

**City of Cayce**  
**Regular Council Meeting**  
**Tuesday, February 3, 2026**  
**6:00 p.m. – Cayce City Hall – 1800 12<sup>th</sup> Street**  
[www.caycesc.gov](http://www.caycesc.gov)

**To Access Council Meeting Livestream, click**  
<https://www.youtube.com/@cityofcayce1137streams>

## **REGULAR COUNCIL MEETING**

### **I. Call to Order**

- A. Invocation and Pledge of Allegiance
- B. Approval of Minutes  
January 6, 2026, Regular Council Meeting  
January 21, 2026, Regular Council Meeting

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

### **III. Presentation**

- A. Presentation by David Sykes, with Stantec Consulting Services Inc., on the City's Brownfields Grant Program

### **IV. Resolutions**

- A. Consideration and Approval of a Celebratory Resolution

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

- A. Discussion and Approval to Amend the February 18, 2026, Council Meeting Date
- B. Discussion and Consideration of the Accommodations Tax Committee's Recommendation and Appropriation of Accommodations Tax Funds for FY25/26

### **VI. Committee Matters**

- A. Approval to Enter the Following Committee Approved Minutes into the City's Record  
Events Committee – September 11, 2025  
Cayce Housing Authority - November 18, 2025  
Cayce Historical Museum Commission – December 3, 2025

**VII. City Manager's Report**

**VIII. Council Comments**

**IX. Executive Session**

- A. Discussion of the employment of a public employee
- B. Discussion of a proposed economic development project, including related incentives and contractual matters
- C. Discussion of matters relating to the proposed agenda, format and internal planning for the March 18, 2026, Council Work Session Retreat

**NOTE: Items discussed in Executive Session may result in action by City Council upon its return to general session**

**X. Reconvene**

**XI. Possible Action in follow up to Executive Session**

**XII. Adjourn**

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

Mayor Elise Partin	Mayor Pro-Tem Phil Carter	Council Members Tiffany Aull Byron Thomas Alice Rose	City Manager Michael Conley	Assistant City Manager Wesley Crosby
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**City of Cayce  
Regular Council Meeting  
Tuesday, January 6, 2026**

The January 6, 2026, Regular Council Meeting was held this evening at 6:00 p.m. in Council Chambers. Those present included Mayor Elise Partin, Mayor Pro Tem Phil Carter and Council Members Byron Thomas, Tiffany Aull and Alice Rose. City Manager Michael Conley, Assistant City Manager Wesley Crosby, Municipal Clerk Mendy Corder, Finance Director Allison Barrs, Human Resources Director Keisha Brunson, Assistant City Manager/Utilities Director Betsy Catchings, IT Director Jamie Beckham and City Attorney James Smith were also in attendance.

Mayor Elise Partin asked if members of the press and the public were duly notified of the meeting in accordance with the FOIA. Ms. Corder confirmed they were notified.

**Call to Order**

Mayor Partin called the Regular Council meeting to order and Council Member Thomas gave the invocation. City staff member and Army Veteran Amanda Rowan led the assembly in the Pledge of Allegiance.

**Approval of Minutes**

Council Member Thomas made a motion to postpone approval of the December 2, 2025, Regular Council Meeting minutes so his comments regarding appointing James Smith as City Attorney could be added. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

**Public Comment Regarding Items on the Agenda**

Chip Salak – Item IV. C. Mr. Salak voiced support of rezoning 1109 F Avenue from C-1 to RS-3.

Iveral Wise – Item IV. C. Ms. Wise voiced opposition to the rezoning of 1109 F Avenue from C-1 to RS-3.

Richard Boiteau – Item IV. C. Mr. Boiteau voiced support of rezoning 1109 F Avenue from C-1 to RS-3.

**Items for Discussion and Possible Approval**

- A. Discussion and Approval to Amend the January 21, 2026, Council Meeting Date

Mayor Partin stated that the January 21, 2026, Council Meeting was being held therefore no action was needed for this item.

### **Resolutions and Ordinances**

- A. Consideration and Approval of Resolution Appointing Representation and an Alternate to the Joint Municipal Water and Sewer Commission

Mayor Partin and Council Member Aull recused themselves from this item. Their recusal forms are attached.

Council Member Thomas made a motion to appoint Mayor Partin to the Joint Municipal Water and Sewer Commission board and appoint Council Member Aull as the alternate. Council Member Rose seconded the motion and Mayor Pro Tem Carter voted yes so the motion passed.

- B. Consideration and Approval of Resolution to Authorize Acceptance and Execution of a Loan Assistance Agreement from the South Carolina Water Quality Revolving Fund Authority for the Water Treatment Plant Advanced Treatment Study

Mayor Pro Tem Carter made a motion to approve the Resolution. Council Member Thomas seconded the motion which was unanimously approved by roll call vote.

- C. Discussion and Approval of Ordinance 2026-01 Amending the Zoning Map and Rezoning Property Located at 1109 F Avenue (Tax Map Number 004634-07-004) from C-1 to RS-3 – First Reading

Council Member Thomas made a motion to approve the rezoning Ordinance. Mayor Pro Tem Carter seconded the motion which was unanimously approved by roll call vote.

- D. Discussion and Approval of Ordinance 2026-02 Amending the Zoning Map and Rezoning Property Located Near the Intersection of Dunbar Road and Millen Street, Abutting 1401 Dunbar Road (Tax Map Number 005766-03-008) from M-1 to RG-2 – First Reading

Council Member Thomas made a motion to approve the rezoning Ordinance. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

### **Committee Matters**

**A. Approval to Enter the Following Committee Approved Minutes into the City's Record**

Cayce Historical Museum Commission – October 1, 2025

Planning Commission – October 20, 2025

Board of Zoning Appeals – October 20, 2025

Cayce Historical Museum Commission – November 5, 2025

Council Member Rose made a motion to enter the Committee approved minutes into the City's record. Council Member Thomas seconded the motion which passed unanimously.

**B. Appointments and Reappointments**

Cayce Housing Authority – One (1) Position

Beautification Foundation – One (1) Position

Events Committee – One (1) Position

Standard Technical Codes Board of Appeals – One (1) Position

Council Member Thomas made a motion to reappoint Ms. Johnetta Riley to the Cayce Housing Authority. Council Member Aull seconded the motion which was unanimously approved by roll call vote.

Council Member Thomas made a motion to appoint Ms. Blair Layman to the Beautification Foundation. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

Council Member Thomas made a motion to reappoint Ms. Teresa Mitchell to the Events Committee. Council Member Aull seconded the motion which was unanimously approved by roll call vote.

Council Member Thomas made a motion to reappoint Mr. Derek Hutton to the Standard Technical Codes Board of Appeals. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

**City Manager's Report**

City Manager Conley stated that he did not have anything to report.

**Council Comments**

Council Member Thomas stated that Lexington County Council approved \$134,938 on December 9 to resurface Lee Street using C funds and thanked the City's State and County partners for helping to get this done. He thanked everyone involved in making the Lee Street renaming project happen, in helping honor former Mayor Pro Tem Skip Jenkins, the City's longest serving City Councilman, and Eddie Brown, the

first African American to serve as a Public Safety Officer. He stated that he had partnered with the Center for Heirs Property in regard to do another Free Wills Clinic. He stated that he was holding a litter clean up on Martin Luther King Jr. day to honor Dr. King through service. Council Member Thomas stated that the Cayce Public Safety Foundation was working with the woof trax app as a fundraiser for the Police and Fire Departments. He stated that he was selected to be the chairman of the Small Cities Council for the National League of Cities for this upcoming year and was very excited to serve.

Mayor Partin stated that the Museum's Christmas Traditions event was amazing. She stated that it was decorated and welcoming and had almost like an Etsy fair. She stated that a lot of residents volunteered and helped to give tours and welcome families. She stated that it was extremely well done. She stated that she received a message from a friend who stated they had a positive interaction with two of the City's Police Officers recently who came to the rescue of an elderly motorist who had merged the wrong way from the frontage road onto I-26. Mayor Partin stated that the Officers were compassionate and professional.

### **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
  - i. Zoning Appeal Litigation (1028 Michaelmas Avenue)
- B. Discussion of potential Economic Development project
- C. Legal advice regarding Accommodations Tax

Council Member Thomas made a motion to move into Executive Session. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

### **Reconvene**

After the Executive Session was concluded, Mayor Pro Tem Carter made a motion to reconvene the Regular meeting. Council Member Thomas seconded the motion which was unanimously approved by roll call vote. Mayor Partin announced that no vote was taken in Executive Session other than to adjourn and resume the Regular meeting.

### **Possible action by Council in follow up to Executive Session**

- A. Discussion and possible approval of proposed settlement of zoning appeal litigation (1028 Michaelmas Avenue)

There was no action in follow up to Executive Session.

**Adjourn**

Council Member Thomas made a motion to adjourn the meeting. Council Member Aull seconded the motion which was unanimously approved by roll call vote. There being no further business, the meeting adjourned at 7:55pm.

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Elise Partin, Mayor

ATTEST:

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Mendy Corder, CMC, Municipal Clerk

IF YOU WOULD LIKE TO SPEAK ON A MATTER APPEARING ON THE  
MEETING AGENDA, PLEASE COMPLETE THE INFORMATION BELOW  
PRIOR TO THE START OF THE MEETING.\* *THANK YOU.*

## COUNCIL MEETING SPEAKERS' LIST

**Tuesday, January 6, 2026**

**\*Appearance of citizens at Council meetings - City of Cayce Code of Ordinances, Sec. 2-71.** Any citizen of the municipality may speak at a regular meeting of the council on a matter pertaining to municipal services and operation, with the exception of personnel matters, by notifying the office of the city manager at least five working days prior to the meeting and stating the subject and purpose for speaking. Additionally, during the **public comment period** as specified on the agenda of a regular meeting of the council, a member of the public may speak on a matter appearing on the meeting agenda, with the exception of personnel matters by signing a speakers list maintained by the city clerk prior to the start of the public comment period. The number of speakers at a council meeting may be limited in the discretion of the mayor or presiding officer, the length of time for any speaker's presentation is limited to a maximum of five minutes, and a presentation may be curtailed if determined to be uncivil, contentious, or disruptive in the discretion of the mayor or presiding officer or by majority of vote of council.

## RECUSAL STATEMENT

Member Name: Tiffany Aull

Meeting Date: January 6, 2026

Agenda Item: Section IV.A Number \_\_\_\_\_

Topic: Consideration & Approval of Resolution

Appointing representation and an alternate to  
The Joint Municipal Water & Sewer Commis. on.

The Ethics Act, SC Code §8-13-700, provides that no public official may knowingly use his office to obtain an economic interest for himself, a family member of his immediate family, an individual with whom he is associated, or a business with which he is associated. No public official may make, participate in making, or influence a governmental decision in which he or any such person or business has an economic interest. Failure to recuse oneself from an issue in which there is or may be conflict of interest is the sole responsibility of the council member (1991 Op. Atty. Gen. No. 91-37). A written statement describing the matter requiring action and the nature of the potential conflict of interest is required.

Justification to Recuse:

Professionally employed by or under contract with principal

Owns or has vested interest in principal or property

Other: Spouse

Jan 6, 2026  
Date

Tiffany Aull  
Member Signature

Approved by Parliamentarian:

## RECUSAL STATEMENT

Member Name: Elise Partin

Meeting Date: January 6, 2026

Agenda Item: Section IV. A. Number \_\_\_\_\_

Topic: Consideration + Approval of Resolution  
Appointing Representation + an Alternate to  
the Joint Municipal Water + Sewer Commission

The Ethics Act, SC Code §8-13-700, provides that no public official may knowingly use his office to obtain an economic interest for himself, a family member of his immediate family, an individual with whom he is associated, or a business with which he is associated. No public official may make, participate in making, or influence a governmental decision in which he or any such person or business has an economic interest. Failure to recuse oneself from an issue in which there is or may be conflict of interest is the sole responsibility of the council member (1991 Op. Atty. Gen. No. 91-37). A written statement describing the matter requiring action and the nature of the potential conflict of interest is required.

Justification to Recuse:

Professionally employed by or under contract with principal

Owns or has vested interest in principal or property

Other: Stipend

Jan 6, 2026  
Date

Elise Partin  
Member Signature

Approved by Parliamentarian:

Mayor Elise Partin	Mayor Pro-Tem Phil Carter	Council Members Tiffany Aull Byron Thomas Alice Rose	City Manager Michael Conley	Assistant City Manager Wesley Crosby
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**City of Cayce  
Regular Council Meeting  
Wednesday, January 21, 2026**

The January 21, 2026, Regular Council Meeting was held this evening at 5:00 p.m. in Council Chambers. Those present included Mayor Elise Partin, Mayor Pro Tem Phil Carter and Council Members Byron Thomas, Tiffany Aull and Alice Rose. City Manager Michael Conley, Assistant City Manager Wesley Crosby, Municipal Clerk Mendy Corder, Finance Director Allison Barrs, Human Resources Director Keisha Brunson, Assistant City Manager/Utilities Director Betsy Catchings, IT Director Jamie Beckham and City Attorney James Smith were also in attendance.

Mayor Elise Partin asked if members of the press and the public were duly notified of the meeting in accordance with the FOIA. Ms. Corder confirmed they were notified.

**Call to Order**

Mayor Partin called the Regular Council meeting to order and Council Member Rose gave the invocation. City staff member and Air Force Veteran Vince Osborne led the assembly in the Pledge of Allegiance.

**Approval of Minutes**

Council Member Thomas made a motion to approve the December 2, 2025, Regular Council Meeting minutes with the addition of his comments regarding the appointment of the City Attorney. Council Member Aull seconded the motion which was unanimously approved by roll call vote.

**Chief A.G. Dantzler Celebration of Life**

Mayor Partin stated that it was with great sadness that she had to share that former Chief of Cayce Public Safety, A.G. Dantzler, passed away on January 10, 2026. She stated that Chief Dantzler began working with the Cayce Department of Public Safety in 1959 and after his retirement in 1998 he served as a Cayce volunteer fireman and as a Commissioner for the Cayce Historical Museum. She stated that Cayce's Police and Fire buildings bear the name of A.G. Dantzler and he was inducted into the South Carolina Law Enforcement Hall of Fame in 2023. In May 2024, the City of Cayce presented Chief Dantzler with the key to the City for his many years of dedication to public safety and his love for the community. Mayor Partin asked everyone to take a moment of silence to remember and honor Chief Dantzler as they also kept his wife of more than 60 years, Ms. Barbara, and his family and many friends in their thoughts, prayers and hearts.

## **Public Comment**

There was no public comment.

## **Ordinances**

- A. Discussion and Approval of Ordinance 2026-01 Amending the Zoning Map and Rezoning Property Located at 1109 F Avenue (Tax Map Number 004634-07-004) from C-1 to RS-3 – Second Reading

Council Member Thomas made a motion to approve the rezoning Ordinance. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

- B. Discussion and Approval of Ordinance 2026-02 Amending the Zoning Map and Rezoning Property Located Near the Intersection of Dunbar Road and Millen Street, Abutting 1401 Dunbar Road (Tax Map Number 005766-03-008) from M-1 to RG-2 – Second Reading

Council Member Thomas made a motion to approve the rezoning Ordinance. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

## **Committee Matters**

- A. Appointments

Cayce Museum and Historical Commission – One (1) Position

Mayor Pro Tem Carter made a motion to appoint Ms. Kasey Lawson to the Cayce Museum and Historical Commission. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

- B. Discussion and Approval of Waiver of Attendance Policy for Museum and Historical Commissioner

City Manager Conley stated that Ms. Charlita Earle had requested a waiver of the City's attendance policy for City Committee members so she could complete her graduate coursework.

Mayor Pro Tem Carter made a motion to approve waiving the attendance policy for Ms. Earle. Council Member Thomas seconded the motion which was unanimously approved by roll call vote.

## **City Manager's Report**

City Manager Conley stated that the Cayce Historical Museum Commission was sponsoring a genealogy day on January 24 at the Cayce Museum. He stated that the Museum was also hosting a lecture series sponsored by the Cayce Historic Foundation on January 29.

### **Council Comments**

Council Member Thomas stated that he along with the Center for Heirs was holding a free wills clinic at Mt. Zion Church of Cayce that Saturday. He stated that the previous week Lexington County Council's Committee of the Whole chaired by Cayce's County Councilman Todd Cullum, unanimously approved a support letter regarding the FEMA \$29 million hazard grant and he was sure the City would continue to try to work with the State to get more funding for that if approved for that grant. He stated that it was a one-time grant due to the damage from Hurricane Helene and if awarded, money from the grant could be used towards continuing the projects on the Avenues to fix the drainage. He stated that the litter pick-up day he held in honor of Dr. Martin Luther King was a huge success and he and the volunteers removed over 500 pounds of litter.

Council Member Aull stated that she had received several calls about the Shell Station on the corner of Knox Abbott Drive from people who had heard that the University of South Carolina bought that property and student housing was going there. She stated that she, nor to her knowledge, anyone on Council had been made aware of that. She stated that she also received a call regarding the Cayce Newz and Views social media page. She stated that page was not affiliated with the City of Cayce, so if anyone was looking for information from the City of Cayce, she would encourage them to go to the City's website.

Mayor Partin stated that the Shell property was not zoned for apartments and was zoned for commercial use only. She stated that before apartments could be built there the property would have to be rezoned which would have to go before the City's Planning Commission and then before Council and it would be a very public process. She stated that it had not come before Council and if it ever did the public would have a lot of information. Mayor Partin stated that recently she along with two Council Members attended the Broadacres Neighborhood Meeting and the City's Fire Department and Police Department were there as well. She stated that they were phenomenal in the way they spoke to the residents and helped them to feel supported. She thanked them and stated that they were really informative, but also very personable and approachable, and that was customer service that mattered.

### **Executive Session**

- A. Receipt of legal advice regarding intergovernmental relations and Council's participation and representation in the Lexington County Municipal Association

**B. Discussion of potential economic development project**

Council Member Thomas made a motion to move into Executive Session. Council Member Rose seconded the motion which was unanimously approved by roll call vote.

**Reconvene**

After the Executive Session was concluded, Council Member Rose made a motion to reconvene the Regular meeting. Council Member Thomas seconded the motion which was unanimously approved by roll call vote. Mayor Partin announced that no vote was taken in Executive Session other than to adjourn and resume the Regular meeting.

**Adjourn**

Council Member Aull made a motion to adjourn the meeting. Mayor Pro Tem Carter seconded the motion which was unanimously approved by roll call vote. There being no further business, the meeting adjourned at 5:54pm.

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Elise Partin, Mayor

ATTEST:

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Mendy Corder, CMC, Municipal Clerk

IF YOU WOULD LIKE TO SPEAK ON A MATTER APPEARING ON THE  
MEETING AGENDA, PLEASE COMPLETE THE INFORMATION BELOW  
PRIOR TO THE START OF THE MEETING.\* *THANK YOU.*

## COUNCIL MEETING SPEAKERS' LIST

Wednesday, January 21, 2026

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# Memorandum

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**To:** Mayor and Council

**From:** Michael Conley, City Manager

**Date:** February 3, 2026

**Subject:** FY 2025-2026 Redistribution of 30% Accommodations Tax (A-Tax) Funding

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## **Background**

The City of Cayce receives annual Accommodations Tax (A-Tax) revenue, of which 30% must be allocated specifically to non-profit organizations for the advertising and promotion of tourism. For the FY 2025-2026 cycle, three entities applied for these funds: Capital City/Lake Murray Country, Experience Columbia, and the Greater Cayce West Columbia Chamber of Commerce (CWC).

At a prior meeting of City Council, a motion to appropriate the City's A-Tax 30% Special Fund revenues failed on a 2-1 vote, and no appropriation was made. As a result, the funds remained unappropriated. Subsequently, City Council directed staff to allow the Greater Cayce West Columbia Chamber of Commerce a limited opportunity to submit a complete application and proposed budget for consideration, notwithstanding its prior failure to submit a timely application. That opportunity has been provided. Two additional entities that previously submitted timely and complete applications remain qualified for Council consideration. All applications and supporting materials have been received and reviewed for eligibility and statutory compliance and are now before City Council for consideration. The City currently has approximately \$44,000 available for distribution for the remainder of the fiscal year.

## **Discussion**

To ensure a thorough and equitable review, the City requested additional information from the CWC to bring their submission in line with the data provided by the other partners. However, the CWC declined to submit the additional information requested to complete its application for Council consideration. Experience Columbia and Capital City/Lake Murray Country both reaffirmed their interest, with the latter providing general updates to their original application. Consequently, Experience Columbia and Capital City/Lake Murray Country have provided the necessary documentation to proceed.

## **Recommendation**

It is recommended that Council approve the distribution of the available \$44,000 between Capital City/Lake Murray Country and Experience Columbia. This action ensures the City fulfills its statutory obligation to allocate these funds for tourism promotion while maintaining a consistent and equitable administrative process.

*Jewel of South Carolina™*

January 30, 2026

Re: City of Cayce HTAX FY25/26

Please accept this letter as a clarification and update to Capital City/Lake Murray Country's submitted application. CCLMC will not be hosting the Southeastern BBQ Showdown in April 2026. As such, the requested \$20,000 in HTAX funding will be fully dedicated to destination marketing initiatives that directly promote the City of Cayce and its tourism assets, with the intent of driving overnight visitation and visitor spending.

The proposed allocation of funds is outlined below:

- \$4,000 – Billboard Advertising:  
Regional billboard placements promoting the City of Cayce as a destination, highlighting signature events and attractions such as *Soirée on State*, Revolutionary War history, and the 12,000 Year History Park.
- \$4,665 – Regional Visitor's Guide and Digital Map:  
Cayce will be prominently featured in CCLMC's Regional Visitor's Guide and accompanying digital platform. This represents one-tenth of the total production cost and includes Cayce's restaurants, hotels, events, parks, and trail systems, with year-round distribution both in print and online.
- \$8,000 – Regional and Statewide Publication Advertising:  
Advertising placement in high-impact travel and lifestyle publications such as *Garden & Gun*, *Southern Living*, or *Discover South Carolina*.
- \$5,000 – Visit Lake Murray Podcast:  
Production and promotion of a City of Cayce-focused episode on 12,000 Year History Park and Cayce Historic Museum with Andy Thomas.

CCLMC is committed to ensuring that City of Cayce HTAX funds are utilized strategically and through regional and statewide marketing, these efforts position Cayce as a compelling destination while supporting local restaurants, hotels, and attractions.

Thank you for your continued consideration and support. We appreciate the opportunity to partner with the City of Cayce to promote tourism and economic impact within the community.

Sincerely,



Vickie Davis  
Executive Director

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

## PROJECT INFORMATION

**Project/Event Name:**

Capital City/Lake Murray Country Leisure Destinatio

**Project/Event Dates:**

7/1/15 - 6/30/26

**Project/Event Address/Location:**

2184 N Lake Drive, Columbia, SC 29212

**Amount Requested:**

\$ 10,000.00

**Will the project/event be completed by June 30, 2026?**

Yes  No

## ORGANIZATION INFORMATION

**Name** : Capital City Lake Murray Country Regional Tourism Board (CCLMC)

**Contact Person** : Miriam Atria **Phone:** : (803) 781-5940

**Address** : PO Box 1783

**City, State, Zip** : Irmo, SC, 29063

**Director** : Miriam Atria

**E-Mail:** : miriam@lakemurraycountry.com

**Non-Profit Status** : 501c6

**Years in Business** : 44 years

**Federal ID#** : 57-0738559

**I have read and understood the City of Cayce Grant Guidelines** :

Yes

No

**Any funds awarded in prior years were 100% expended** :

Yes

No

N/A

**Funding Request Categories (Choose only one):**

**Advertising and Promotion:** Funding requests related to chambers of commerce, visitor and convention bureaus, or regional tourism commissions, which have an existing, ongoing tourist promotion program.

**Tourism-Related Expenditures:** All other funding requests, such as events, that promote tourism and travel into Cayce from communities greater than or equal to 50 miles away.

**Applicant Signature:**

*Miriam Atria*

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2025 TO JUNE 30, 2026

## PROJECT DESCRIPTION (MUST INCLUDE DATES)

CLMC's marketing targets outside the region, across a 750 miles radius of the region and now worldwide. Some of the planned events for 2025-2026:

- 1- Fall Event Oct 3-4, 2025 National Crappie League
- 2 -Fall Event 2025 - POMA media conference
3. Fall Event September 6-7, 2025 Phoenix Bass Fishing League Super Tournament
- 4- Fall Event September 6, 2025 Queen City Kayak
- 5- Fall Event October 10-11, 2025 BFL Regional Event
- 6 -Fall Event October 17-19, 2025 Big Bass Tour
- 7- Winter Event February 2026 National Collegiate Championship
- 8- Spring Event April 23-25, 2026 SE BBQ Showdown
- 9- Spring Event May 2026 BFL All American Championship

## TOURISM INFORMATION

**Estimated number of total attendees anticipated** : 588,715

**Estimated number of attendees from outside of Cayce** : 340,568

How will the number of tourists will be calculated? (i.e. tickets sales, surveys, license plates, etc.)

Attendance is calculated through Zartico, an emerging marketing technology company, that utilizes geolocation, spending and lodging data to account for the number of tourists to the City of Cayce and Capital City/Lake Murray Country region. Tourists to the area also are tracked via the CCLMC Visitors Center.

Fishing tournament events complete event survey forms for hotel/economic impact purposes.

How will the funding increase tourism and financially impact Cayce businesses? (Explain)

Zartico reporting indicates that CCLMC is generating over 64% of visitors from outside of our region, and future Zartico forecasts show a 45% increase in the number of event attendees, which means more hotel stays, meals consumed and overall increase in visitor spending.

For reference, over the last 12 months, Zartico lodging data shows that hotel stay value has averaged \$277 in the CCLMC region, an increase in 11% from the previous year, and the average length of stay is 2.1 days, an increase in 7% from the previous year.

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

## ITEMIZED PROJECT COSTS

Expense Description	Total Project Amount	Grant Funded Amount
Brochures	\$ 55,000.00	\$ 55,000.00
Travel Media/PR	\$ 30,000.00	\$ 30,000.00
Digital Web/Billboards	\$ 195,875.00	\$ 195,875.00
Print, Radio, Television	\$ 214,615.00	\$ 214,615.00
SCPRT Welcome Centers/LMC Visitors Ctr	\$ 33,990.00	\$ 33,990.00
Golf/Fishing Tournaments	\$ 425,500.00	\$ 425,500.00
Special Events (SE BBQ Showdown, July 4	\$ 850,000.00	\$ 850,000.00
Podcast	\$ 31,889.00	\$ 31,889.00
Trade/Travel Shows	\$ 25,975.00	\$ 25,975.00
<b>Total Project Costs:</b>	<b>\$ 1,862,844.00</b>	<b>\$ 1,862,844.00</b>

## ALL SOURCES OF PROJECT FUNDS

Funding Source	Status of Funds	Funding Amount
City of Cayce A and H Tax	Requested	\$ 20,000.00
Counties of Lexington, Newberry, Saluda A	Requested	\$ 189,473.00
Towns of Blythewood, Lexington, Irmo A-Ts	Requested	\$ 70,000.00
City of Columbia A and H Tax	Requested	\$ 650,000.00
City of West Columbia A-Tax	Requested	\$ 9,000.00
Richland County A and H Tax	Requested	\$ 275,000.00
SCPRT Matching Grants	Requested	\$ 649,371.00
<b>Total Project Funds from All Sources:</b>		<b>\$ 1,862,844.00</b>

*Examples of Statuses of Funds: Proposed, Requested, Approved, Received*

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2024 TO JUNE 30, 2026

## OVERNIGHT ACCOMMODATIONS

Please list hotels within the City of Cayce that you will contact to arrange rooms for overnight visitors

**Hotel/Motel Name**

Country Inn & Suites  
Courtyard by Marriott

**Hotel/Motel Address**

2245 Airport Blvd., Cayce, SC 29033  
1125 Fort Congaree Trail, Cayce, SC 29033

## ADVERTISING/PROMOTION METHODS

Will you be advertising outside a 50-mile radius of Cayce?

Yes

No

Who will be responsible for the advertising?

Applicant

Outside Agency

If you answered "outside agency" above, which agency?

Please list all anticipated advertising methods outside a 50-mile radius:

Advertising Method	Estimated Number	Distribution Range (miles)
Magazine Ads	4,180,000	350
Newspaper Ads	151,000	350
Television Ads	6,320,730	750
Radio Ads	2,475,000	350
Billboards	3,450,000	750
Website Ads	3,250,000	750
Other (Rack Cards, Brochures, Spc	665,114	750

*Examples of advertising methods: brochures, print ads, television ads, radio ads, etc.*

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

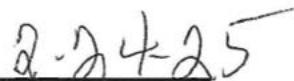
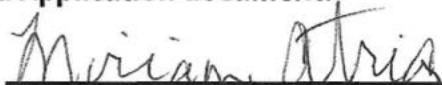
## STATEMENT OF ASSURANCES/CERTIFICATION

The applicant has reviewed the full FY 2025-2026 Cayce Accommodations Tax Grant Information and Application document and understands the accommodations tax 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 Accommodations Tax".
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- All records pertinent to Accommodations Tax funding shall be retained for a period of three years. All procurement transactions 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 a 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 spent in any other way that as described and approved per the applications, must be returned to the City of Cayce.
- No person, on the basis of disability, age, race, color, religion, sex, 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 funding in whole or in part by Accommodations Tax funds.
- None of the funds, materials, property, or services provided directly or indirectly under Accommodations Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- The organization will carry liability insurance in the amount of \$ 2,000,000 and agrees to include the City of Cayce as a named insured for the 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 under the "Reporting Requirements" section of the FY2025-2026 Information and Application document.

Applicant Signature:



Applicant Name: Miriam Atria

Date:

## Advertisements

### Magazine Ads

Ad Listing	Distribution Range	Targeted Audience
USA Today – Hunt and Fish	100K	Fishing Visitors
USA Today – Southeast Escape	100K	Leisure Visitors
USA Today – National Parks	100K	Leisure/Outdoor Visitors
Garden & Gun	1.6M	Leisure/Outdoor Visitors
American Road	120,000	Leisure/Outdoor Visitors
BASS	500,000+	Fishing Visitors
Food & Travel	1.1M	Foodies
Discover SC	360K	Leisure/Outdoor Visitors
The Local Palate	200K	Foodies

### Newspaper Ads

Ad Listing	Distribution Range	Targeted Audience
Free Times	151,000	Leisure visitors

### Television Ads

Ad Listing	Distribution Range	Targeted Audience
Bassmaster Elite	4.5 M	National fishing visitors
WIS TV	317,943	Leisure visitors outside surrounding counties
WOLO	118,787	Various event – regional visitors
Scott Martin	1.6 M	National fishing visitors
The Cooking Channel	284,000	Foodies
Bailey Sports Discovery Channel	1.1M	National foodies

Radio Ads		
Ad Listing	Distribution Range	Targeted Audience
I Heart The Lake	750,000	Playcation
	55,000	July 4 <sup>th</sup> Celebration

Billboard Ads		
Ad Listing	Distribution Range	Targeted Audience
Crenshaw	1.6M	NC and SC - Leisure Visitors
Grace Outdoor	16M	Instate & Out of State Leisure visitors
Lamar	2.1M	Instate & Out of State Leisure visitors

Website Ads (other than primary website)		
Ad Listing	Distribution Range	Targeted Audience
WIS TV	2.6M	CALHOUN, CLARENDON, FAIRFIELD, KERSHAW, LEE, Orangeburg, Sumter Leisure Visitors
Discover SC	800,500	Leisure Visitors
Scott Martin Fishing Show	1.6M	National Fishing
MLF.com	5M	National Fishing
Bassmasters.com	2.75M	National Fishing

Other Ads		
Ad Listing	Distribution Range	Targeted Audience
Advance Travel and Tourism	275,500+	National visitors
Style Blueprint	250,000	Female visitors
6am City	1,120,788	Visitors from outside of our region
SC Welcome Centers	342,000	Out of state visitors
In-Social Media Ads	501,100	National visitors
Spotify	400,000	National visitors

# CITY OF CAYCE

CAPITAL CITY/LAKE MURRAY COUNTRY  
JANUARY 1 - DECEMBER 31, 2024 DATA & ANALYTICS

National PR Coverage

**9.6+ MILLION**  
Impressions

*World Atlas*

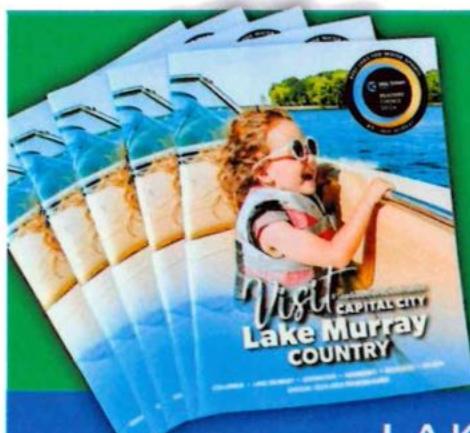
"7 Most Affordable Towns To Retire  
In South Carolina"  
**8,851,689** impressions

*365 Atlanta Traveler*  
"50+ Best Christmas Events  
in the Southeast"  
**508,000** impressions

*Freetimes*  
"Best places for first dates  
in the Midlands"  
**300,000** impressions

  
**62.9K**  
SOCIAL MEDIA  
CITY OF CAYCE  
CONTENT IMPRESSIONS

+500% over previous year



Over 26 mentions of Cayce  
businesses, attractions,  
and more in our 2024-25  
Visitors Guide!



## CONTENT

### Articles Written

- Paint the Town with Michael Geddings
- Regional Mural Driving Tour
- Make Waves with Palmetto Outdoor
- Outdoor Adventures
- Hitting the Trails
- Pawfect Dog-Friendly Spots
- Oktoberfests, Harvest Festivals, & Corn Mazes
- Halloween Comes Alive
- Savor the Sips: Locally-Owned Coffee Shops
- Make Your Spirits Bright

10

### Podcast Episodes

2

- Paint the Town with Michael Geddings
- Make Waves with Palmetto Outdoor

LAKE MURRAY  
COUNTRY  
REGIONAL EBLAST

**13.9K**

TOTAL OPENS  
FEATURING  
CITY OF CAYCE  
CONTENT

**61.8K**  
LakeMurrayCountry.com  
GOOGLE SEARCH  
IMPRESSIONS

+37% over previous year

### Top Pages:

- Cayce Tennis and Fitness Center
- Holiday Parade of Lights
- 12,000 Year Park Fall Field Day
- Cayce Fall Fest
- Soiree on State

### Top Queries:

- Cayce SC
- Cayce Tennis Center
- Cayce Riverwalk
- Cayce Christmas Parade
- Cayce Historical Museum

## ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

## PROJECT INFORMATION

Project/Event Name:	Project/Event Dates:
Experience Columbia SC Cooperative Advertising	7/1/2025-6/30/2026
Project/Event Address/Location:	Amount Requested:
1101 Lincoln Street Columbia, SC	\$30,000

Will the project/event be completed by June 30, 2026?  Yes  No

## ORGANIZATION INFORMATION

Name	: Columbia Metropolitan CVB DBA Experience Columbia SC		
Contact Person	: Kelly Barbrey	Phone:	: 803-545-0018
Address	: 1101 Lincoln Street		
City, State, Zip	: Columbia, SC 29201	Director	: Bill Ellen
E-Mail:	: kbarbrey@experiencecolumbiasc.com	Non-Profit Status	: 501-C-6
Years in Business	: 41	Federal ID#	: 57-077-8557
I have read and understood the City of Cayce Grant Guidelines	:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Any funds awarded in prior years were 100% expended	:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> N/A

## Funding Request Categories (Choose only one):

- Advertising and Promotion:** Funding requests related to chambers of commerce, visitor and convention bureaus, or regional tourism commissions, which have an existing, ongoing tourist promotion program.
- Tourism-Related Expenditures:** All other funding requests, such as events, that promote tourism and travel into Cayce from communities greater than or equal to 50 miles away.

Applicant Signature:

Kelly Barbrey

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2025 TO JUNE 30, 2026

## PROJECT DESCRIPTION (MUST INCLUDE DATES)

The Experience Columbia SC Cooperative Advertising Program features out-of-market advertising and marketing opportunities to drive tourists to the various municipalities in the Columbia region. The program features digital billboards, targeted email, geofencing and search retargeting, digital banner advertising and print advertising. Outlets include digital powerhouses like TripAdvisor and lifestyle brands such as Southern Living and Garden & Gun Magazine. Experience Columbia SC also provides access to creative service, photography and reporting that enhance the marketing program. All funds awarded to Experience Columbia SC through the A-Tax grant from City of Cayce will be used specifically for City of Cayce promotions. Our team will work with City of Cayce staff and representatives to design a plan that will target visitors in markets that will be most beneficial to City of Cayce hospitality businesses.

## TOURISM INFORMATION

**Estimated number of total attendees anticipated** : 16.4 million region-wide visitors in 2023

**Estimated number of attendees from outside of Cayce** : 100%

How will the number of tourists will be calculated? (i.e. tickets sales, surveys, license plates, etc.) Experience Columbia SC uses research firm Tourism Economics to provide a visitor impact study with year-over-year number of visitors that came to our region. We are also able to track click-through rates, in-person visitation and conversion rates with specific digital advertising buys.

How will the funding increase tourism and financially impact Cayce businesses? (Explain) The dollars invested by City of Cayce A-Tax will go directly to marketing the specific festivals, attractions and programs outlined by City of Cayce staff. The City of Cayce also has input on where the advertising is placed (ex: Charlotte, Greenville, Charleston, etc.) and the marketing outlets that are used (billboards, magazines, digital targeting, etc.). As mentioned above, digital advertising often provides us with the opportunity to track how many visitors searched for information about City of Cayce after viewing the ad or how many attended a festival after seeing an ad. By being extremely targeted about where our ads are placed, the messaging within the ads, and the media outlets used for this advertising, we can draw visitors to the local businesses within the City of Cayce that can serve these visitors.

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

## ITEMIZED PROJECT COSTS

Expense Description	Total Project Amount	Grant Funded Amount
---------------------	----------------------	---------------------

Advertising Placements	21,000	21,000
------------------------	--------	--------

Creative, Design and Photography (if needed)	4,500	4,500
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Administration and Reporting	4,500	4,500
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Total Project Costs:	30,000	30,000
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## ALL SOURCES OF PROJECT FUNDS

Funding Source	Status of Funds Requested	Funding Amount
----------------	---------------------------	----------------

City of Cayce Accommodations Tax	Requested	30,000
----------------------------------	-----------	--------

Total Project Funds from All Sources:	30,000
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*Examples of Statuses of Funds: Proposed, Requested, Approved, Received*

APPLICATIONS DUE BY MARCH 31, 2025

Page 3

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2024 TO JUNE 30, 2026

## OVERNIGHT ACCOMMODATIONS

Please list hotels within the City of Cayce that you will contact to arrange rooms for overnight visitors

**Hotel/Motel Name**

All City of Cayce hotels are listed on our website, ExperienceColumbiaSC.com

**Hotel/Motel Address**

Various

## ADVERTISING/PROMOTION METHODS

Will you be advertising outside a 50-mile radius of Cayce?

Yes

No

Who will be responsible for the advertising?

Applicant

Outside Agency

If you answered "outside agency" above, which agency?

Please list all anticipated advertising methods outside a 50-mile radius:

Advertising Method	Estimated Number	Distribution Range (miles)
Digital Billboards	3	150
Digital Targeting	Various	300
Email marketing	2	300
Print	2	150

*Examples of advertising methods: brochures, print ads, television ads, radio ads, etc.*

# ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2025 TO JUNE 30, 2026

## STATEMENT OF ASSURANCES/CERTIFICATION

The applicant has reviewed the full FY 2025-2026 Cayce Accommodations Tax Grant Information and Application document and understands the accommodations tax 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 Accommodations Tax".
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- All records pertinent to Accommodations Tax funding shall be retained for a period of three years. All procurement transactions 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 a 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 spent in any other way that as described and approved per the applications, must be returned to the City of Cayce.
- No person, on the basis of disability, age, race, color, religion, sex, 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 funding in whole or in part by Accommodations Tax funds.
- None of the funds, materials, property, or services provided directly or indirectly under Accommodations Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- The organization will carry liability insurance in the amount of \$<sup>N/A</sup> and agrees to include the City of Cayce as a named insured for the 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 under the "Reporting Requirements" section of the FY2025-2026 Information and Application document.

Applicant Signature:



3/13/25

Applicant Name: Kelly Barbrey

Date: 3/13/2025



State of South Carolina  
Office of the Secretary of State  
The Honorable Mark Hammond

Feb 7, 2025

Columbia Metropolitan Convention & Visitors Bureau  
Amanda Cusaac  
1101 LINCOLN ST  
COLUMBIA, SC 29201-3133

RE: Registration Confirmation

Charity Public ID: P27324

Dear Amanda Cusaac :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore, your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on Nov 15, 2025.

If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4 ½ months after the close of your fiscal year.

- Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form.
- If you wish to extend the filing of that form with us, please submit a written request by email or fax to our office using the contact information below. Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.00.

If you have any questions or concerns, please visit our website at [www.sos.sc.gov](http://www.sos.sc.gov) or contact our office using the contact information below.

Sincerely,

A handwritten signature in black ink that reads "K. Wickersham".

Kimberly S. Wickersham  
Director, Division of Public Charities

Midlands Authority for Conventions, Sports & Tourism

Board of Directors

Company	Prefix	First Name	Last Name	Position	Address	City	State	Zip Code	Cell	Phone	Fax	E-mail	Term Ending	Appointed By
Civint	Mr.	Sam	Johnson		P.O. Box 11394	Columbia	SC	29211		771-6900		<a href="mailto:sam@civint.com">sam@civint.com</a>	Jun-26	City of Cola
Hyatt Place Columbia/Downtown/The Vista	Mr.	David	Erbacher		819 Gervais Street	Columbia	SC	29201		664-567-6328		<a href="mailto:david.erbacher@hyatt.com">david.erbacher@hyatt.com</a>	Jun-26	City of Cola
PRM Hotel Group	Ms.	Amber	Martin	Treasurer	2320 LaGrand Rd.	Columbia	SC	29223		788-8850		<a href="mailto:amartin@prmhotels.com">amartin@prmhotels.com</a>	Jun-25	Richland Co.
USC - Department of Research	Dr.	Rich	Hamill		1000 701 Assembly Street	Columbia	SC	29208		777-7682		<a href="mailto:rhamill@hram.sc.edu">rhamill@hram.sc.edu</a>	Jun-24	City of Cola
Columbia Cash Home Buyers and Lucas Properties	Mr.	Andrew	Lucas	Vice Chair	1619 Pendleton Street	Columbia	SC	29201	422-9892	779-7779		<a href="mailto:Andrew@AndrewRLucas.com">Andrew@AndrewRLucas.com</a>	Jun-24	City of Cola
Seiwad	Mr.	Rick	Patel		1400 Main Street	Columbia	SC	29201	479-8217	988-1400		<a href="mailto:rick@sheratoncolumbiahotel.com">rick@sheratoncolumbiahotel.com</a>	Jun-24	Richland Co.
Lexington Wingate	Ms.	Jana	Medlin	Chair	1170 Kinley Road	Immo	SC	29063		331-4008		<a href="mailto:jmedlin@lexingtonwingate.com">jmedlin@lexingtonwingate.com</a>	Jun-25	Lexington Co.
Clyburn Foundation	Ms.	Janice	Marshall	Secretary	101 Louthian Way	Blythewood	SC	29016		255-0003		<a href="mailto:jmlaw@scol.com">jmlaw@scol.com</a>	Jun-25	City of Cola
Brandon Alexander Associates	Mr.	Sammy	Hendrix		104 Claybourn Dr	Lexington	SC	29072		730-3558		<a href="mailto:shendrix001@scol.com">shendrix001@scol.com</a>	Jun-26	Lexington Co.

PRESIDENT/CEO

Experience Columbia SC / Midlands Authority for Conventions, Sports & Tourism	Mr.	Bill	Ellen	President/CEO	1101 Lincoln Street	Columbia	SC	29201		545-0007	545-0054	<a href="mailto:bellen@experiencecolumbiasc.com">bellen@experiencecolumbiasc.com</a>
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Ex-Officio:

City of Columbia	Ms.	Teresa	Wilson	P.O. Box 147	Columbia	SC	29201		545-3026		<a href="mailto:twilson@columbiasc.net">twilson@columbiasc.net</a>
Lexington County	Ms.	Lynn	Sturkie	212 South Lake Drive	Lexington	SC	29170		785-8100		<a href="mailto:countyadministrator@lex-co.com">countyadministrator@lex-co.com</a>
Richland County	Mr.	Leonardo	Brown	PO Box 192	Columbia	SC	29202		1546		<a href="mailto:RBROWNLEONARDO@richlandcountysc.gov">RBROWNLEONARDO@richlandcountysc.gov</a>

**A-Tax Funding Timeline****FY 2020-2021**

During this funding cycle, the 30% designees completed the same application as general applicants. The State did not require separate information for the 30% designation other than identifying who was awarded.

The A-Tax Committee met on May 8, 2020. Due to COVID-19 financial uncertainty, the committee decided not to award A-Tax funds at that time.

Despite the pause, applications received included the City of Cayce (ad specialties/promotional items); Airport High School (four applications: JV Soccer Tournament, Girls Soccer Tournament, Boys Baseball Tournament, Boys Soccer Tournament); Brookland-Cayce High School Basketball; Cayce Museum (Christmas Traditions and Aide Salary); Cayce Fall Fest and Soiree on State; Cayce Festival of Lights; Tartan Day South; Buffalo Soldiers Event; and the Greater Cayce-West Columbia Visitor Center.

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**FY 2021-2022**

This marked the first year the 30% designees were separated from general applicants.

General applicants included the City of Cayce (ad specialties, Soiree on State, Festival of Lights, and Fall Fest); Airport High School (JV Soccer Tournament and Girls Soccer Tournament); Cayce Museum (Colonial Children's Fair, Christmas Traditions, and Exhibit Creation); EdVenture; Tartan Day South; and the Greater Cayce-West Columbia Visitor Center.

The committee met on May 25, 2021. All general applicants were approved except EdVenture, which was denied for being outside the City of Cayce limits.

The State did not require separate applications or reporting for the 30% beyond the names of recipients and the amounts awarded. Three entities applied for the 30% designation: Lake Murray Country, Experience Columbia, and the Greater Cayce-West Columbia Visitor Center. While the committee was not required by the state to vote on the 30% allocation, they elected to split the 30% equally.

Funding summary: total requested was \$130,400.00; committee approved \$125,500.00; total A-Tax available was \$131,546.83.

City Council approved the committee's recommendations at the September 7, 2021, meeting.

---

## **FY 2022–2023**

In 2022, City Council was asked by the City Manager to vote separately on the 30% designees apart from general applicants.

The 30% applicants were Experience Columbia, the Greater Cayce–West Columbia Chamber, and Lake Murray Country.

The committee met on September 20, 2022, and voted to allocate the 30% as follows: 25% to Lake Murray Country, 20% to Experience Columbia, and 55% to the Greater Cayce–West Columbia Chamber.

General applicants included the City of Cayce (ad specialties); Airport High School (JV Soccer Tournament and Girls Soccer Tournament); Cayce Museum (Colonial Children's Fair and Christmas Traditions); and Tartan Day South.

The total requested and recommended by the committee was \$28,250.00 for general applicants.

City Council approved the recommendations on October 4, 2022.

---

## **FY 2023–2024**

This was the first year the State required the committee to formally vote and approve the 30% designees. While the City had already begun this practice, it was now a State requirement rather than a staff determination.

The committee met on June 7, 2023.

General applicants included the City of Cayce (ad specialties); Cayce Police Department (ad specialties); Airport High School (JV and Girls Soccer); Cayce Fall Fest; Cayce Pickleball; Cayce Serves; and Tartan Day South.

The committee recommended approval of all general applicants for a total of \$43,550.00.

The committee recommended the 30% allocation as 35% to Experience Columbia, 35% to the Greater Cayce–West Columbia Chamber of Commerce, and 30% to Lake Murray Country.

City Council approved the committee's recommendations on July 26, 2023.

---

## **FY 2024–2025**

Applicants included the City of Cayce (ad specialties); Cayce Woman's Club; Tartan Day South; Cayce Museum (Colonial Fair, Night at the Museum, and Historical Museum); and Cayce Fall Fest.

The committee approved \$51,250.00 of the \$54,875.00 requested, with the Cayce Woman's Club receiving \$1,500.00 of the \$11,125.00 requested.

The committee recommended the 30% allocation as 35% to Experience Columbia (\$13,466.25), 35% to the Greater Cayce-West Columbia Chamber (\$13,466.25), and 30% to Lake Murray Country (\$11,542.50).

The City received \$89,775.00 in total A-Tax funding.

On June 4, 2024, City Council amended the 30% allocations to \$7,682.50 for Experience Columbia, \$11,542.50 for Lake Murray Country, and \$19,250.00 for the Greater Cayce-West Columbia Chamber and approved all committee recommendations for the general applicants.

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#### **FY 2025-2026**

General applicants included City Events, Cayce Historical Foundation, Tartan Day South, the Woman's Club of Cayce, and the Cayce Museum (Colonial Village and African American Legend events).

The total general funding requested was \$34,350.00, with total estimated A-Tax funding of \$183,000.00.

The committee met on May 13, 2025, and recommended approval of the full requested amount.

The committee recommended the 30% allocation as 30% to Capital City/Lake Murray Country, 35% to Experience Columbia, and 35% to the Greater Cayce-West Columbia Chamber of Commerce.

City Council voted to table the 30% A-tax appropriation on May 21. Council then voted on June 3 to appropriate these funds to the Greater Cayce West Columbia Chamber of Commerce and Visitors Program. The vote was 3-1 in favor. Subsequently, on June 18, two members of Council recused themselves from the required "planned expenditure" budget vote, and the resulting vote was 2-1 in favor of approving the presented list of expenditures. However, Cayce's Code of Ordinances requires three members of Council for an affirmative vote on a substantive matter, even when there are recusals. Accordingly, that vote was not sufficient for an approval.

CITY OF CAYCE  
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

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

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

Columbia Metropolitan Convention & Visitors Bureau DBA Experience Columbia SC

Applicant/Organization \_\_\_\_\_  
57-0778557 501-C-6

Federal ID No. \_\_\_\_\_ Non-Profit Status: \_\_\_\_\_  
Kelly Barbrey 803-545-0018

Contact Person \_\_\_\_\_ Telephone \_\_\_\_\_  
1101 Lincoln St. Columbia, SC 29201

Address \_\_\_\_\_  
kbarbrey@experiencecolumbiasc.com

Email \_\_\_\_\_

2. Project Category (check one)

**Tourism Advertising and Promotion**

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

**Tourism-Related Expenditures**

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

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

**City of Cayce**  
**Accommodations Tax Fund Request**

**2**

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

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

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

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

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

a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_

b) Total number of visitors expected to attend your event? 15.1 million in 2021

c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 100%

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

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



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

<input checked="" type="checkbox"/>	Web page inquiries – estimated inquiries per month <u>217K</u>
<input type="checkbox"/>	Brochure mailings – estimated brochures mailed per month _____
<input type="checkbox"/>	Event ticket sales – estimated tickets sold per event _____
<input type="checkbox"/>	Event registration – estimated registrants per event _____
<input type="checkbox"/>	Hotel room sales – estimated # of rooms per event/per month _____
<input type="checkbox"/>	Phone call inquiries – estimated phone calls per month _____
<input type="checkbox"/>	Surveys – estimated percent of “tourist” responses per survey _____
<input type="checkbox"/>	License plates – estimated count per event _____

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

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

<input checked="" type="checkbox"/>	Rack cards - # distributed	<u>125,000 Inst</u>
<input type="checkbox"/>	Brochures - # distributed	<u>Advertiser's guides</u>
<input type="checkbox"/>	Posters - # distributed	_____
<input type="checkbox"/>	Magazine Ads - # ads	_____ (list ads & distribution range on separate sheet)
<input type="checkbox"/>	Newspaper Ads - # ads	_____ (list newspapers & distribution on separate sheet)
<input type="checkbox"/>	Television Ads - # ads	_____ (list stations & viewing range on separate sheet)
<input type="checkbox"/>	Radio Ads - # ads	_____ (list stations & listening range on separate sheet)
<input type="checkbox"/>	Billboards - # ads	_____ (list number & locations on separate sheet)
<input type="checkbox"/>	Websites - # web pages other than primary website:	_____ (list on separate sheet the target audience)
<input type="checkbox"/>	Other (list on separate sheet along with target audience)	_____

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

8. Estimated Cost of Project \$30,000

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

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

a. If yes,

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

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



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

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**11.**

Kelli Baileyn

Signature of Applicant

3/28/23

Date

Please attach:

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

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

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

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**  
**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

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

**City of Cayce****Accommodations Tax Fund Request****Attachment 1, Page 1**

Columbia Metro CVB DBA Experience Columbia SC  
Organization \_\_\_\_\_

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

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

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



**City of Cayce**  
**Accommodations Tax Fund Request**

**Attachment 1, Page 2**

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

List all expenses associated with this event.

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

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

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

### **February**

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

### **March**

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

### **April**

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

### **May**

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

### **June**

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

The State of South Carolina  
EXECUTIVE DEPARTMENT

CERTIFICATE OF INCORPORATION  
BY THE SECRETARY OF STATE

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

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

GREATER COLUMBIA CONVENTION AND VISITORS BUREAU

which has been duly and regularly organized, did on the 7th day of  
June, A. D. 1984, file with Secretary of State a written declaration setting forth

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

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

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

And Whereas, Said Declarants and Petitioners further declared and affirmed:

FIRST: Their names and residences are as above given.

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

THIRD: The place at which it proposes to have its headquarters or be located is 1300 Laurel St.,  
Columbia, SC

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

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

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

SIXTH: That they desire to be incorporated in perpetuity

Now, Therefore, I, JOHN T. CAMPBELL, Secretary of State, by virtue of the authority in me vested, by Chapter  
31, Title 39, Code of 1976 and Acts amendatory thereto, do hereby declare the said organization to be a body politic and  
corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by  
said Chapter 31, Title 39, Code of 1976 And Acts amendatory thereto.

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

JOHN T. CAMPBELL,  
Secretary of State.

Internal Revenue Service

Department of the Treasury

District  
Director

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

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

Person to Contact: Patricia Holub  
Telephone Number: (718) 488-2383  
Refer Reply to: EP/EO:CSU  
Date: JUN 11 1987  
EIN: 57-0778557

Dear Sir or Madam:

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

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

Our records indicate that exemption was granted as shown below.

Sincerely yours,

*(Patricia Holub)*

Patricia Holub  
Manager, Customer  
Service Unit

Name of Organization: Greater Columbia Convention  
and Visitors Bureau

Date of Exemption Letter: July 1988

Exemption granted pursuant to section 501(c)(6) of the Internal Revenue Code.

Foundation Classification (if applicable): Not applicable.



## ITEM V. B.

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

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

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

Applicant/Organization Greater CWC Chamber & Visitor Programs

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

Contact Person Christina West Telephone 803-794-6504

Address 1006 12th St., Cayce, SC 29033

Email info@cwcchamber.com

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



##### **Tourism Advertising and Promotion**

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



##### **Tourism-Related Expenditures**

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

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



## **City of Cayce Accommodations Tax Fund Request**

2

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

---

**See Attachment A**

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

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

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

a) Which hotels in the City of Cayce have you contacted to arrange rooms for your overnight visitors?  Courtyard by Marriott (1125 Fort Congaree Trail)  Country Inn & Suites (2245 Airport Blvd.)  Econo Lodge Inn (1935 Airport Blvd.) Total rooms booked \_\_\_\_\_

b) Total number of visitors expected to attend your event? \_\_\_\_\_ 100s

c) What percentage of visitors outside the Cayce community (50 miles or more) will be attending your event? 20%

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

---

**See Attachment B**



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

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

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

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

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

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

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

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

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

*PLEASE SEE ATTACHMENT "C"*

a. If yes,

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

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

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

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

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



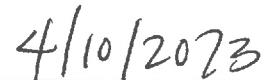
c. If no, please explain and give amount not used:

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

11.



Signature of Applicant



Date

Please attach:

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

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

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

**DEADLINE IS April 10, 2023**

**Completed application form and attachments can also be dropped off at**  
**Cayce City Hall**  
**1800 12<sup>th</sup> Street**  
**Cayce, SC 29033**

**For Office Use Only**

Date Received \_\_\_\_\_

Council Action Date \_\_\_\_\_

Recommendation \_\_\_\_\_

Amount Approved \_\_\_\_\_

Date of Recommendation \_\_\_\_\_



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 1**

**Organization** Greater CWC Chamber & Visitor Programs

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

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

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



**City of Cayce**  
**Accommodations Tax Fund Request**

**Attachment 1, Page 2**

**Organization** Greater CWC Chamber & Visitor Programs

List all expenses associated with this event.

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

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

P.O. Box 2508  
Cincinnati OH 45201

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

00020178  
BODC: TE

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

09965

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

Dear Taxpayer:

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

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

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

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

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

Sincerely yours,

  
S. A. Martin, Operations Manager  
Accounts Management Operations

# *The State of South Carolina*



## *Office of Secretary of State Mark Hammond*

### **Certificate of Existence**

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

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

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

A handwritten signature in black ink that reads "Mark Hammond".  
Mark Hammond, Secretary of State



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

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

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

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

# CHAMBER STATISTICS

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

**TOTAL # OF  
FACEBOOK  
FOLLOWERS**

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

Page reach up 196%

**AVERAGE  
FACEBOOK  
ENGAGEMENT**

**31,000**

**TOTAL # OF  
INSTAGRAM  
FOLLOWERS**

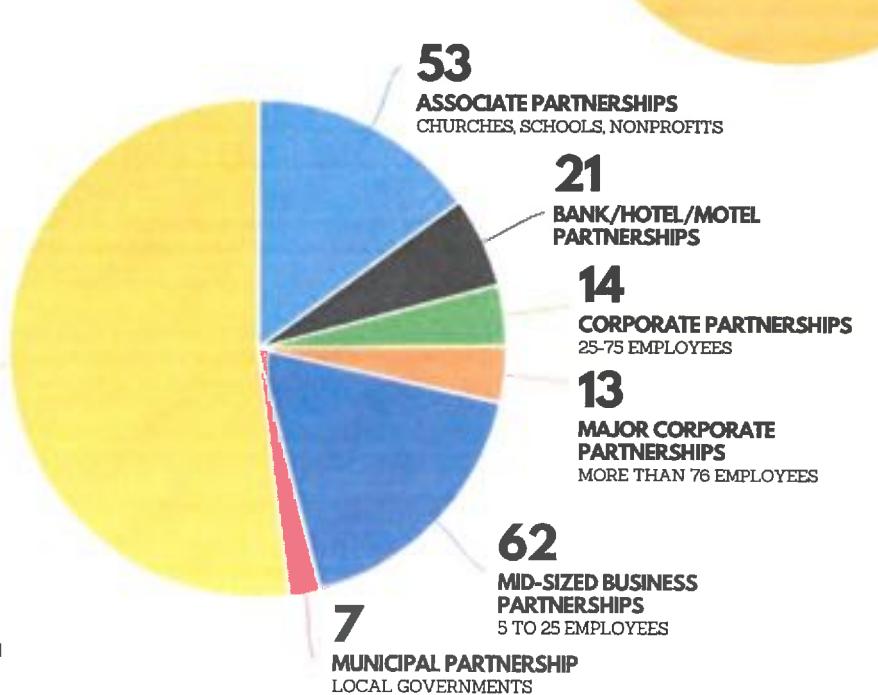
**1,568**

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

## CHAMBER MEMBERSHIP BREAKDOWN

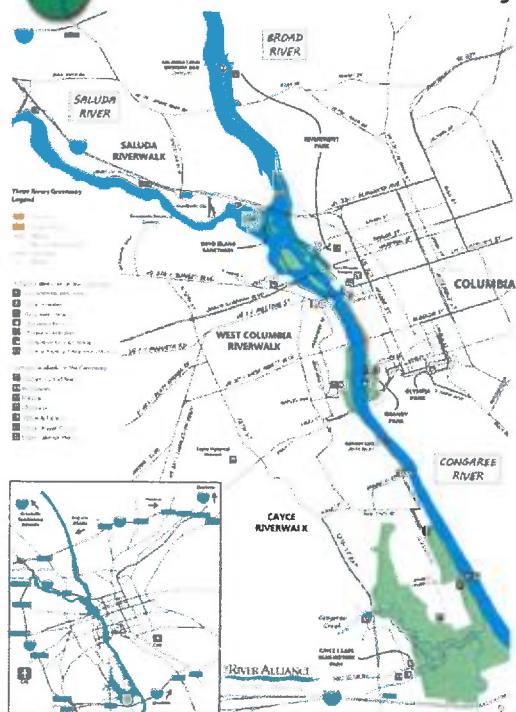
**185**  
SMALL BUSINESS  
PARTNERSHIPS  
LESS THAN 5 EMPLOYEES

**71%**  
THE PERCENTAGE OF  
CHAMBER BUSINESSES WITH  
LESS THAN 25 EMPLOYEES





## Three Rivers Greenway



### River Activities

#### Get Wet!

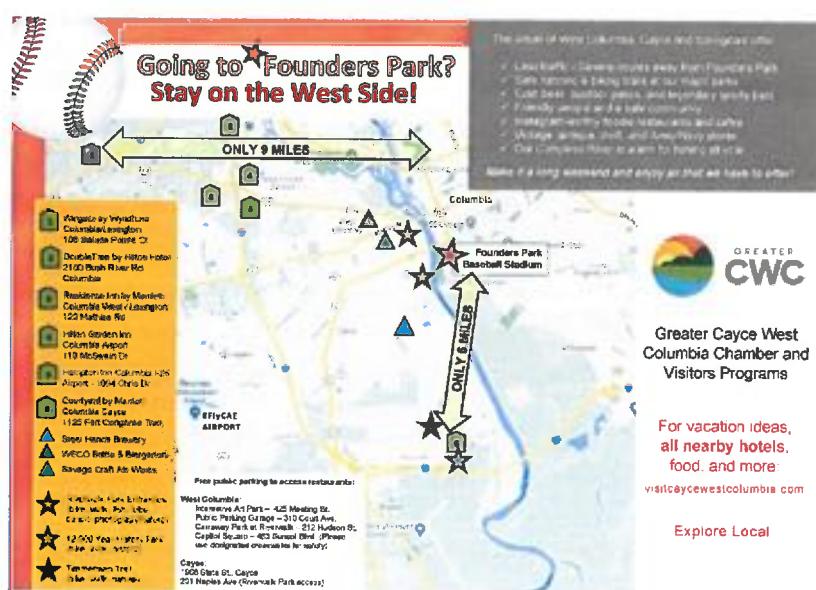
- Tubing
- Kayaking
- Whitewater Clinics
- Fishing (see below)

To rent kayaks or tubes, please visit  
or call (803) 404-6254

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

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

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



## GREATER CWC CHAMBER & VISITOR PROGRAMS

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803.794.6504 | [CWCHAMBER.COM](http://CWCHAMBER.COM) | [VISITCWCSC.COM](http://VISITCWCSC.COM)

# Need an escape?



## VisitCayceWestColumbia.com

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

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



Cayce West Columbia Chamber  
Tag us #VisitCWC



Greater Cayce-West Columbia Chamber  
& Visitors Program



@CWCChamber



Cayce West Columbia SC Outdoor  
Vacation Ideas

Printing costs sponsored by Lexington County, the City of West Columbia, and the City of Cayce. Thank you! 5/1/2021

# Vacation Ideas?

We're here to help ...



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

VisitCayceWestColumbia.com



# A3 Cayce Historical Museum



## Time for History

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



1800 12th Street, Cayce SC

Phone: 803-739-5385

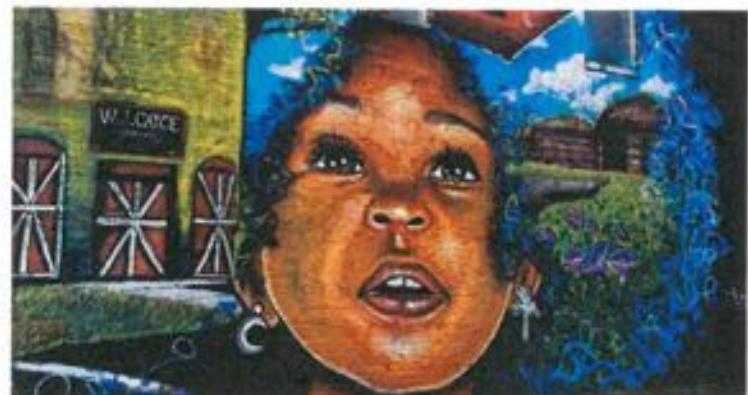
Email: Athomas@caycesc.gov

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

# Cayce River Arts District

## ART IN CAYCE

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



**Cayce Wonders Mural by Ija Charles, 2020**

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



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

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

**State & Frink Streets in the Heart of Cayce, SC**

info@caycesc.gov. 803-796-9020

**caycesc.gov**



B

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

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

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

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



**GREATER CWC CHAMBER & VISITOR PROGRAMS**

1006 12 Street, Cayce, SC 29033 | P 803/794-6504 | [CWCCHAMBER.COM](http://CWCCHAMBER.COM) | [VISITWCSC.COM](http://VISITWCSC.COM)



SCAN FOR MORE  
THINGS TO DO



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

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



**lovelocal**  
GREATER CWC Chamber & Visitor Program

**GREATER CWC CHAMBER & VISITOR PROGRAMS**

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

B3



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

Greater Cayce-West Columbia Chamber & Visitors Program  
Published by Michael Nofinc • March 26 at 5:53 AM

Do you want to WIN A FAMILY PACK to the [Tartan Day South](#) this weekend!!!

- Ways to win TICKETS: ( each option below gets an entry into the drawing)
- Tag a family member in comments below
- Share this post on your social media
- Like this post

Contest ends at Midnight on Wednesday, March 29.

Winner announced Thursday morning

When: March 30 to April 2

More info: <https://tartandaysouth.com>

Tickets now on sale!



346  
People reached

39  
Engagements

Distribution score

Boost post

11

2 comments 2 shares

Like

Comment

Share



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

GREATER CWC CHAMBER & VISITOR PROGRAMS

1006 12<sup>th</sup> Street, Cayce, SC 29033 | P 803.784.6504 | [CWCHAMBER.COM](http://CWCHAMBER.COM) | [VISITWCSC.COM](http://VISITWCSC.COM)



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

## Cayce, South Carolina

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

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



### TRIP ITINERARY A DAY IN CAYCE, SC VISITCAYCEWESTCOLUMBIA.COM

#### MORNING

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

#### AFTERNOON

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

#### EVENING

- Catch the sunset at [Brennan's Trail](#)
- Have a cool drink! Try Steel Hands Brewery

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

Greater Cayce-West Columbia Chamber & Visitors Program

2023 Soiree on State Saturday, March 25th from 2-8 PM

Soiree on State this Saturday,

Parking and Traffic Information!!

See you there.



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

#### PARKING

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

#### TRAFFIC/CLOSURES

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

#### BEST ROUTES TO GET TO SOIREE

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

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

City of Cayce's Soiree on State

Important Parking and Traffic Information for this Saturday's Soiree on State  
Parking is free at Brookland Cayce High School  
#Soireeonstate2023 #ParthenonStreet #CayceSC #LoveMakr #SupportLocal Cayce River Arts District

503  
#ParthenonStreet

20  
#CayceSC

11  
#SupportLocal

Boost & Post



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

## GREATER CWC CHAMBER & VISITOR PROGRAMS

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

## Greater CWC Chamber & Visitor Programs Accommodations Tax Funds

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



## ITEM V. B.

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

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

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

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

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

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

Address: 2184 North Lake Drive Columbia, SC 29212

Email: miriam@lakemurraycountry.com

2. Project Category (check one)



#### **Tourism Advertising and Promotion**

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



#### **Tourism-Related Expenditures**

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

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

**City of Cayce**  
**Accommodations Tax Fund Request**

**2**

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

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

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

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

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

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

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

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

Other Regional Accomplishments:

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

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

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

\*Hosted Southeastern State Parks Directors Conference.

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

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

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

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



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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

a. If yes,

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

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

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

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



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

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**11.**

*Miriam Atria*

Signature of Applicant

*3/20/2023*

Date

Please attach:

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

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

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

**DEADLINE IS April 10, 2023**

Completed application form and attachments can also be dropped off at  
Cayce City Hall  
1800 12<sup>th</sup> Street  
Cayce, SC 29033

<b>received</b>		For Office Use Only
Date Received	3/22/23	708
Recommendation	Council Action Date _____	
Date of Recommendation	Amount Approved _____	



**City of Cayce  
Accommodations Tax Fund Request**

**Attachment 1, Page 1**

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

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

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

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



**City of Cayce**  
**Accommodations Tax Fund Request**

**Attachment 1, Page 2**

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

List all expenses associated with this event.

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

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

## Magazine Ads

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

## Television Ads

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

## Radio Ads

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

## Billboards

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

## Websites (other than primary)

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

## Other

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

## ATAX FUNDING SOURCE

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



CINCINNATI, OH 45999

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

01322

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

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

Form: 941

Dear Taxpayer:

Thank you for your Form 941.

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

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

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

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

Internal Revenue Service  
District Director

Department of the Treasury

Date: 11/14/1983

Employer Identification Number  
57-0738559  
Internal Revenue Code  
Section 501(c)(6)

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

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

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

Dear Applicant:

File Folder Number 580008732

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

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

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

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

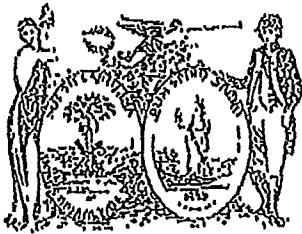
You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue

(over)

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

Letter 948(BD) (3-79)

# The State of South Carolina

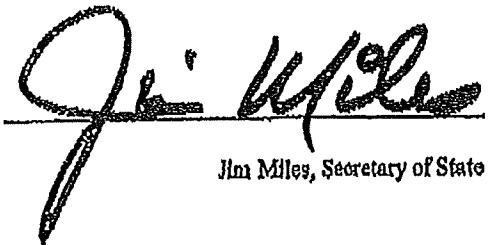


## Office of Secretary of State Jim Miles Certificate of Existence, Non-Profit Corporation

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

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

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

  
A handwritten signature of Jim Miles in black ink, written in a cursive style.

Jim Miles, Secretary of State



**Director Name**

Bill Ellen

**Director Email**

bellen@experiencecolumbiasc.com

**Non-Profit Status**

501-C-6

**Years in Business**

40

**Federal ID #**

57-0778557

**I have Read and Understand the City of Cayce Grant Guidelines**

Yes

**Any Funds Awarded in Previous Years were 100% Expended**

Yes

**Funding Request Categories (Choose Only One)**

Advertising and Promotion :Funding Requests related to Chamber of Commerce, Visitor and Convention Bureaus, or regional tourism commissions, which have an existing, ongoing tourist promotion program

**Signature****Date**

3/7/2024



## Project Information

**Project Description (Must Include Dates)**

The Experience Columbia SC Cooperative Advertising Program features out-of-marketing advertising opportunities to drive tourists to the various municipalities in the Columbia region. The program features digital billboards, targeted email, geofencing and search retargeting, digital banner advertising and print advertising. Outlets include digital powerhouses like TripAdvisor and lifestyle brands such as Southern Living and Garden & Gun Magazine. Experience Columbia SC also provides access to creative services, photography and reporting that enhance the marketing program. All funds awarded to Experience Columbia SC through the A-Tax grant from City of Cayce will be used to specifically promote City of Cayce. Our team will work with City of Cayce staff and representatives to design a plan that will target visitors in markets that will be most beneficial to City of Cayce hospitality businesses.

**Estimated Number of total attendees anticipated:**

15.8 million region-wide visitors in 2022

**Estimated number of attendees from outside of Cayce**

100%

### How will the number of tourists be calculated (i.e. ticket sales, surveys, license plates, etc.)

Experience Columbia SC uses research firm Tourism Economics to provide a visitor impact study with a year-over-year number of visitors that came to our region.

### How will the funding increase tourism and financially impact Cayce businesses?

The dollars invested by City of Cayce A-Tax will go directly to marketing the specific festivals, attractions and programs outlined by City of Cayce staff. The City of Cayce also has input on where the advertising is placed (ex: Charlotte, Greenville, Charleston, etc.) and the marketing outlets that are used (billboards, magazines, digital targeting, etc.). Digital advertising provides us with the opportunity to track how many visitors searched for information about City of Cayce after viewing an ad. By being extremely targeted about where ads are placed, the messaging within the ads and the media outlets used for this advertising, we can draw visitors to the local businesses within the City of Cayce that can serve these visitors.

## Funding

### Itemized Project Costs

Expense Description	Total Project Amount	Grant Funded Amount
Advertising Placements	21,000	21,000
Creative, Design and Photography (if needed)	4,500	4,500
Administration and Reporting	4,500	4,500
<b>Total Project Amount</b>		30,000
<b>Total Grant Funded Amount</b>		30,000

Insert and format text, links, and images here.

### All Sources of Project Funds

Funding Source	Status of Funds	Funding Amount
City of Cayce Accommodations Tax	Requested	30,000

### Total Project Funds from All Sources

30,000

*\*Examples of Statuses of Funds: Proposed, Requested, Approved, Received*

## Accommodations and Advertising

Please list hotels within the City of Cayce that you will contact to arrange rooms for overnight visitors

## Overnight Accommodations

### Hotel Name

All City of Cayce hotels are listed on our website,  
ExperienceColumbiaSC.com

### Hotel Address

## Advertising/Promotion Methods

Advertising Method	Estimated Number	Distribution Range (in miles)
Digital Billboards	3	150
Digital Targeting	Various	300

### Will you be advertising outside a 50 mile radius of Cayce?

Yes

**Who is responsible for advertising** **Name of Agency if Applicable**

Applicant

*Examples of advertising methods include brochures, print ads, television ads, radio, etc.*

Insert and format text, links, and images here.

## Statement of Assurances/Certification

The applicant has reviewed the full FY2024-2025 Cayce Accommodations Tax Grant Information and Application document and understands the accommodations tax 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 Accommodations Tax".
- Revenue generated by the project must benefit a community or organization within the Cayce city limits. All records pertinent to Accommodations Tax funding shall be retained for a period of three years.
- All procurement transactions 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 a 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 spent in any other way that is described and approved per the applications, must be returned to the City of Cayce.
- No person, on the basis of disability, age, race, color, religion, sex, 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 funding in whole or in part by Accommodations Tax funds.

- None of the funds, materials, property, or services provided directly or indirectly under Accommodations Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- 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 under the "Reporting Requirements" section of the FY2024-2025 Information and Application document.
- The organization will carry liability insurance in the amount listed below and agrees to include the City of Cayce as a named insured for the 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.

**Amount of Insurance:**

0

**Signature****Date**

3/7/2024

A handwritten signature in black ink, appearing to read "Ree".

## ACCOMMODATIONS TAX GRANT APPLICATION

— JULY 1, 2024 TO JUNE 30, 2025

## PROJECT INFORMATION

## Project/Event Name:

Greater CWC Visitor Programs

## Project/Event Dates:

July 1, 2024 to June 30, 202

## Project/Event Address/Location:

1006 12th St., Cayce

## Amount Requested:

\$ 30,000.00

Will the project/event be completed by June 30, 2025?

 Yes  No

## ORGANIZATION INFORMATION

Name : Greater CWC Chamber and Visitor Programs

Contact Person : Christina Nelson

Phone: : (803) 794-6504

Address : 1006 12th St.

City, State, Zip : Cayce, SC 29033

Director : Christina Nelson

E-Mail: : christina@cwcchamber.com

Non-Profit Status : 501c6

Years in Business : 66

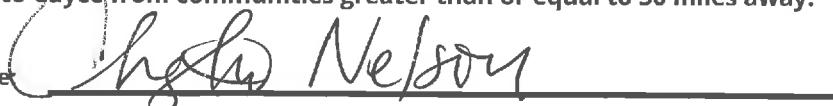
Federal ID# : 57-0380729

I have read and understood the City of Cayce Grant Guidelines :  Yes  NoAny funds awarded in prior years were 100% expended :  Yes  No  N/A

## Funding Request Categories (Choose only one):

- Advertising and Promotion: Funding requests related to chambers of commerce, visitor and convention bureaus, or regional tourism commissions, which have an existing, ongoing tourist promotion program.
- Tourism-Related Expenditures: All other funding requests, such as events, that promote tourism and travel into Cayce from communities greater than or equal to 50 miles away.

Applicant Signature



# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2024 TO JUNE 30, 2025

## PROJECT DESCRIPTION (MUST INCLUDE DATES)

Please see attached.

## TOURISM INFORMATION

**Estimated number of total attendees anticipated** :

**Estimated number of attendees from outside of Cayce** :

How will the number of tourists be calculated? (i.e. tickets sales, surveys, license plates, etc.)  
We hope to acquire information on our reach via reports provided by our platforms.

Advertising partners provide an ROI report with information on traffic, reach, etc.

Geo-targeted Ads - click rates, cities represented, audience information

Website - ROI report on traffic to site, click rates and reach

Facebook Ad Boosting

How will the funding increase tourism and financially impact Cayce businesses? (Explain)  
The platforms and reach available to the Greater CWC Visitor Programs allows us to highlight the businesses and things to do in the Cayce area - encouraging visitors to have spend the weekend in the Greater CWC. Our social media growth is used as a resource for our business community to share news, upcoming events and things to do in the area. Our websites are constantly increasing our SEO and visibility in searches by working with local businesses to keep their directories up to date.

Community events such as Parade Day and Parade of Lights are promoted and advertised in such a way that encourages visitors to come before and after the event to enjoy the area.



## Project Description

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

Our mission as the Chamber and Visitor Programs is to promote the Greater CWC as the best place to live, work, shop and stay. This comes full circle in that our QR code highlights what's going on in our community. For example, when someone stops in for a coffee at Piecewise in Cayce, they can scan the QR Code and see local attractions like classes at State of the Art Gallery, community events such as Soiree on State, Tartan Day South and the Holiday Parade of Lights, local parks to visit and hotels to book for their next weekend visit. This encourages visitors to stay for the afternoon, return with their families and make a weekend out of visiting the area.

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

Tourism is more than just a brick-and-mortar building, it is indeed a program that reaches well beyond a location that interested travelers can receive information. Over the last two years, we have promoted this fact and the results are overwhelming. The social media platform has grown exponentially, specifically when promoting community events such as the annual Holiday Parade of Lights and local events like Soiree on State. Our reach on Facebook during promotion of the parade was well over 172,000 people and were from all areas of the state – we gained 228 new followers just in December 2023.

## GREATER CWC CHAMBER & VISITOR PROGRAMS

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



Our Facebook page has over 5,200 followers with an average reach of 598,000 – up 112% from 2022. We have 1,745 followers on our Instagram. These numbers allow us to act as a resource for promoting all the things to do in the area. We continuously support and promote local events to encourage visitors to stay for the weekend and enjoy all that the community has to offer, including boosted ads to reach visitors from over 50 miles away and in nearby states.

Our brick-and-mortar Visitor Center remains invaluable, with people stopping in regularly to pick up hotel and tourism brochures for their visiting families or new neighbors such as the Cayce Historical Museum, Congaree Creek Heritage preserve, and information on activities such as canoe trips with Palmetto Outdoor. We also provide a Greater CWC Visitor Programs brochure that quickly highlights our areas best features. We are happy to always receive and fulfill requests for our brochures to be sent to neighboring organizations and Visitors Centers. In the past 18 months, we have sent Greater CWC Visitor Programs information to nine welcome centers throughout the state. The continued interest lets us know that travelers to those centers are picking up the brochure for information on the area.

## GREATER CWC CHAMBER & VISITOR PROGRAMS

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

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2024 TO JUNE 30, 2025

## ITEMIZED PROJECT COSTS

Expense Description	Total Project Amount	Grant Funded Amount
Website Hosting	\$ 1,500.00	
Printing - Promotional	\$ 1,500.00	
Utilities	\$ 1,500.00	
Rent	\$ 3,840.00	
Office Supplies	\$ 2,400.00	
Advertising - Print	\$ 15,000.00	
Office Equipment - Phone and Copier	\$ 240.00	
Community Tourism Expo	\$ 2,500.00	
Advertising - Web	\$ 7,000.00	
<b>Total Project Costs:</b>	<b>\$ 35,480.00</b>	<b>\$ 0.00</b>

## ALL SOURCES OF PROJECT FUNDS

Funding Source	Status of Funds *	Funding Amount
City of West Columbia Accommodations Tax	Estimated	\$ 30,000.00
Lexington County Accommodations Tax	Estimated	\$ 30,000.00

**Total Project Funds from All Sources:** **\$ 60,000.00**

*\* Examples of Statuses of Funds: Proposed, Requested, Approved, Received*

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2024 TO JUNE 30, 2025

## OVERNIGHT ACCOMMODATIONS

Please list hotels within the City of Cayce that you will contact to arrange rooms for overnight visitors

Hotel/Motel Name	Hotel/Motel Address
Courtyard by Marriott Cayce	1125 Fort Congaree Trail
Country Inn and Suites	2245 Airport Blvd.
Wingate by Wyndham	108 Salude Pointe Ct.
Econo Lodge Inn & Suites	1935 Airport Blvd.
Hampton Inn & Suites Lexington	4751 Sunset Blvd.

## ADVERTISING/PROMOTION METHODS

Will you be advertising outside a 50-mile radius of Cayce?

 Yes No

Who will be responsible for the advertising?

 Applicant Outside Agency

If you answered "outside agency" above, which agency?

Please list all anticipated advertising methods outside a 50-mile radius:

Advertising Method	Estimated Number	Distribution Range (miles)
6 AM City - GVL, CLT, RAL, AVL		50
Billboards - Lamar Advertising		50
Social Media Boosting		50
visitcwcsc.com		50
Geo-Fencing		50

*Examples of advertising methods: brochures, print ads, television ads, radio ads, etc.*

# ACCOMMODATIONS TAX GRANT APPLICATION

JULY 1, 2024 TO JUNE 30, 2025

## STATEMENT OF ASSURANCES/CERTIFICATION

The applicant has reviewed the full FY2024-2025 Cayce Accommodations Tax Grant Information and Application document and understands the accommodations tax 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 Accommodations Tax".
- Revenue generated by the project must benefit a community or organization within the Cayce city limits.
- All records pertinent to Accommodations Tax funding shall be retained for a period of three years. All procurement transactions 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 a 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 spent in any other way that as described and approved per the applications, must be returned to the City of Cayce.
- No person, on the basis of disability, age, race, color, religion, sex, 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 funding in whole or in part by Accommodations Tax funds.
- None of the funds, materials, property, or services provided directly or indirectly under Accommodations Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- The organization will carry liability insurance in the amount of \$1,000,000 and agrees to include the City of Cayce as a named insured for the 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 under the "Reporting Requirements" section of the FY2024-2025 Information and Application document.

Applicant Signature:



Applicant Name: Christina Nelson

Date: 03/27/2024

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

00020178  
BODC: TE

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

009965

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

Dear Taxpayer:

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

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

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

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

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

Sincerely yours,

  
S. A. Martin, Operations Manager  
Accounts Management Operations

## CHAMBER TEAM

# BOARD OF DIRECTORS

2024-2025

THE MILES  
AGENCY

LINDSEY MILES  
BOARD CHAIR

STATE FARM  
INSURANCE

BUTCH WALLACE  
BOARD VICE CHAIR

LEXINGTON  
MEDICAL CENTER

THOMAS TAFEL  
BOARD PAST CHAIR

GUIGNARD  
PACESSETTER

PALMETTO PRIME  
PACESSETTER

17/20 PROFESSIONAL CUTLERY  
SHARPENING SERVICE

TOM LEDBETTER  
SECRETARY

BURKETT, BURKETT,  
BURKETT CPAS

DYLAN MICHIAELS  
TREASURER

BLUE CROSS  
BLUE SHIELD OF SC

GREG WATERSTRADT

PALMETTO PRIME  
PACESSETTER

LEXINGTON  
MEDICAL CENTER

THOMAS TAFEL

DOMINION  
ENERGY

JASON EVANS

CONGAREE  
PACESSETTER

CAUGHMAN- HARMAN  
FUNERAL HOME

SAMANTHA JEFFORDS

CONGAREE  
PACESSETTER

BECKETT  
FINANCIAL GROUP

JB BECKETT

GUIGNARD  
PACESSETTER

FIRST RELIANCE  
BANK

BRENT MACKIE

GUIGNARD  
PACESSETTER

FIRST  
COMMUNITY BANK

JAMIE ADDISON

GUIGNARD  
PACESSETTER

WETZEL'S  
AUTOMOTIVE

ROB WETZEL

GUIGNARD  
PACESSETTER

KAMO

TODD COCKRELL

CAROLINA ASBESTOS  
SERVICES

HEATHER YOUNG

THE LOGO  
COMPANY, LESESNE  
INDUSTRIES, INC

BILL LESESNE

PAG  
MARKETING

KATHLEEN HOOVER

PALMETTO  
OUTDOOR  
MICHAEL MAYO

RICHARDSON, PLOWDEN  
& ROBINSON

JOSEPH DICKEY

THE STEVENSON GROUP  
AT KELLER WILLIAMS

JOSH STEVENSON

DOUBLETREE  
BY HILTON  
CYNTHIA GRANT

## Philadelphia Indemnity Insurance Company

## COMMERCIAL GENERAL LIABILITY COVERAGE PART DECLARATIONS

Policy Number: EV132642

Agent # 28243

See Supplemental Schedule

## **LIMITS OF INSURANCE**

\$ 3,000,000	General Aggregate Limit (Other Than Products – Completed Operations)
\$ 3,000,000	Products/Completed Operations Aggregate Limit (Any One Person Or Organization)
\$ 1,000,000	Personal and Advertising Injury Limit
\$ 1,000,000	Each Occurrence Limit
\$ 300,000	Rented To You Limit
\$ 0	Medical Expense Limit (Any One Person)

**FORM OF BUSINESS:** Non Profit Organization

**Business Description:** Special Events

**Location of All Premises You Own, Rent or Occupy:**

**SEE SCHEDULE ATTACHED**

**AUDIT PERIOD, ANNUAL, UNLESS OTHERWISE STATED:** This policy is not subject to premium audit.

The policy is not subject to premium audit.						
Classifications	Code No.	Premium Basis	Rates		Advanced Premiums	
			Prem./Ops.	Prod./Comp. Ops.	Prem./Ops	Prod./Comp. Ops.
SEE SCHEDULE ATTACHED						
TOTAL PREMIUM FOR THIS COVERAGE PART:				\$937.00	\$	

**RETROACTIVE DATE (CG 00 02 ONLY)**

This insurance does not apply to "Bodily Injury", "Property Damage", or "Personal and Advertising Injury" which occurs before the retroactive date, if any, shown below.

Retroactive Date:

**FORM (S) AND ENDORSEMENT (S) APPLICABLE TO THIS COVERAGE PART: Refer To Forms Schedule**

---

**Countersignature Date**

---

**Authorized Representative**

## Philadelphia Indemnity Insurance Company

### Locations Schedule

Policy Number: EV132642

Prems. No.	Bldg. No.	Address
0001	0001	adjacent to 121 Alexander Rd. West Columbia, SC 29169
0002	0002	222 Clubhouse Dr. West Columbia, SC 29169
0003	0003	109 Alexander Rd. West Columbia, SC 29169
0004	0004	109 Alexander Rd. West Columbia, SC 29169
0005	0005	109 Alexander Rd. West Columbia, SC 29169
0006	0006	121 Alexander Rd. West Columbia, SC 29169
0007	0007	121 Alexander Rd. West Columbia, SC 29169
0008	0008	12th Street West Columbia, SC 29169

# Visitor Center

## Profit and Loss

January - December 2021

	TOTAL
<b>Revenue</b>	
2300 Hospitality - Tax	0.00
2300.2 H-Tax Cayce	6,031.44
<b>Total 2300 Hospitality - Tax</b>	<b>6,031.44</b>
2515 Accommodations Tax	0.00
2515.1 A- Tax - Lexington	8,250.00
2515.2 A- Tax - West Columbia	61,994.67
2515.3 A-Tax City of Cayce	24,253.07
<b>Total 2515 Accommodations Tax</b>	<b>94,497.74</b>
<b>Total Revenue</b>	<b>\$100,529.18</b>
<b>GROSS PROFIT</b>	<b>\$100,529.18</b>
<b>Expenditures</b>	
2711 Visitor Program Payroll	51,791.81
2713 Advertising - Print	2,161.00
2714 Advertising -TV	1,000.00
2714.01 Advertising- Web	450.00
2714.02 Advertising -Radio	1,000.00
2715 Re-branding	34,045.74
2717 Office Equipment -Computer	176.93
2718 Software Fees and Dues-	32.10
2730 Bank Charges-	109.50
2760 Dues & Subscriptions	4,374.21
2815 Office Supplies-	2,722.00
2816 Insurance-Vc	1,073.20
2827 Professional Fees-	3,668.96
2835 Public Relations-	19.32
2838 Rent-	2,180.00
2840 Repairs & Maintenance-	409.82
2872 Taxes -Payroll	4,820.53
2885 VC Utilities	291.80
2888 Website	2,520.31
<b>Total Expenditures</b>	<b>\$112,847.23</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -12,318.05</b>
<b>NET REVENUE</b>	<b>\$ -12,318.05</b>

# Visitor Center

## Profit and Loss

January - December 2022

	TOTAL
<b>Revenue</b>	
2300 Hospitality - Tax	0.00
2300.2 H-Tax Cayce	5,000.00
<b>Total 2300 Hospitality - Tax</b>	<b>5,000.00</b>
2515 Accommodations Tax	0.00
2515.1 A- Tax - Lexington	6,500.00
2515.2 A- Tax - West Columbia	82,216.96
2515.3 A-Tax City of Cayce	28,033.15
<b>Total 2515 Accommodations Tax</b>	<b>116,750.11</b>
<b>Total Revenue</b>	<b>\$121,750.11</b>
<b>GROSS PROFIT</b>	<b>\$121,750.11</b>
<b>Expenditures</b>	
2710.01 Retirement Expense-VC	321.66
2711 Visitor Program Payroll	50,368.00
2713 Advertising - Print	1,098.00
2714.01 Advertising- Web	6,467.96
2714.02 Advertising -Radio	600.00
2715 Re-branding	8,012.74
2730 Bank Charges-	90.00
2760 Dues & Subscriptions	5,230.33
2805 Miscellaneous-	100.00
2815 Office Supplies-	1,257.55
2816 Insurance-Vc	1,699.15
2825 Printing-	156.60
2838 Rent-	3,640.00
2840 Repairs & Maintenance-	90.00
2848 Spring Rhythm on the River-	4,630.94
2872 Taxes -Payroll	4,375.13
2885 VC Utilities	1,671.23
2888 Website	868.00
<b>Total Expenditures</b>	<b>\$90,677.29</b>
<b>NET OPERATING REVENUE</b>	<b>\$31,072.82</b>
<b>NET REVENUE</b>	<b>\$31,072.82</b>

# Visitor Center

## Profit and Loss

January - December 2023

	TOTAL
<b>Revenue</b>	
2300 Hospitality - Tax	0.00
2300.1 H-Tax - West Columbia	7,200.00
2300.2 H-Tax Cayce	2,856.04
<b>Total 2300 Hospitality - Tax</b>	<b>10,056.04</b>
2515 Accommodations Tax	0.00
2515.1 A- Tax - Lexington	13,750.00
2515.2 A- Tax - West Columbia	109,339.85
2515.3 A-Tax City of Cayce	19,564.58
<b>Total 2515 Accommodations Tax</b>	<b>142,654.43</b>
2568 Spring Rhythm on the River	6,163.80
<b>Total Revenue</b>	<b>\$158,874.27</b>
<b>GROSS PROFIT</b>	<b>\$158,874.27</b>
<b>Expenditures</b>	
2710.01 Retirement Expense-VC	572.59
2711 Visitor Program Payroll	63,147.03
2713 Advertising - Print	7,200.00
2714 Advertising -TV	6,180.25
2714.01 Advertising- Web	12,042.17
2717 Office Equipment -Computer	582.06
2730 Bank Charges-	100.00
2760 Dues & Subscriptions	5,054.13
2800 Meals & Entertainment-VC	314.94
2815 Office Supplies-	1,934.24
2816 Insurance-Vc	1,664.40
2835 Public Relations-	100.00
2838 Rent-	3,760.00
2848 Spring Rhythm on the River-	12,223.72
2868 Tourism Expo/Symposium	3,649.70
2872 Taxes -Payroll	4,747.58
2885 VC Utilities	1,633.17
2888 Website	1,208.00
<b>Total Expenditures</b>	<b>\$126,113.98</b>
<b>NET OPERATING REVENUE</b>	<b>\$32,760.29</b>
<b>NET REVENUE</b>	<b>\$32,760.29</b>



### Phone

(803) 781-5940

## Email

miriam@lakemurraycountry.com

### Address

P O Box 1783, Irmo, South Carolina 29063

**Director Name**

Miriam Atria

### Director Email

miriam@lakemurraycountry.com

### **Non-Profit Status**

501c6

### Years in Business

43 years

**Federal ID #**

570738559

I have Read and Understand the City of Cayce Grant Guidelines

Yes

**Any Funds Awarded in Previous Years were 100% Expended**

Yes

**Funding Request Categories (Choose Only One)**

Advertising and Promotion :Funding Requests related to Chamber of Commerce, Visitor and Convention Bureaus, or regional tourism commissions, which have an existing, ongoing tourist promotion program

**Signature**

Date

2/21/2024

Miriam Aria

## Project Information

### **Project Description (Must Include Dates)**

CCLMC continues the mission and goal to promote tourism and our great outdoors in this four-county region which also encompasses the towns and communities within those four counties. Funding requested from the City of Cayce ATAX goes directly towards marketing and promotion of Cayce to leisure visitors for tourism. City of Cayce's funding is matched with funding from other counties and towns/cities in the region reflecting a true regional effort in the promotion of tourism. This is the basis of our project. As the leisure destination marketing organization for this region, CCLMC is advertising for Cayce, encouraging tourists to visit your attractions/businesses, and tracking visitation year-round.

Due to the increased amount of business coming our way, we have had to increase our staff to accommodate our massive growth. CCLMC has outgrown the 4-room office space. The Visitor's Center, which welcomes over 130,000+ visitors on an annual basis needs an addition to accommodate additional employees and much needed meeting space. CCLMC is seeing an increase in-person meetings and events hosted by CCLMC. This additional space is essential to the tourism industry and growth of the organization.

From July 1, 2024-June 30, 2025, CCLMC's marketing plan includes but is not limited to the following: print media ads, digital online ads, digital boards, published articles, televised shows, social media, website, radio, trade shows, hosting national and special events, and more. CCLMC's marketing efforts promote the arts, history, restaurants, events, outdoor recreation, family vacations, and much more. We market/advertise the region as a whole and include the City of Cayce in these outlets.

#### **Estimated Number of total attendees anticipated:**

297,693

#### **Estimated number of attendees from outside of Cayce**

202,431

#### **How will the number of tourists be calculated (i.e. ticket sales, surveys, license plates, etc.)**

Tourist are calculated through ticket sales, hotel bookings (Ripe), event attendees from outside our region, visitor's center walk-ins and requests and surveys.

#### **How will the funding increase tourism and financially impact Cayce businesses?**

CCLMC's national and regional TV ad campaign, which includes Cayce (arts district and Cayce Historical Museum) is used to generate more visitation into the region, thereby impacting ATAX funds and tourism revenues. The region continues to be marketed through radio, print media ads, digital online ads, and billboards. Thousands of golfers, fishing, and vacationing families have heard or seen our ads across the U.S. and the world. International visitors are booking online and stopping in for more information on the region

CCLMC is bringing visitors to the region through the implementation of our marketing plan and the regional Visitor's Center traffic. CCLMC continues to put our region on the map for the culinary arts by sponsoring chefs at the World Food Championship, where Team Lake Murray Country always places at the top.

Lakemurraycountry.com markets City of Cayce providing support information, hotel booking services, an extensive calendar of events, itinerary planning, and tourism-related listings and online in the Visitors Guide.

Due to CCLMC's marketing efforts, Cayce increased by over 30,000 Google search impressions from 2022 and has been featured in ads in Garden and Gun, Our State, and Travel Magazine. Also, lakemurraycountry.com saw a 61% increase of new users looking for City of Cayce content.

## **Funding**

### **Itemized Project Costs**

Expense Description	Total Project Amount	Grant Funded Amount
---------------------	----------------------	---------------------

Brochures	\$48,000	pending
National/Regional Fishing Events	\$368,500	pending
Television	\$54,056	pending
Radio	\$10,600	pending
Web/Digital Marketing/Billboards	\$120,825	pending
Multimedia/Podcast	\$19,962	pending
Special Events	\$940,000	pending
Trade/Travel Shows	\$18,000	pending
Visitor's Center	\$425,000	pending
Print Ads/Publications	\$105,262	pending
SCPRT Welcome Center Advertising	\$12,000	pending
Golf Promotion	\$4,500	pending
PR/Travel Media/Ad Production	\$30,500	pending
Booking Engine/Data	\$70,000	pending

### Total Project Amount

2,227,205

**Total Grant Funded Amount**

2,227,205

Insert and format text, links, and images here.

## All Sources of Project Funds

<b>Funding Source</b>	<b>Status of Funds</b>	<b>Funding Amount</b>
Richland County ATAX	pending	\$150,000
Richland County HTAX	pending	\$200,000
City of Columbia ATAX	pending	\$500,000
City of Columbia HTAX	pending	\$200,000
Lexington County ATAX	approved	\$175,000
Newberry County ATAX	pending	\$25,000
Saluda County ATAX	pending	\$5,000
West Columbia ATAX	pending	\$10,000
Town of Lexington ATAX	pending	\$20,000

Town of Irmo ATAX	pending	\$10,000
Town of Blythewood ATAX	pending	\$11,000
City of Cayce ATAX	pending	\$10,000
State Matching Grant	approved	\$901,205

**Total Project Funds from All Sources**

2,227,205

*\*Examples of Statuses of Funds: Proposed, Requested, Approved, Received***Accommodations and Advertising**

Please list hotels within the City of Cayce that you will contact to arrange rooms for overnight visitors

**Overnight Accommodations**

Hotel Name	Hotel Address
Courtyard by Marriott	1125 Fort Congaree Trail, Cayce, SC 29033
Country Inn and Suites	2245 Airport Blvd, Cayce, SC 29033

**Advertising/Promotion Methods**

Advertising Method	Estimated Number	Distribution Range (in miles)
Magazines (USA Today, Our State, Discover SC, Garden and Gun, Food and Travel)	over 3 million readers	over 50 -3000 miles
Television (Cooking Channel, Pursuit Chanel, WIS, WOLO)	over 175 million viewers	over 50-3000 miles
Radio (iheart media, Woods and Water,	over 6 million listeners	over 50-3000 miles
Billboards (Crenshaw and Grace)	3.2 million viewers	over 50 miles
Welcome Center Video Boards	76,500	over 50 miles
6am City	31M viewers	over 50 miles
Laurie Rowe PR	2,496,173,882 impresions	over 50 miles

**Will you be advertising outside a 50 mile radius of Cayce?**

Yes

Who is responsible for advertising	Name of Agency if Applicable
Applicant	

*Examples of advertising methods include brochures, print ads, television ads, radio, etc.*

Insert and format text, links, and images here.

## Statement of Assurances/Certification

The applicant has reviewed the full FY2024-2025 Cayce Accommodations Tax Grant Information and Application document and understands the accommodations tax 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 Accommodations Tax".
- Revenue generated by the project must benefit a community or organization within the Cayce city limits. All records pertinent to Accommodations Tax funding shall be retained for a period of three years.
- All procurement transactions 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 a 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 spent in any other way that is described and approved per the applications, must be returned to the City of Cayce.
- No person, on the basis of disability, age, race, color, religion, sex, 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 funding in whole or in part by Accommodations Tax funds.
- None of the funds, materials, property, or services provided directly or indirectly under Accommodations Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.
- 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 under the "Reporting Requirements" section of the FY2024-2025 Information and Application document.
- The organization will carry liability insurance in the amount listed below and agrees to include the City of Cayce as a named insured for the 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.

### Amount of Insurance:

3,000,000

**Signature**

**Date**

2/21/2024



A handwritten signature in black ink, appearing to read "Miriam Atria". The signature is fluid and cursive, with a large, stylized 'M' at the beginning.

## **ITEM VI. A.**

### Events Committee Minutes September 11, 2025

Present: Maxine Creamer, Ashley Warthen, Jean Boiteau

Absent: Ashley Brown, Teresa Mitchell Mike Harlen

City Representatives: Amanda Rowan

The meeting was called to Order.

The committee reviewed the March 13, 2025 and July 10, 2025 minutes. Ms. Warthen made a motion to approve the minutes and Ms. Boiteau seconded the motion and the was unanimously passed.

Ms. Rowan reviewed Fall Fest being held Saturday, October 4, 2025 from 12:00 to 6:00 pm at Granby Gardens Park in Cayce. There will be live music, from Willie Wells and the Blue Ridge Mountain Grass, Coley Williams and Kendall Lanford. There will be a kids area, inflatables, food vendors, craft vendors, face painting and balloon artists. Volunteers are needed to assist with set-up at 9:00 am and various positions through the festival. Ms. Rowan gave out assignments. Shirts will arrive this week and be handed out.

The Fall Plant Exchange will take place October 25, 2025 starting at 10:00 am until all plants are gone. Volunteers should arrive by 9:30 to assist in set-up.

Ms. Rowan informed the committee that due to the ongoing Avenues Project, the Naples entrance to the Riverwalk is closed and would not be reopened in time for the Christmas in Cayce Carols Along the Riverwalk. The event would not take place this year.

With no further business Ms. Boiteau made a motion to adjourn and Ms. Warthen seconded the motion. The motion carried and the meeting was adjourned. The next Events Committee meeting will be on October 9, 2025 at 5:30pm in Council Chambers.

November 18, 2025

## Regular Board Meeting of the Housing Authority of the City of Cayce, SC

The Board of Commissioners of the Housing Authority of the City of Cayce, SC held its Regular Board Meeting on Tuesday, November 18, 2025 at Cayce City Hall.

Chair Johnetta Riley called the meeting to order at 5:00 pm. A copy of the agenda was posted on the Housing Authority's website.

Roll call was conducted, and attendance was as noted below:

CH Board Members			Columbia Housing Authority Staff Present
Chair	Johnetta Riley	Present	Barry Hall, Interim Chief Executive Officer
Vice Chair	Cheryl Seymour	Present	Dennis Lohr, Chief Financial Officer
Commissioner	Evony Reed	Present	Lee McRoberts, Chief of Staff
Commissioner	Bruce Smith	Present	Cherilyn McCoy, Assistant Property Manager
Commissioner	Daniel Yackel	Present	Gloria Warner, Regional Property Manager
			Damian White, Community Safety Manager

**INVOCATION**

Commissioner Yackel delivered the Invocation.

**APPROVAL OF AGENDA & MINUTES**

Vice Chair Riley called for a motion to approve the Agenda and meeting held on September 15, 2025. Vice Chair Seymour motioned to approve the Agenda and minutes, Commissioner Yackel seconded the motion. Commissioner Reed stated that the minutes should be corrected to reflect she made the motion to nominate Mrs. Riley for Chair and Commissioner Seymour seconded the motion. Chair Riley called for a roll call vote and it passed unanimously as detailed below.

Board Member	Aye	Nay	Absent
Chair	X		
Vice Chair	X		
Commissioner	X		
Commissioner	X		
Commissioner	X		

**PUBLIC COMMENT**

Mr. Hall stated no one was present to address the Board.

**DISCUSSION ITEMS:**

Invocation Protocol: Chair Riley stated that she would like to have a discussion to determine how best to proceed with an Invocation at the beginning of each Board meeting. She suggested rotating the responsibility among Board Members as Commissioner Reed led the invocation in September and Commissioner Yackel delivered

the Invocation in November. Chair Riley called for a motion to discuss the protocol further, seconded by Commissioner Yackel a roll call vote was held and the motion passed.

<b>Board Member</b>		<b>Aye</b>	<b>Nay</b>	<b>Absent</b>
<b>Chair</b>	Johnetta Riley	X		
<b>Vice Chair</b>	Cheryl Seymour	X		
<b>Commissioner</b>	Evony Reed	X		
<b>Commissioner</b>	Bruce Smith	X		
<b>Commissioner</b>	Daniel Yackel	X		

Vice Chair Seymour said that she did not want to participate in the rotation, Commissioner Reed said she supported rotating the Invocation among Board members willing to participate. There being no additional discussion, Chair Riley called for a motion to rotate the responsibility of delivering the Invocation at Cayce Housing meetings among Board members that are willing to participate. Commissioner Reed made the motion and Commissioner Yackel seconded the motion. A roll call vote was held and the motion passed.

<b>Board Member</b>		<b>Aye</b>	<b>Nay</b>	<b>Absent</b>
<b>Chair</b>	Johnetta Riley	X		
<b>Vice Chair</b>	Cheryl Seymour		X	
<b>Commissioner</b>	Evony Reed	X		
<b>Commissioner</b>	Bruce Smith	X		
<b>Commissioner</b>	Daniel Yackel	X		

Clarification on Scope of Work after Tree Removal Project: Chair Riley said that she would like to discuss the scope of work regarding the Tree Removal Project now that the tree removal has been completed. Chair Riley said that the completed work looks good and that the Board would like to offer direction on how to proceed now that the trees are gone. Mr. Hall said that the original scope of work addressed removing the identified trees and asked if the Board is requesting an expanded scope of work. Chair Riley said that the initial discussion was to remove the trees and that some discussion was had regarding the possibility of planting additional trees where the established trees were removed.

Vice Chair Seymour motioned that trees and shrubbery be planted in the areas where trees were removed and that the areas be cleaned up to accommodate the new plants, Chair Riley seconded the motion and opened the floor to discussion. Mrs. Gibbs said that the original statement of work did not include removing roots and that any additional work would need to be written into a new statement of work if it is possible. Mr. Hall recommended that a landscape vendor look at the proposed plantings and cleanup and provide a quote. Commissioner Smith said that the tree roots should be addressed as they can create a trip hazard on the grounds. There was a general discussion on possible solutions to the roots left after trees were removed. Chair Riley asked if any of the roots are posing an immediate danger and Mrs. Gibbs said that she had not received any complaints or concerns.

Chair Riley suggested amending Vice Chair Seymour's original motion to include a landscape expert be engaged to offer solutions and suggestions on what to replace the removed trees with and how to best address the roots. Chair Riley added that the cost and formal proposal be brought back to the Board for review and discussion. A roll call vote was called to vote on the amended motion and it passed unanimously with results noted below.

Board Member		Aye	Nay	Absent
<b>Chair</b>	Johnetta Riley	X		
<b>Vice Chair</b>	Cheryl Seymour		X	
<b>Commissioner</b>	Evony Reed	X		
<b>Commissioner</b>	Bruce Smith	X		
<b>Commissioner</b>	Daniel Yackel	X		

### **CEO REPORT:**

Mr. Hall asked Ms. McCoy to give the Property Management Operations Report. Ms. McCoy reported the following:

	September	October	November
Accounts sent to Magistrate	00	0	00
Account more than 30 days	05	02	02
Work Orders received	16	37	09
Work Orders Completed	07	32	05
Work Orders Remaining	09	05	04
Emergency Work Order	01	04	01

#### \*\*Magistrate Update:

September - zero cases sent to the magistrate.  
 October – zero cases sent to the magistrate.  
 November -zero cases sent to the magistrate.

Commissioner Yackel asked what caused the increase in work orders in October. Ms. McCoy said that the first cold weather occurred in October and work orders were generated for HVAC issues. Mr. Hall said that Dominion Energy started an energy savings and weatherization project with Cayce Housing and has installed numerous energy savings measures in units at no cost to the Agency. Vice Chair Seymour said that the she wanted to commend Calvin Slighs and Bobby Brown for following up on some recent issues quickly and making sure tasks were completed.

Ms. Warner reported that Cayce Housing units would be inspected on December 1, 2025 under the new HUD system INSPIRE (formerly REAC) and work has been in process to ensure units are ready.

Mr. Hall asked Mr. Lohr to give the financial update. Mr. Lohr reported the following for the period ending October 31, 2025:

Public Housing	Period to Date Revenue and Expense	Period to Date Budget	Variance
<b>Operating Income</b>			
Tenant Revenue	39,799	46,000	(6,201)
HUD Operating Grant Revenue	71,494	63,160	8,334
CFP Operating Revenue	46,491	46,135	356
Other Revenue	583	667	(83)
<b>Total Operating Income</b>	<b>158,368</b>	<b>155,962</b>	<b>2,406</b>
<b>Operating Expenses</b>			
Administrative Expenses	14,782	27,300	12,518
Tenant Services	108	1,660	1,552
Utilities	1,900	2,667	767
Maintenance (Detailed Below)	50,487	54,217	3,730
Protective Services	319	3,967	3,648
Insurance Expense	6,309	5,022	(1,287)
Real Estate Taxes-PILOT	4,300	4,300	-
Other General Expenses, Collection Losses	3,983	333	(3,650)
Extraordinary Maintenance - Tree Removal	98,800	50,000	(48,800)
Equipment Replacements	-	-	-
<b>Total Routine Operating Expenses</b>	<b>180,988</b>	<b>149,465</b>	<b>(31,523)</b>
<b>Cash Flow (Deficit) from Operations</b>	<b>(22,621)</b>	<b>6,497</b>	<b>(29,117)</b>

Maintenance	Period to Date Actuals	Period to Date Budget	Variance
<b>Salaries &amp; Benefits</b>			
Materials	16,599	10,717	(5,882)
Garbage & Trash	173	3,333	3,161
Carpentry & General Repairs	1,085	0	(1,085)
Electrical Repairs	0	0	0
Plumbing	1,320	2,833	1,513
Painting	1,100	0	(1,100)
Heating & Air Conditioning	7,275	0	(7,275)
Mowing & Landscape	16,200	22,333	6,133
Pest Control	6,700	5,000	(1,700)
Other Contracts	36	10,000	9,964
<b>Total Maintenance Expense</b>	<b>50,487</b>	<b>54,217</b>	<b>3,730</b>

Mr. Lohr presented the financial statement as shown below. He stated income is down \$6,201 due to vacancies and back rent owed. There is an overall positive variance of \$2,406 in operating income. Expenses are showing a negative variance due to the tree removal project funds being drawn down in the previous fiscal year but being completed in this fiscal year. Commissioner Reed said that she was confused about the negative variance due to the tree work as staff had reported the work would be paid for with Capital Funds. Mr. Lohr said that the work was paid for with Capital Funds but from a different year and that the variance would eventually balance out as additional funds are drawn down each month. Chair Riley asked if the report can be amended to show that the funds were available from a previous year's allocation of Capital Funds. Mr. Lohr said he would make that revision and recirculate that revised report to the Board. Commissioner Reed said that she remembered the tree work being quoted at \$95,000 and the report shows it as \$98,800 and asked why there was a difference. Mrs. Gibbs said that there must have been some changes when the work began. Chair Riley asked when the Board is notified of budget changes and if there is a threshold. Commissioner Reed suggested adding a footnote on the report, explaining overages when they occur. Mrs. Gibbs said that quotes are obtained on the initial assessment of a task, there are typically some changes to any job once work starts and task orders can be issued to address additional work if needed. The tree removal project was completed by 4 different contractors and each section had some slight changes which resulted in the additional charges. Commissioner Smith suggested adding a cap of 5% to future work and that the Board must approve any overages that exceed that cap. Chair Reed suggested adding verbiage to statement of work documents going forward that sets an amount "not to exceed". Commissioner Smith asked if staff is required to accept the low bids on projects. Mr. Hall said that staff is not required to accept the low bidder and can take other factors into consideration if needed. Chair Riley said that the Board needs a safeguard in place to ensure they are kept up to date on changes to a project's scope or budget.

Commissioner Reed asked why rental income fluctuates from month to month. Mr. Lohr said that tenant income drives rental amounts and that if tenant's incomes go down it causes the rental amount collected to go down. Additionally, if a tenant receives a utility allowance it can create negative rent situation and 16 of the 41 households in Cayce in October were showing a negative rent. Commissioner Reed asked if the tenant revenue was reported monthly or year to date. Mr. Lohr said that the report shows it as year to date and that Cayce averages around \$10,000 monthly in rent collection. Commissioner Reed asked what happens to the positive cash flow at the end of the year. Mr. Lohr said that it goes into the Cayce Housing operating account.

Chair Riley thanked Mr. Lohr for the presentation.

### **BOARD COMMENTS**

Chair Riley said that this will be a new Agenda item and will be a time for each Commissioner to make comments or remarks about issues of concern to them. Chair Riley recognized Mr. Hall and thanked him for his service to Cayce and wished him well. Mr. Hall thanked the Chair and Board and said that the new CEO, Mrs. Jessica Anderson-Preston would be starting next week and that she will be a great addition to the team. Each of the Board members thanked Mr. Hall and offered well wishes for his future endeavors.

### **EXECUTIVE SESSION**

Chair Riley stated there was a need for an Executive Session to discuss a contractual matter. Upon motion of Commissioner Smith, seconded by Vice Chair Seymour it was unanimously decided to enter Executive Session at 6:00 pm.

At 6:25 pm Chair Riley called for a motion to return to Regular Session. Upon motion of Commissioner Smith, seconded by Vice Chair Seymour it was approved. Chair Riley stated no action was taken in Executive Session.

**ADJOURNMENT**

There being no further business and upon motion of Commissioner Smith, seconded by Commissioner Yackel it was unanimously approved to end the meeting at 6:26 pm.

Prepared by:

Barry Hall  
Interim Secretary/Chief Executive Officer

**Cayce Historical Museum Commission**  
**December 3, 2025**  
**Meeting Minutes**

The December 3, 2025, meeting of the Cayce Historical Museum Commission (CHMC) was held in the Cayce Visitors Center. The meeting was convened at 5:04 pm by Chairman James Stewart. The following individuals attended the meeting:

Name	Status
James Stewart	Chairman
Pamela Sulton	Vice Chair
Marcy Hayden	Secretary
Chris Tenny	Commissioner
Archie Moore	Commissioner
Charlita Earle	Commissioner (absent)
Keith Stephenson	Commissioner
David Brinkman	Commissioner
Campbell Mims	Commissioner (absent)
Andy Thomas	Cayce Museum Curator
Elizabeth Lumsden	Cayce Museum Communications Assistant
Wesley Crosby	Assistant City Manager

**Upcoming Events:**

December 6: Christmas Open House Event

January 24, 2026: Genealogy Workshop and CHF fundraiser

TBA: Historic Preservation Lecture (Jan. 2026)

**Invocation:** Commissioner Sulton

**November Meeting Minutes:**

Following a review of the minutes from the last meeting, A motion to approve the minutes made by Commissioner More. This motion was seconded by Commissioner Tenny and approved by

the Commission.

### **Christmas Event**

Commissioners reviewed plans and tasks for the upcoming Winter Concert and Christmas Traditions Open House Event. The Winter Concert is moving forward and being advertised with signs and online. Rain is forecasted, so it was decided to move the Concert indoors/porch if it is needed. The Public Safety Exhibit building will be used for musicians for concert and will be used for the public safety foundation vendor table. Vendors for the Christmas event need to be set up by 6pm and vehicles moved. They can bring non-electrical heaters. All vendors will be set up under the tent near the public safety exhibit building. Ginger snaps and cider will be provided to the public again this year. Marcy will get the cookie bags and extra cups. Lantern tour locations have been identified and will be prepared for stops. Lanterns have been purchased and will be charged by staff for Saturday. Commissioners are asked to arrive at 5pm to help finish set-up.

### **Additional Business**

#### **Long Range Planning and Budget Items**

The January 2026 meeting will be used to discuss long range planning and budget items for next year. Officer elections will also be on the agenda. James reminded Commissioners to that nominations and elections happen in January. Commissioners are asked to bring a list of items they would like to see included in long range planning and for the budget. Some examples and ideas are as follows:

- Working Public Outdoor Restrooms
- Museum Warehouse Improvements (lighting, foundation, storage and organization)
- Porch Improvements (structural concerns, painting and safety concerns)
- Grounds Improvements (fencing, picnic tables, planting, flowerbeds and fallen tree)
- Programming, Events and Speakers (yearly calendar)

### **Staff Reports:**

Mr. Thomas provided the staff report. The program calendar is being created and will include presentations and events on the following: Historic Preservation, Genealogy Workshop, Juneteenth (June) Event, Native American Heritage Month Event (November), and Colonial Village at Tartan Day South event (two days). Additional events and activities will be included. Appropriate Accommodations and Hospitality Tax Grants will be applied for based on needs in coordination with the Cayce Historic Foundation. Mr. Thomas provided updates on Native American Graves Protection and Repatriation Act inventory work which has been completed. Additional consultation with SC Department of Natural Resources as needed.

With no additional items on the agenda, Chair Stewart called for a motion to adjourn the meeting. The motion was made by Commissioner Moore and seconded by Commissioner Brinkman. The CHMC unanimously voted to adjourn the meeting at:

**6:01 PM.**