



**Rock Hill Accommodations Tax/Tourism Commission  
Wednesday, February 20, 2019 – 9 AM  
City Hall – Room 373**

**Minutes**

**PRESENT:** Connie Delaney, Melvin Clark, Wayne Holmes, Jason LaBarge, Sharad Patel,  
Betty Plumb, Charlie Robinson

**STAFF:** Wendy Hill, David Linder

**WELCOME:** Chair, Connie Delaney, opened the meeting at 9 AM.

**MINUTES:** The January 16, 2019, minutes were approved as presented.

**STAFF**

**HIGHLIGHT:** None

**2019-2020 ATAX GRANT APPLICANT PRESENTATIONS**

**A. Historic Rock Hill (HRH) – Cathy Floyd, Executive Director**

- The White Home has two primary roles: one – as an educational facility promoting not only the history of the White Family but also the very culture and early history of the City – while transitioning into a Rock Hill History Museum, and two – as a rental/tourism facility. This venue has had a 60% increase in attendance this past year as well as an estimated 60% tourism attendance. Assistance is needed to offset the burden of some operations and maintenance costs along with marketing to further the growth projected for the future - as HRH is in conversations with other organizations in the community to partner with the construction of an entertainment space that will significantly increase the potential for events and venue rentals at the property. Because the demand for a venue such as this is high in Rock Hill, Historic Rock Hill anticipates rentals could more than double. Additionally, partnerships with other local organizations would further increase community-based and tourism-driven events.

**B. Arts Council of York County (ACYC) – Debra Heintz, Executive Director**

- Demand for the arts is growing each year – a reason for expanding ACYC programming from 40 events to over 70+ events in the last year. Year-round programming includes visual arts exhibitions, school projects, festivals, concerts, theatre productions, public art, summer art and camps, art-focused day trips, art classes, workshops, signature events and annual support for 100 small grant projects and marketing support for hundreds of arts events all over York County. Social media followers increased by 29% and on Instagram 22% over last year. In 2018, ACYC served 99,158 people from 219 cities, 42 states and seven countries. The tourism attendance remains constant at

26%. With a focus on place-making and public art, ACYC believes Rock Hill and York County will continue to reach leisure travelers on the I-77 corridor from North Carolina, Tennessee, Georgia and Florida.

## **DEPARTMENT**

### **UPDATE:**

#### **Tourism Related Construction Projects** - David Linder

- Construction of the Rock Hill Sports and Event Center continues. PRT staff has kept event right-holders informed as to the progress to allow for necessary changes in scheduling and planning.
- Construction on the Cherry Park alternate entrance/exit project has been delayed due to the weather. The Cherry Park playground has been demolished and the new playground should be completed in the spring.

#### **Monthly Report**

In Commissioner Packets; No discussion

#### **Tourism Coordinator's Report** - Wendy Hill

##### **2019-2020 ATAX Grant Cycle:**

- Fourth Quarter ATAX Collection (monies collected in 2018) have not been received from the state.
- Atax Grant Applications were due to PRT (or to be postmarked by) February 15, 2019. Commissioners received their packets at the meeting. Chair, Connie Delaney, asked everyone to review all applications and score them by the next scheduled meeting on March 7. The Tourism Commission's recommendations to City Council regarding grant funding amounts must be completed by April 26 due to the first City of Rock Hill's Budget Meeting taking place on May 9.

##### **2018 Annual Economic Impact Report for Rock Hill Parks, Recreation & Tourism:**

- Estimated Event Economic Impact for 2018: \$ 22, 003,448
- Estimated Room Nights based on formula: 46,397
- Estimated Total Attendance: 185,664 with a tourism attendance estimated at 70%

##### **Host Hotels:**

- The 2019 Host Hotel Program will include 19 properties. All agreements and fees have been received.

## **NEW BUSINESS:**

### **Distribution of 2019-2020 ATAX Application Packets**

- See Tourism Coordinator's report above.

### **Volunteer Appreciation Dinner**

- Commissioners are invited to this annual event at Winthrop University's McBryde Hall on March 12 at 6 PM.

## **ADDITIONAL ITEMS**

None

**ADJOURNMENT:** The meeting concluded at 10:10 AM.

**NEXT MEETING:** Wednesday, March 7, 2019, at 9 AM to 11:30 AM at City Hall - Room 373

Submitted by: Wendy Hill, ATAX & Tourism Commission Liaison      February 20, 2019