, Tours and Visitor Center Planning	
Project Address/Location: 12,000 Year History Park, Cayce, SC	
Project Date(s): January 1 to December 31, 2018	Amount Requested: \$76,100.00

Organization Information	
Organization: 12,000 Year History Park Working Group	
Mailing Address: The River Alliance, 400 Rivermont Drive	
City/State/Zip: Columbia, SC 29601	
Phone: 850-322-5636	Alternate Phone: 803-765-2200
Fax: 803-765-9600	E-Mail: jhameson@yahoo.com
Executive Director: John H. Jameson, Staff Secretary	
Contact Person (if other than Executive Director): John Jameson	
How many years has this organization existed: 4	

Project Description
<p>Program Tasks:</p> <ol style="list-style-type: none"> <li>1. Volunteer recruitment and training, including needed tour rehearsals, information meetings, and workshops</li> <li>2. Visitor Center planning and design</li> <li>3. Coordinate and oversee collaborative actions with partners, constituents, and special interest groups</li> <li>4. Plan and conduct Annual Interpretive training and information session (by 12KHP staff and NPS park rangers)</li> <li>5. Coordinate Civil War Anniversary Lantern Tour and Encampment, Feb 10-11</li> <li>6. Conduct Native American Lifeways Lantern Tour, April TBA</li> <li>7. Conduct Civil War Lantern Tour, October TBA</li> <li>8. Conduct Native American Lifeways Lantern Tour, November TBA</li> <li>9. Conduct 36 regular tours total (all themes): 18 during March to May 2018, and 18 during October-December 2018</li> <li>10. Conduct 12 special group tours and develop content of targeted tours for Mobility Impaired Day, Nature Day, Scouts' Day, and Students' Day: 6 tours during March to May 2018 and 6 tours during October-December 2018</li> <li>11. Continue oversight and monitoring of 12KHP artifacts storage and curation</li> <li>12. MOU agreements: Coordinate finalization of MOU agreements with Lex. County School Districts for curriculum integration with park programs and resources</li> <li>13. Marketing and information decimation (schools, libraries, businesses, social media, online)</li> </ol>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: 1500

Estimated number of attendees **from outside of Cayce** to be attracted: 1000

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

Online and on-site registration of tours and special event participants, including collecting demographic information such as zip codes, age categories, and publicity sources.

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:

Tour and special event attendees, regionally and state-wide, will travel to Cayce and spend the night in hotels, buy gas, and eat at local restaurants.



**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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.

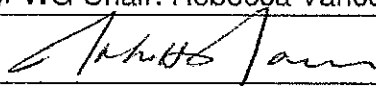
If awarded, the applicant agrees:

- 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 \$ N/A (City project) 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed): WG Chair: Rebecca Vance      Date:

Executive Director Signature:



Executive Director Name (printed): WG Secretary: John Jameson      Date: 11/16/17

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name:	CAYCE SERVES
Project Address/Location:	1120 Fort Congaree Trail Cayce, SC 29033
Project Date(s): 06/16/2018	Amount Requested: \$5525

Organization Information	
Organization: CAYCE PUBLIC SAFETY FOUNDATION	
Mailing Address: PO Box 5422	
City/State/Zip: Cayce, SC 29171	
Phone: 803-546-2121	Alternate Phone: 864-316-4646
Fax:	E-Mail: khutchinson@caycesc.gov
Executive Director: Joseph Dickey	
Contact Person (if other than Executive Director): Kay Hutchinson	
How many years has this organization existed: 7	

Project Description
<p>The sixth annual Cayce Serves Tennis Tournament will be held at the nationally recognized Cayce Tennis and Fitness Center at Ottarre Pointe on Saturday, June 16, 2018. 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>The past five tournaments have produced revenue in the amount of \$26,629.37. Items purchased for the department include: taser packages, chain saws, industrial fans, smoke detectors, flash hoods, boots, meals and groceries for Public Safety Officers and most recently 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 1<sup>st</sup> and 2<sup>nd</sup> place Male and Female Teams and the 1<sup>st</sup> and 2<sup>nd</sup> 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. Last year, the tournament attracted 104 players, a growth of 6 players from the previous year. One hundred players were from outside of Cayce. 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 \$2350 in cash sponsorships. \$1509.24 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
Awards and Prizes	500
Liability Insurance	600
Advertising, banners, signage, print	800
USTA Membership/Tournament Fee	75
Supplies, decorations, etc.	150
<b>Total Project Cost</b>	<b>5525</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
Food	1700
T-Shirts	1400
Court Fees	150
Balls	150
Awards and Prizes	500
Liability Insurance	600
Advertising/Banners/Signage/Print	800
USTA Membership/Tournament Fee	75
Supplies, Decorations, etc.	150
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>5525</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Registration Fees	Proposed	3400
Sponsorships	Proposed	2000
	<b>Total</b>	<b>5400</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed): Kay Hutchinson

Date:

Executive Director Signature:

Executive Director Name (printed): Joseph Dickey

Date:



## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name:	HOTFLASH 5K
Project Address/Location: TIMMERMAN TRAIL	
Project Date(s): 03/24/2018	Amount Requested: \$9500.00

Organization Information	
Organization: The Woman's Club of Cayce	
Mailing Address: PO Box 4273	
City/State/Zip: Cayce, SC 29171	
Phone: 803-546-2121	Alternate Phone: 803-391-6430
Fax:	E-Mail: khutchinson@caycesc.gov
Executive Director: Pamme Eades	
Contact Person (if other than Executive Director): Sheri Dovell or Kay Hutchinson	
How many years has this organization existed: 80	

Project Description
<p>The Woman's Club of Cayce HotFlash 5K Run/Walk 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 set up a variety of health driven booths. For example, last year Lexington Medical Center participated by providing free blood pressure checks. This year we are targeting Vitamin stores, Doctor's Offices, Chiropractors, Gyms, etc., to educate participants on the options they have for a healthier lifestyle. Runners and Walkers will enjoy music, food (including home-made goodies), beverages, goodie bags, T-Shirts, prizes, awards and most importantly they will be exposed to the beauty and accessibility of Cayce's Park System.</p> <p><b>About the Woman's Club of Cayce:</b> The proceeds of this event support the community programs of the Woman's Club of Cayce. Organized in 1937, the mission of the Woman's Club is to promote the community of Cayce and the health and well-being of its citizens. For 80 years, the Woman's Club of Cayce has supported the Cayce and Lexington County community by providing a yearly scholarship for a qualified High School Senior, hosting the yearly Christmas Tree Lighting for the City of Cayce, volunteering and funding God's Helping Hands, volunteering at Nancy K. Perry Children Shelter, holding an Easter Party for Lexington County Foster Children, Cancer Care Caps for local cancer patients, book drive and donation to the Cayce-West Columbia Library and sponsoring a special City-Wide Random Acts of Kindness project called "80 Days of Kind". Your support of the HotFlash 5K helps us reach our service goals. Proceeds will also assist in maintaining a valuable community asset, our 1941 log cabin at 701 Oakland Avenue. The cabin was built by the WPA on land donated to the club by the Guignards. The clubhouse is available for rent for special occasions and is in need of renovations, especially to the kitchen.</p>

## Tourist Information

Estimated number of **total attendees** to be attracted by this project: 250

Estimated number of attendees **from outside of Cayce** to be attracted: 225

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. Coupons on the racing bibs can be used for discount purchases at those establishments.

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:

Last year, the goal for the first HotFlash 5K was to attract 100 runners from across the state to promote Cayce as a healthy place to live, work and visit. The final totals included 108 runners of which 90 came from outside the City of Cayce. This year the goal is to at least double attendance. The new Cayce Courtyard will be attractive to out of town guests and the variety of restaurants will be even more appealing with discount coupons. There is already interest from Charlotte and Tega Cay participants on the Facebook event page. Free coupons to the Cayce Historical Museum will be offered again. Five of the runners last year paid tremendous compliments to the displays, knowledge and courteous treatment they received during a tour of the museum after the run.

Local sponsorship is strongly encouraged and promoted. The following is an excerpt from the sponsorship flier and page:

*Contributors may set up a booth at the race's Health and Wellness Expo to provide information or sell products and services under the event's group business license with the City of Cayce. The event is sponsored by the City of Cayce Hospitality Fund to encourage tourism to the City. We want to help people learn about our City and to bring them in to patronize local restaurants and businesses. Last year, 80% of the runners and their families came from outside of Cayce. We encourage you to participate in some way.*

<b>Total Project Costs</b>	
<b>Itemize Total Project Expenses Below</b>	<b>Amount</b>
Strictly Running (race mgmt 200-300 runners)	2400
T-Shirts (200-300 runners)	2600
Insurance (200-300 runners)	600
Police	400
Cash Awards (as advertised) and Prize Medals	1600
Port-o-Johns	225
Advertising, banners, signage	1100
Food	200
Memberships, supplies	375
<b>Total Project Cost</b>	<b>9500</b>

<b>Hospitality Tax Grant Project Costs</b>	
<b>Itemize Hospitality Tax Grant Expenses Below</b>	<b>Amount</b>
T-Shirts	2600
Insurance	600
Police	400
Cash Awards	1600
Port-o-Johns	225
Advertising, banners, signage	1100
Food	200
Memberships and supplies	375
Strictly Running	2400
<b>Amount Requested</b> (must equal Amount Requested on first page of application)	<b>9500</b>

<b>All Sources of Project Funds</b>		
<b>Source of Funds</b>	<b>Status of Funds</b> (Proposed, Requested, Received)	<b>Amount</b>
Registration Fees	Proposed	3500
Sponsorships	Proposed	2000
	<b>Total</b>	<b>5500</b>

**Statement of Assurances/Certification**

The applicant has reviewed the full 2018 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:

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- 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 2018 Information and Application document.

Board Chairperson Signature:

Board Chairperson Name (printed): Sharon Dovell

Date:

Executive Director Signature:

Executive Director Name (printed): Pamme Eades

Date:

## 2018 City of Cayce Hospitality Tax Grant Application

Project Information	
Project Name: <u>Soiree on State Marketing Plan</u>	
Project Address/Location: <u>State Street / M Ave. - Railroad Ave.</u>	
Project Date(s): <u>April 14, 2018</u>	Amount Requested: <u>\$15,000</u>

Organization Information	
Organization: <u>City of Cayce / MPA Strategies</u>	
Mailing Address: <u>1800 12th Street</u>	
City/State/Zip: <u>Cayce, SC 29033</u>	
Phone: <u>803-796-9020</u>	Alternate Phone: <u>(Ashley Cell) 665-3676</u>
Fax:	E-Mail: <u>ahunter@mpastrategies.com</u>
Executive Director:	
Contact Person (if other than Executive Director): <u>Ashley Hunter (MPA, CEO)</u>	
How many years has this organization existed: <u>6</u>	

Project Description
<p>In 2017, we estimated that the Soiree would garner 400 first time attendees based on a \$12,000 media and digital marketing plan. More than three times the estimated people attended the event. This year, we would like to increase our request in a effort to expand the reach of our campaign; thus increasing the number of attendees.</p>

**Tourist Information**

Estimated number of **total attendees** to be attracted by this project: **1800**

Estimated number of attendees **from outside of Cayce** to be attracted: **1100**

Explain how the number of tourists will be calculated (surveys, forms, license plates, etc.):

*staff getting zip codes at entry*

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 impact of the requested funds will be determined by the number of attendees and the overall reach of the media campaign.*

*The attendees will fuel Cayce businesses and vendors at the event. This year the media campaign includes a broader geographical reach to bring in additional attendees to the event.*



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# Memorandum

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**To:** Mayor and Council

**From:** Mendy Corder, Municipal Clerk

**Date:** January 16, 2018

**Subject:** Discussion of Amendment to Sec. 28.81 of the City of Cayce Code of Ordinances Concerning the Hours Unreasonable Noise Prohibited in the City

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## ISSUE

Review of proposed changes to the City of Cayce's Noise Ordinance.

## BACKGROUND/DISCUSSION

The City has received numerous complaints regarding loud music being played at night. The City's current Ordinance reads, "The playing or operation of any radio, television, phonograph, stereo, computer, CD player, cassette player, loudspeaker or similar sound-producing or sound-emitting device or any musical instrument in such a manner, or with such volume, particularly during the hours between 11:00 p.m. and 7:00 a.m., as to unreasonably disturb any person in the vicinity thereof."

Staff researched the surrounding municipality's noise ordinance and the times that they enforce their ordinance. The findings are below:

West Columbia 9pm – 7am  
Town of Lexington 9pm – 7am  
Columbia 10pm - 7am  
Lexington County – does not specify times

Staff also researched surrounding municipality's policies for City hosted events that may create a noise issue. The City of West Columbia suspends their noise ordinance in any Resolution that they do for a City event. The Town of Lexington's noise ordinance includes an exemption that reads, "Any other noise resulting from activities of a temporary duration permitted by law and for which a license or permit has been granted by the municipality."



The City's Special Events Policy has not been finalized and currently does not address events that are held on private property such as the Columbia Speedway.

### **RECOMMENDATION**

Council discussion is needed regarding the times the City enforces its noise ordinance and possibly amending the ordinance to address noise issues on private property.