



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

**Minutes**

**PRESENT:** Connie Delaney, Letonia Gladden, Jason LaBarge, Sharad Patel, Betty Plumb, Perry Sutton

**ABSENT:** Wayne Holmes

**GUEST:** Larry Schindel (Inside Rock Hill participant)

**STAFF:** Laurie Helms, Wendy Hill, David Linder

**WELCOME:** Chair, Connie Delaney, opened the meeting at 9:20 AM with a welcome to new commissioners, Letonia Gladden and Perry Sutton.

**MINUTES:** The August minutes were approved as presented.

**STAFF**

**HIGHLIGHT: Bill Berry, Maintenance Superintendent**

Bill works in the Parks Division of PRT and is accountable for operations, maintenance and construction, also new construction and park upgrades. His division is responsible for the set-up and logistics for all City of Rock Hill events, i.e. Come-See-Me, ChristmasVille, sports tournaments, concerts, etc. His staff also assists many other departments such as grounds maintenance, airport, cemeteries, electrical sub stations, streetscapes, water and waste water treatment plants, pump stations, etc.

**DEPARTMENT**

**UPDATE:**

**Tourism Related Construction Projects** – David Linder

- Construction continues at the Rock Hill Sports and Event Center.
- PRT has worked to relocate events that were previously scheduled for November.
- Southern Intercollegiate Athletic Conference (SIAC) Basketball is on schedule for February 2020.

**Monthly Report**

- In Commissioner Packets

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

- All reimbursements from the 2018-2019 65% ATAX Grant Fund have been processed. Camp Canaan, Olde English District, Culture & Heritage Museums and Bethelwoods filed their reimbursement requests in August. All received their full grant amounts.
- Yap Ye Iswa Festival is the only grant applicant who did not meet their matching requirement – leaving remaining funds of \$ 4,487.
- Two Economic Impact Surveys were conducted: Rock Hill BMX – World Cup (including additional events: Gripped Festival, Carolina Cup, Mountain Trail Bike Race and Criterium) and Giordana Velodrome's Collegiate Track Nationals. Economic Impact studies for both are pending rider participation data.
- One Economic Impact Study was completed: Rock Hill Tennis Center's Rock Cup Jr. Tournament – Estimated Event Economic Impact: \$ 4,760.
- Host Hotel Site Evaluations for 21 properties were conducted September 17-18.
- Comfort Inn & Suites, Rock Hill, has officially signed on with the PRT Host Hotel Program for the remainder of 2019 as has Cambria Fort Mill.

**NEW BUSINESS:**

**Annual Reporting – 2018-2019 ATAX Cycle**

- All annual reports have been completed and will be forwarded to the SC Tourism Expenditure Review Committee (October 1 deadline).
- Remaining 65% Funds from the Yap Ye Iswa Festival and interest accrued leave \$7,433 to be requested for reallocation to the 30% Fund.
- The Tourism Commission approved this recommendation with all present voting in favor. The request will be forwarded to Rock Hill City Council for final approval.

**OLD BUSINESS:**

**2020-2021 ATAX Applicant Site Visits**

Commissioners will meet at the Visit York County Office on October 16, 2019, at 9 AM and at the Sports and Event Center for the Holiday Luncheon - November 21 at noon. January's meeting is to be confirmed for Camp Canaan.

**ATAX Application**

Discussion continued regarding placing the 2020-2021 ATAX Grant Application and/or Project Guidelines on the City website. The Commission will revisit this topic at the next meeting. Laurie will also look into ways to improve communication as to the annual grant notification due date and marketing processes.

**ADDITIONAL ITEMS:**

**Potential Applicant:**

- At Commissioner LaBarge's request, Wendy met with Robert Read - ShowTime Theater Group (September 3) – who is currently producing shows at Winthrop University and McCelvey Center (York, SC) - to discuss the potential of an ATAX Grant to assist with marketing and advertising costs to increase tourism attendance. Showtime is a non-profit company that relies on tuition, donations and sponsorships

to cover production costs that include theater rentals, costume construction, purchase and rentals as well as technical elements. They will most likely apply for the 2020-2021 ATAX Grant.

**Awards:**

- John Taylor, Director of PRT, was presented with the 2019 Robert L. Reid Lifetime Achievement and Hall of Fame Award at the SC Recreation & Parks Association (SCRPA) Conference last week.
- The SCRPA 2019 Programming Excellence Award for populations over 30,000 was presented to the Merry Mosaic Studio, City of Rock Hill. The Merry Mosaic Studio, a culmination of the therapeutic art programs coordinated by PRT, gives artists of all abilities a space to create, share and sell their artwork. The studio and the therapeutic art program provide opportunities that enhance the quality of life for Rock Hill residents.

**ADJOURNMENT:**

The meeting concluded at 10 AM. Our next meeting date will be Wednesday, October 16 at 9 AM – at the Visit York County office – 130 Main Street, Rock Hill.

Submitted by: Wendy Hill, ATAX & Tourism Commission Liaison      September 23, 2019