



**WALTERBORO CITY COUNCIL  
REGULAR MEETING  
NOVEMBER 9, 2021  
CITY HALL  
6:15 P.M.**

**AGENDA**

**I. Call to Order:**

1. Invocation.
2. Pledge of Allegiance.

**II. Public Input on Agenda Items:**

**III. Approval of Minutes:**

**IV. Public Hearing:**

1. Receipt of public comments on proposed USDA Rural Development Project to acquire police vehicles, light duty trucks, and equipment.

**V. New Business:**

1. **Resolution # 2021-R-19**, A RESOLUTION AUTHORIZING THE CITY MANAGER AND FINANCE DIRECTOR TO EXECUTE FORMS PURSUANT TO USDA RURAL DEVELOPMENT COMMUNITY FACILITIES GRANT APPLICATIONS IN AN AMOUNT NOT TO EXCEED \$162,050 FOR THE PURCHASE OF POLICE VEHICLES, LIGHT DUTY TRUCKS AND EQUIPMENT (Attached).
2. **Resolution # 2021-R-20**, A RESOLUTION TO CERTIFY THE RESULTS OF THE NOVEMBER 2, 2021, MUNICIPAL GENERAL ELECTION (Attached).
3. **Resolution # 2021-R-21**, A RESOLUTION TO RECOGNIZE NOVEMBER 12, 2021, AS "PATRICK L. THOMAS DAY" IN THE CITY OF WALTERBORO (Attached).
4. **Resolution # 2021-R-22**, A RESOLUTION TO PROCLAIM DECEMBER 3, 2021, AS "ARBOR DAY" IN THE CITY OF WALTERBORO (Attached).
5. Establishment/appointments to City Improvement Study Committee of Council.
6. Consideration of a request from the Walterboro Shrine Club to close streets for the Dr. Martin Luther King, Jr. Parade on Monday, January 17, 2022 (Parade Permit Request attached).

7. Consideration of a request from the Walterboro-Colleton Chamber of Commerce to close streets for the Thanksgiving Turkey Trot 5K Run/Walk to be held on Thursday, November 25, 2021 (Letter and Route attached).
8. Consideration of a request from Tourism Director, Madison Stieglitz to close streets for the Christmas Parade to be held on December 2, 2021 (Letter and route attached).

**VI. City Manager's Report:**

1. Consideration of bids to demo 419 Hampton Street (Memorandum and materials forthcoming).
2. Consideration of recommendations from the Accommodations Tax Advisory Committee (Memorandum and materials attached).
3. Introduction of new City Clerk, Adrienne Nettles.

**VII. Executive Session:**

1. Contractual Matters:
  - a. Project Swan
  - b. Ireland Creek Revitalization Project
2. Potential Purchase of Property
3. Personnel Matter – Appointments to Accommodations Tax Advisory Committee and Planning Commission.

**VIII. Open Session:**

1. Council May Take Action on Matters Discussed in Executive Session.

**IX. Adjournment.**

# AFFIDAVIT OF PUBLICATION

IN

# The Press and Standard

1025 Bells Highway | Walterboro, SC 29488

843-549-2586 | walterborolive.com

PERSONALLY appeared before me, Samantha Hathcock, who being duly sworn, says that he is the publisher of The Press and Standard, published on Thursday of each week in Walterboro, County of Colleton, State of South Carolina, that the notice, of which a printed copy is hereby attached, was published in The Press and Standard for **One (1)** issues, and publication commencing on October 21 2021 and ending on October 21 2021

SWORN to before me

this 27th day of October 2021

Susan Elliott (L S)

Notary Public for South Carolina

Commission Expires 09-04-30

*Samantha Hathcock*  
Samantha Hathcock



## PUBLIC HEARING NOTICE

Walterboro City Council will hold a public hearing on Tuesday, **November 9, 2021 at 6:15 P.M.** The meeting will take place in the Council Chambers at City Hall located at 242 Hampton Street, Walterboro, SC 29488.

The purpose of the meeting is to give an opportunity to become acquainted with a proposed USDA Rural Development project consisting generally of acquiring police vehicles, pickup trucks, and equipment.

Citizens will have the opportunity to comment on such items as economic and environmental impacts, service area and alternatives to the project.

Projects funded by Rural Development are equal opportunity programs and discrimination in the program is prohibited by federal law.

Copies of the proposed resolution are available in the City Manager's Office at City Hall located at 242 Hampton Street. Written comments may be mailed to the City Manager, City of Walterboro, PO Box 709, Walterboro, SC 29488 and must be received prior to the public hearing. Please call the City Manager's office (843-782-1010) for additional information. For disabled persons needing auxiliary aids, please give at least a 24-hour notice if auxiliary aids are required.

**RESOLUTION NO. 2021-R-19**

**COMMUNITY FACILITY GRANT RESOLUTION**

**State of South Carolina  
County of Colleton**

For funding of police vehicles, light duty trucks, and equipment, City of Walterboro would like to submit multiple applications to USDA, Rural Development for Community Facility Grants in the amount of \$162,050.00 to assist in the need for essential community facilities in rural areas of Walterboro, South Carolina.

A meeting of the City of Walterboro Council, governing body, was duly called and held on November 9, 2021. The governing body is composed of 7 members of whom \_\_\_\_\_, constituting a quorum, were present at this meeting. At the meeting, the City of Walterboro Council, governing body, adopted a resolution agreeing to the responsibilities and requirements of attachments and authorizing Jeffrey P. Molinari, City Manager and Adrienne Nettles, City Clerk, to execute forms SF 424, "Application", RD 442-7, "Operating Budget", RD 442-3, "Balance Sheet", AD-1047, "Certification Regarding Debarment, Suspension and other Responsibility Matters – Primary covered Transactions", RD 1942-54 "Applicant's Feasibility Report", AD-3030, "Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants", AD-3031, "Assurance Regarding Felony Conviction or Tax Delinquent State for Corporate Applicants", and Exhibit A-1 of RD Instruction 1940-Q, "Certification for Contract, Grants, and Loans".

The vote was:

Yeas \_\_\_\_\_ Nays \_\_\_\_\_ Absent \_\_\_\_\_

SEAL

\_\_\_\_\_  
William T. Young, Jr.

Attest:

\_\_\_\_\_  
Adrienne Nettles

**APPLICATION FOR  
FEDERAL ASSISTANCE**

Version 7/03

<b>1. TYPE OF SUBMISSION:</b> Application <input type="checkbox"/> Construction <input checked="" type="checkbox"/> Non-Construction		<b>2. DATE SUBMITTED</b>	Applicant Identifier
Pre-application <input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction		<b>3. DATE RECEIVED BY STATE</b>	State Application Identifier
		<b>4. DATE RECEIVED BY FEDERAL AGENCY</b>	Federal Identifier
<b>5. APPLICANT INFORMATION</b>			
Legal Name: City of Walterboro		<b>Organizational Unit:</b> Department:	
Organizational DUNS: 131461469		Division: na	
<b>Address:</b> Street: 242 Hampton Street		<b>Name and telephone number of person to be contacted on matters involving this application (give area code)</b>	
City: Walterboro		Prefix: Mr.	First Name: Jeffrey
County: Colleton		Middle Name P.	
State: South Carolina		Last Name Molinari	
Zip Code 29488-3929	Suffix:		
Country: USA		Email: jmolinari@walterborosc.org	
<b>6. EMPLOYER IDENTIFICATION NUMBER (EIN):</b> 57-6001119		Phone Number (give area code) (843) 782-1011	Fax Number (give area code) (843) 549-9795
<b>8. TYPE OF APPLICATION:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters.) <input type="checkbox"/> <input type="checkbox"/> Other (specify)		<b>7. TYPE OF APPLICANT:</b> (See back of form for Application Types) C - Municipal Other (specify)	
<b>10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:</b>  TITLE (Name of Program): Community Facilities Loans & Grants		<b>9. NAME OF FEDERAL AGENCY:</b> USDA CF grant	
<b>12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.):</b> City of Walterboro		<b>11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:</b>	
<b>13. PROPOSED PROJECT</b> Start Date:    Ending Date:		<b>14. CONGRESSIONAL DISTRICTS OF:</b> a. Applicant 6th    b. Project 6th	
<b>15. ESTIMATED FUNDING:</b>		<b>16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?</b>	
a. Federal	\$ .00	a. Yes. <input type="checkbox"/> THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON DATE:	
b. Applicant	\$ .00	b. No. <input type="checkbox"/> PROGRAM IS NOT COVERED BY E. O. 12372	
c. State	\$ .00	<input checked="" type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW	
d. Local	\$ .00	<b>17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?</b>	
e. Other	\$ .00	<input type="checkbox"/> Yes If "Yes" attach an explanation. <input checked="" type="checkbox"/> No	
f. Program Income	\$ .00		
g. TOTAL	\$ .00		
<b>18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.</b>			
<b>a. Authorized Representative</b>			
Prefix Mr.	First Name Jeffrey	Middle Name P.	
Last Name Molinari		Suffix	
b. Title City Manager		c. Telephone Number (give area code) (843) 782-1011	
d. Signature of Authorized Representative		e. Date Signed	

Name City of Walterboro		Address 242 Hampton Street		Walterboro, SC 29488	
Applicant Fiscal Year From 07/01 To 06/30		County Colleton		State (Including ZIP Code) SC 29488	
	20 22	20 23	20 24	20 25	First Full Year
	(1)	(2)	(3)	(4)	(5)
<b>OPERATING INCOME</b>					
1. Operating Revenues	\$6,523,777.00	\$6,849,965.00	\$7,192,463.00	\$7,552,086.00	\$7,929,690.00
2.					
3.					
4.					
5. Miscellaneous					
6. Less: Allowances and Deductions	( )	( )	( )	( )	( )
7. Total Operating Income (Add Lines 1 through 6)	\$6,523,777.00	\$6,849,965.00	\$7,192,463.00	\$7,552,086.00	\$7,929,690.00
<b>OPERATING EXPENSES</b>					
8. Council/Finance/City Ma	\$1,004,168.00	\$1,054,376.00	\$1,107,094.00	\$1,162,448.00	\$1,220,570.00
9. Pub Wrk/Plan/Police/Fir	\$5,362,431.00	\$5,630,552.00	\$5,912,080.00	\$6,207,684.00	\$6,518,068.00
10. Jud/Parks/Tourism/WWC	\$1,175,300.00	\$1,234,065.00	\$1,295,768.00	\$1,360,556.00	\$1,428,583.00
11.					
12.					
13.					
14.					
15. Interest (RD)	\$29,545.00	\$28,067.00	\$26,663.00	\$25,330.00	\$24,064.00
16. Depreciation	\$8,657,457.00	\$9,090,329.00	\$9,544,845.00	\$10,022,087.00	\$10,523,191.00
17. Total Operating Expense (Add lines 8 through 16)	\$16,228,901.00	\$17,037,389.00	\$17,886,450.00	\$18,778,105.00	\$19,714,476.00
18. NET OPERATING INCOME (LOSS) (Line 7 less 17)	(\$9,705,124.00)	(\$10,187,424.00)	(\$10,693,987.00)	(\$11,226,019.00)	(\$11,784,786.00)
<b>NONOPERATING INCOME</b>					
19. Transfer from Prop Fund	\$868,422.00	\$911,843.00	\$957,435.00	\$1,005,306.00	\$1,055,571.00
20.					
21. Total Nonoperating Income (Add Lines 19 and 20)	\$868,422.00	\$911,843.00	\$957,435.00	\$1,005,306.00	\$1,055,571.00
22. NET INCOME (LOSS) (Add Lines 18 and 21) (Transfer to Line A Schedule 2)	(\$8,836,702.00)	(\$9,275,581.00)	(\$9,736,552.00)	(\$10,220,713.00)	(\$10,729,215.00)

Budget and Projected Cash Flow Approved by Governing Body

Attest: \_\_\_\_\_  
Secretary Date

\_\_\_\_\_  
Appropriate Official Date

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0575-0015. The time required to complete this information collection is estimated to average 5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**PROJECTED CASH FLOW**

	20 22	20 23	20 24	20 25	First Full Year
A. Line 22 from Schedule 1 Income ( <i>Loss</i> )	(\$8,836,702)	(\$9,275,581)	(\$9,736,552)	(\$10,220,711)	(\$10,729,211)
<i>Add</i>					
B. Items in Operations not Requiring Cash:					
1. Depreciation ( <i>Line 16, Schedule 1</i> )	\$8,657,457	\$9,090,329	\$9,544,845	\$10,022,087	\$10,523,191
2. Others: _____					
C. Cash Provided from:					
1. Proceeds from RD loan/grant	\$149,700	\$149,700	\$149,700	\$149,700	\$149,700
2. Proceeds from others					
3. Increase ( <i>Decrease</i> ) in Accounts Payable, Accruals and other Current Liabilities					
4. Decrease ( <i>Increase</i> ) in Accounts Receivable, inventories and Other Current Assets ( <i>Exclude Cash</i> )					
5. Other: _____					
6. _____					
D. Total all A, B and C Items	(\$29,545)	(\$35,552)	(\$42,007)	(\$48,926)	(\$56,324)
E. <i>Less</i> : Cash Expended for:					
1. All Construction, Equipment and New Capital Items ( <i>Loan and grant funds</i> )					
2. Replacement and Additions to Existing Property, Plant and Equipment					
3. Principal Payment RD Loan					
4. Principal Payment Other Loans					
5. Other: _____					
6. Total E 1 through 5	\$0	\$0	\$0	\$0	\$0
<i>Add</i>					
F. Beginning Cash Balances					
G. Ending Cash Balances ( <i>Total of D minus E 6 plus F</i> )	(\$29,545)	(\$35,552)	(\$42,007)	(\$48,926)	(\$56,324)
Item G Cash Balances Composed of:					
Construction Account					
Revenue Account					
Debt Payment Account					
O&M Account					
Reserve Account					
Funded Depreciation Account					
Others: _____					
_____					
Total - Agrees with Item G	\$0	\$0	\$0	\$0	\$0

Form RD 442-3 (Rev. 3-97)  <h2 style="text-align: center;">BALANCE SHEET</h2>	Name <u>City of Walterboro</u>  Address <u>242 Hampton Street</u> <u>Walterboro, SC 29488</u>
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	06-30-2021	06-30-2020
	Month Day Year	Month Day Year
	<i>Current Year</i>	<i>Prior Year</i>
<b>ASSETS</b>		
<b><u>CURRENT ASSETS</u></b>		
1. Cash on hand in Banks .....	\$4,008,990.00	\$3,733,587.00
2. Time deposits and short-term investments .....		
3. Accounts receivable .....	\$810,022.00	\$1,016,271.00
4. Less: Allowance for doubtful accounts .....	( )	( )
5. Inventories .....		
6. Prepayments .....		
7. _____ .....		
8. _____ .....		
9. Total Current Assets (Add 1 through 8) .....	\$4,819,012.00	\$4,749,858.00
<b><u>FIXED ASSETS</u></b>		
10. Land .....		
11. Buildings .....		
12. Furniture and equipment .....		
13. _____ .....		
14. Less: Accumulated depreciation .....	( )	( )
15. Net Total Fixed Assets (Add 10 through 14) .....	\$0.00	\$0.00
<b><u>OTHER ASSETS</u></b>		
16. _____ .....		
17. _____ .....		
18. Total Assets (Add 9, 15, 16 and 17) .....	\$4,819,012.00	\$4,749,858.00
<b>LIABILITIES AND EQUITIES</b>		
<b><u>CURRENT LIABILITIES</u></b>		
19. Accounts payable .....	\$73,652.00	\$104,586.00
20. Notes payable .....		
21. Current portion of USDA note .....		
22. Customer deposits .....		
23. Taxes payable .....		
24. Interest payable .....		
25. Deferred Inflows .....	\$104,417.00	\$124,789.00
26. _____ .....		
27. Total Current Liabilities (Add 19 through 26) .....	\$178,069.00	\$229,375.00
<b><u>LONG-TERM LIABILITIES</u></b>		
28. Notes payable USDA .....		
29. Accrued Expenses .....	\$433,851.00	\$540,005.00
30. Due to Other Funds .....	\$0.00	\$0.00
31. Total Long-Term Liabilities (Add 28 through 30) .....	\$433,851.00	\$540,005.00
32. Total Liabilities (Add 27 and 31) .....	\$611,920.00	\$769,380.00
<b><u>EQUITY</u></b>		
33. Retained earnings .....	\$4,207,092.00	\$3,980,478.00
34. Memberships .....		
35. Total Equity (Add lines 33 and 34) .....	\$4,207,092.00	\$3,980,478.00
36. Total Liabilities and Equity (Add lines 32 and 35) .....	\$4,819,012.00	\$4,749,858.00

CERTIFIED CORRECT	Date	Appropriate Official (Signature)
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According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0570-0015. The time required to complete this information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.



## Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 7 CFR Part 3017, Section 3017.510, Participants' responsibilities. The regulations were published as Part IV of the January 30, 1989, **Federal Register** (Pages 4722-4733). Copies of the regulations may be obtained by contacting the Department of Agriculture agency offering the proposed covered transaction.

**(Before completing certification, read instructions on Page 2)**

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
  - (a) are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
  - (b) have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (*Federal, State or Local*) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - (c) are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (*Federal, State or Local*) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) have not within a three-year period preceding this application/proposal had one or more public transactions (*Federal, State or Local*) terminated for cause or default.
  
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ORGANIZATION NAME City of Waltherboro	PR/AWARD NUMBER OR PROJECT NAME
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE Jeffrey P. Molinari, City Manager	
SIGNATURE	DATE (MM-DD-YYYY)

## APPLICANT'S FEASIBILITY REPORT

**1. Existing Facility.** Briefly describe what facilities you currently have or how service is currently provided.

**2. Proposed Facility.** Describe what you want to purchase or construct. Indicate what the facility will be used for, approximate size, and expected method of procurement. For buildings indicate location, basic materials or type of construction, and attach a sketch or working drawings. For items of major equipment, indicate new or used, existing or custom-built, and any special features.

**3. Need for the Facility.** Indicate why the proposed facility is needed.

**4. Service Area.** Indicate what area the proposed facility will serve and, if known, the population or number of families served.

**5. Cost Estimate.**

Development and construction.....	\$ _____
Land and rights.....	_____
Legal fees.....	_____
Architect and Engineer.....	_____
Equipment.....	_____
Refinancing.....	_____
Other (describe) .....	_____
Total.....	_____

**6. Income.** List the sources and estimate the amount of expected revenue for a typical year.

**7. Other Funds.** List the sources and amount of funds that may be available other than from USDA, to fund part of the project (such as applicant's contributions, commercial loans, or loans or grants from other government agencies).

**8. Operating History.** If you have operated a similar facility, attach audits, financial statements, or lists of income and expenses for the past five years.

9. Signature and Title of Applicant Official  City Manager	Date
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**Representations Regarding Felony Conviction  
and Tax Delinquent Status for Corporate Applicants**

**AD-3030**

**Note: You only need to complete this form if you are a corporation.** A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the various territories of the United States including American Samoa, Federated States of Micronesia, Guam, Midway Islands, Northern Mariana Islands, Puerto Rico, Republic of Palau, Republic of the Marshall Islands, or the U.S. Virgin Islands. Corporations include both for profit and non-profit entities.

The following statement is made in accordance with the Privacy Act of 1974 (5 U.S.C. § 552a, as amended). The authority for requesting the following information for U.S. Department of Agriculture (USDA) agencies and staff offices is in § 744 and 745 of the Consolidated Appropriations Act, 2019, Pub. L. 116-6 as amended and/or subsequently enacted. The information will be used to confirm applicant status concerning entity conviction of a felony criminal violation, and/or unpaid Federal tax liability status.

According to the Paperwork Reduction Act of 1995 an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0505-0025. The time required to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The provisions of appropriate criminal, civil, fraud, privacy, and other statutes may be applicable to the information provided.

**PART A APPLICANT**

1. APPLICANT'S NAME	2. APPLICANT'S ADDRESS (Including Zip Code)	3. TAX ID NO. (Last 4 digits)
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4A. Has the Applicant been convicted of a felony criminal violation under any Federal law in the 24 months preceding the date of application?  YES  NO

4B. Does the Applicant have any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability?  YES  NO

Providing the requested information is voluntary. However, failure to furnish the requested information will make the applicant ineligible to enter into a contract, memorandum of understanding, grant, loan, loan guarantee, or cooperative agreement with USDA.

**PART B SIGNATURE**

5A. APPLICANT'S SIGNATURE (BY)	5B. TITLE/RELATIONSHIP OF THE INDIVIDUAL IF SIGNING IN A REPRESENTATIVE CAPACITY	5C. DATE SIGNED (MM-DD-YYYY)
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In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint (<https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442.



**Assurance Regarding Felony Conviction  
or Tax Delinquent Status for Corporate Applicants**

**AD-3031**

*The following statement is made in accordance with the Privacy Act of 1974 (5 U.S.C. § 552a, as amended). The authority for requesting the following information for U.S. Department of Agriculture (USDA) agencies and staff offices is in § 744 and 745 of the Consolidated Appropriations Act, 2019, Pub. L. 116-6 as amended and/or subsequently enacted. The information will be used to confirm applicant status concerning entity conviction of a felony criminal violation, and/or unpaid Federal tax liability status.*

*According to the Paperwork Reduction Act of 1995 an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0505-0025. The time required to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The provisions of appropriate criminal, civil, fraud, privacy, and other statutes may be applicable to the information provided.*

This award is subject to the provisions contained in the Consolidated Appropriations Act, 2019, Pub. L. 116-6, Division E, Title VII, sections § 744 and 745, as amended and/or subsequently enacted for U.S. Department of Agriculture (USDA) agencies and offices regarding corporate felony convictions and corporate federal tax delinquencies.

Accordingly, by accepting this award the corporation recipient acknowledges: (1) that it does not have a Federal tax delinquency, meaning that it is not subject to any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, **and/or** (2) that it has not been convicted of a felony criminal violation under any Federal law within 24 months preceding the award, unless a suspending and debarring official of the USDA has considered suspension or debarment of the recipient corporation based on these convictions and/or tax delinquencies and determined that suspension or debarment is not necessary to protect the interests of the Government. If the recipient fails to comply with these provisions, the agency will annul this agreement and may recover any funds the recipient has expended in violation of the above cited statutory provisions.

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APPLICANT'S SIGNATURE

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TITLE/RELATIONSHIP OF THE INDIVIDUAL IF SIGNING IN A REPRESENTATIVE CAPACITY

---

BUSINESS NAME

---

DATE SIGNED (MM-DD-YYYY)

*In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.*

*Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.*

*To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint \(https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer\)](https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442.*

CERTIFICATION FOR CONTRACTS, GRANTS AND LOANS

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant or Federal loan, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant or loan.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant or loan, the undersigned shall complete and submit Standard Form - LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including contracts, subcontracts, and subgrants under grants and loans) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(date)

\_\_\_\_\_  
(title)

oOo

**RESOLUTION NO. 2021-R-20**

**WHEREAS**, on November 4, 2021, the Walterboro Municipal Election Commission certified the results listed below for the City General Election held November 2, 2021, to elect a Mayor and three (3) City Councilmembers each for a four (4) year term.

Mayor	Alex Cavazzoni	93
	Chrissy Johnson	198
	*Bill Young	462
	Write-In	1
City Council	**James Broderick	534
	**Carl Brown	541
	**Greg Pryor	522
	Write-In	27

\*And has declared **Bill Young** elected as Mayor.

\*\*And has declared **James Broderick**, **Carl Brown**, and **Greg Pryor** elected to City Council.

**NOW THEREFORE, BE IT RESOLVED**, by the Mayor and the Council of Walterboro, South Carolina, in Council Assembled, that the results of the election as certified by the Municipal Election Commission are accepted, ratified, and confirmed.

**DONE**, this 9<sup>th</sup> day of November, 2021.

---

William T. Young, Jr.  
Mayor

ATTEST:

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Adrienne Nettles  
City Clerk

OFFICIAL RESULTS  
MUNICIPAL ELECTION  
CITY OF WALTERBORO  
NOVEMBER 2, 2021  
COLLETON COUNTY, SOUTH CAROLINA

We, the Municipal Election Commission of the City of Walterboro, hereby certify the following official results for the municipal election held on November 2, 2021:

		<u>Votes</u>
Mayor	Alex Cavazzoni	93
	Chrissy Johnson	198
	*Bill Young	462
	Write-In	1
City Council	**James Broderick	534
	**Carl Brown	541
	**Greg Pryor	522
	Write-In	27

\*And has declared **Bill Young** elected as Mayor.

\*\*And has declared **James Broderick**, **Carl Brown**, and **Greg Pryor** elected to City Council.

4 November 2021

MUNICIPAL ELECTION COMMISSION

 11/04/21  
T. Payton Crosby, Chairman (Date)

 11-04-21  
Diane Downey, Commissioner (Date)

 11/04/21  
Monroe Rhodes, Jr., Commissioner (Date)



**RESOLUTION NO. 2021-R-21**

**A RESOLUTION TO PROCLAIM NOVEMBER 12, 2021, AS “PATRICK L. THOMAS DAY” IN THE CITY OF WALTERBORO**

**WHEREAS**, Patrick Thomas was a resident of the City of Walterboro his entire life; and

**WHEREAS**, Patrick began his distinguished twenty-five-year teaching career in the Colleton County School District at Ruffin High School in 1996; and

**WHEREAS**, Patrick served in numerous leadership roles during his tenure in the Colleton County School District as an Advisor to the Walterboro Kappa League, the Men of Distinction, the Junior and Senior Classes, and Prom Committee; and

**WHEREAS**, Patrick was deeply involved in the lives of his students, serving as a mentor to many young people; and

**WHEREAS**, Patrick was named the 2013-2014 Teacher of the Year for the Colleton County School District for his contributions; and

**WHEREAS**, Patrick was also very involved in the community and found ways to give back to the community where he grew up, including the Walterboro Alumni Chapter of Kappa Alpha Psi Fraternity, Chairman of the North Lemacks Street Revitalization Committee, the Rice Festival Committee, and the Colleton County Long Term Recovery Group; and

**WHEREAS**, Patrick passed away on August 8, 2021, leaving a void in the hearts of all who he touched; and

**WHEREAS**, Patrick’s legacy lives on and his family would like to honor him and recognize Patrick’s birthday, November 12, 2021, as “Patrick L. Thomas Day” in the City of Walterboro.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY OF WALTERBORO, SOUTH CAROLINA, THAT:**

November 12, 2021 is hereby proclaimed “Patrick L. Thomas Day” in the City of Walterboro.

---

William T. Young, Jr.  
Mayor

ATTEST:

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Adrienne Nettles  
City Clerk

**RESOLUTION NO. 2021-R-22**

A RESOLUTION TO PROCLAIM DECEMBER 3, 2021, AS “ARBOR DAY” IN THE CITY OF WALTERBORO

**WHEREAS**, in 1872, the Nebraska Board of Agriculture established a special day to be set aside for the planting of trees; and

**WHEREAS**, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska; and

**WHEREAS**, Arbor Day is now observed throughout the nation and the world; and

**WHEREAS**, trees can be a solution to combating climate change by reducing the erosion of our precious topsoil by wind and water, cutting heating and cooling costs, moderating the temperature, cleaning the air, producing life-giving oxygen, and providing habitat for wildlife; and

**WHEREAS**, trees are a renewable resource giving us paper, wood for our homes, fuel for our fires, and countless other wood products; and

**WHEREAS**, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community; and

**WHEREAS**, trees, wherever they are planted – are a source of joy and spiritual renewal.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY OF WALTERBORO, SOUTH CAROLINA, THAT:**

December 3, 2021 is hereby proclaimed as “ARBOR DAY” in the City of Walterboro.

**BE IT FURTHER RESOLVED THAT:**

The Mayor and City Council urge all citizens to plant trees to gladden the heart and to promote the well-being of this and future generations.

The resolution shall become effective this 9<sup>th</sup> day of November 2021.

\_\_\_\_\_  
William T. Young, Jr.  
Mayor

ATTEST:

\_\_\_\_\_  
Adrienne Nettles  
City Clerk

**CITY OF WALTERBORO**  
**PARADE/PROCESSION PERMIT REQUEST**

(PLEASE PRINT INFORMATION REQUESTED)

Application Date: 10/25/21

1. Person submitting application: Herman G. Bright  
Address: 538 St. Peters Rd. Walterboro, SC 29488  
Telephone: 843-217-5000
  
2. Name of Organization: Walterboro Shrine Club of Arabian Temple #139  
Chairperson/President: Cornelius Shepherd  
Address: 101 Cotton Wood, Summerville, SC 29483  
Telephone: 843-530-6798
  
3. Parade Chairman: Herman G. Bright  
Address: 538 St. Peters Rd. Walterboro, SC 29488  
Telephone: 843-217-5000
  
4. Date/Time of Parade: 1/16/22      2:30 PM
  
5. Parade Route requested (Attach Sketch) Attached
  
6. Number of Vehicles/Floats: 90      Number of Animals: 10
  
7. Portion (width) of street parade will occupy: Full width of street
  
8. Additional Information (Upon Request): \_\_\_\_\_

Herman G. Bright  
Signature/Parade Chairman

Cornelius C. Shepherd  
Signature/Organization Chairperson

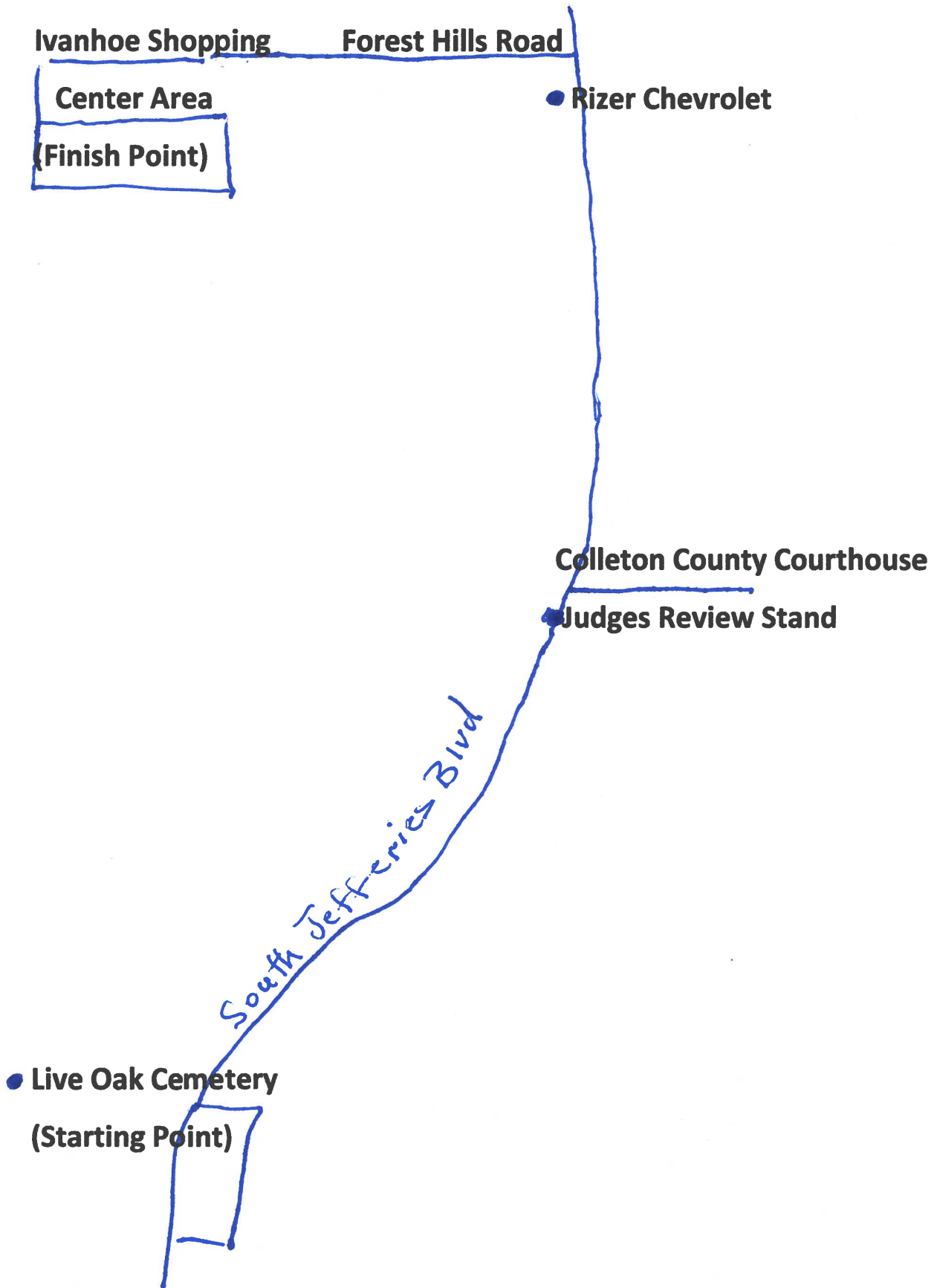
\_\_\_\_\_ Approval      \_\_\_\_\_ Disapproval

\_\_\_\_\_  
Police Chief

\_\_\_\_\_  
City Manager

**NOTE : >>> Call Police Chief (782-1032) to confirm Parade/Procession Route three days prior to parade.**

# DR. MARTIN LUTHER KING, JR. PARADE ROUTE





**WALTERBORO-COLLETON**  
CHAMBER OF COMMERCE

Mayor Young  
C/O Walterboro City Council  
242 Hampton Street  
Walterboro, SC 29488

RE: Thanksgiving Turkey Trot 5K Run/Walk

Mayor Young and City Council,

On November 25, 2020 beginning at 8:00 A.M., the Walterboro-Colleton Chamber of Commerce would like to host a 5K run/walk.

The event will last from 8:00 A.M. – 9:30 A.M. The race will start by the sheriff's annex building, go down Klein Street entering onto Washington Street, passing over Ireland Creek Bridge and turning left onto Washington Street ending the race at the Magistrate's office.

Due to Covid we last held this event in 2019 where we had over 70 participants from 5 different states.

Thank you for taking the time to consider our community event.

Regards,

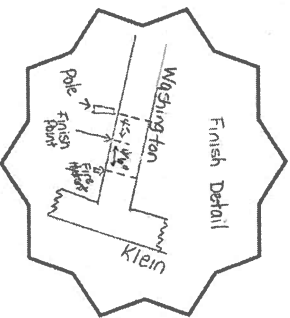
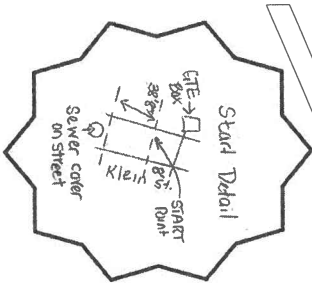
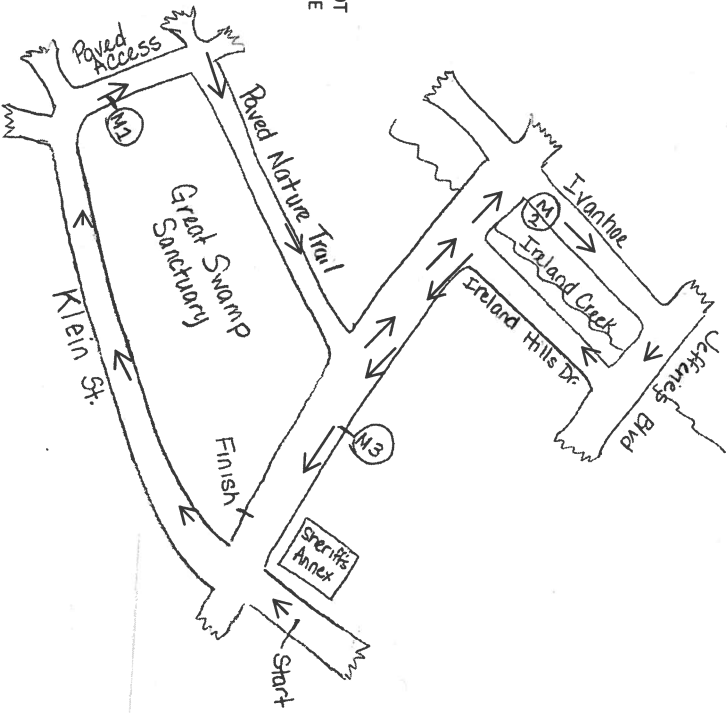
Jeremy Ware  
President  
Walterboro-Colleton  
Chamber of Commerce  
P.O. Box 426  
Walterboro, SC 29488

Walterboro-Colleton Chamber of Commerce

Nov 25, 2021



# TURKEY TROT



## Location of Key Points

**START:** On Klein St. in the County Square Point is 38'8" Northeast of a sewer cover in street and 8' Southwest of GTE cable box #120207P205.

**1 MILE:** On access trail from Mayfield Park parking lot. Point is 346' Northwest of parking lot.

**2 MILE:** On Ivanhoe beside Ireland Creek. Point is 89' Northeast of Washington St.

**3 MILE:** On Washington St. near County Maintenance Bldg. Point is 19'10" North-East of SCE&G pole #172102 and 200' Southwest of a GTE buried cable box.

**FINISH:** On Washington St. Point is 4'6" Northwest of a fire hydrant and 4' south-East of GTE Pole # 8-88.

Course Measured by Danny White (RMS) 10/16/06

SC06037BS



October 25, 2021

Walterboro City Council  
242 Hampton Street  
Walterboro, SC 29488

**Re: Street Closing for Christmas Parade**

Thursday, December 2, 2021

Dear City Officials:

The Walterboro Christmas Parade Committee wishes to request that the city close certain streets for the 2021 Christmas Parade.

The parade is being held Thursday, December 2 at 6:30 P.M. We ask that the streets be closed at 4:30 P.M. The parade route will be starting on Hampton Street at the Colleton Civic Center proceeding east, turn right on Jefferies Hwy, turn right Washington Street, turn right on Neyle Street, turn right on North Miller Street ending back at the Colleton Civic Center on Hampton Street. The parade route is one mile long. In addition, we are requesting two parking spaces blocked off in front of waterfall on Washington Street for announcing and judging the parade.

Thank you very much for your favorable consideration of this request.

Sincerely,

Madison S. Terry  
Tourism Director

CITY OF WALTERBORO  
PARADE/PROCESSION PERMIT REQUEST

Application Date: **October 25,201**

1. Person submitting application: **Madison Terry**  
Address: **100 South Jefferies Blvd., Walterboro, SC 29488**  
Telephone: **843-782-6080**
  
2. Name of Organization: **Walterboro Christmas Parade**  
  
Chairperson/President: **Madison Terry**  
Address: **100 South Jefferies Blvd., Walterboro, SC 29488**  
Telephone: **843-782-6080**
  
3. Parade Chairman: **Madison Terry**  
Address: **100 South Jefferies Blvd., Walterboro, SC 29488**  
Telephone: **843-782-6080**
  
4. Date/Time of Parade: **December 2, 2021 --- 6:30 P.M.**
  
5. **Parade Route Map Attached**
  
6. Number of Vehicles/Floats: **80**      Number of Animals: **NONE**
  
7. Portion (width) of street parade will occupy: **Entire Street**
  
8. Additional Information (Upon Request): **Street to be closed at 4:30 P.M.**

  
\_\_\_\_\_  
Signature/Parade Chairman

  
\_\_\_\_\_  
Signature/Organjzation Chairperson

\_\_\_ Approval

\_\_\_ Disapproval

\_\_\_\_\_  
Police Chief

\_\_\_\_\_  
City Manager

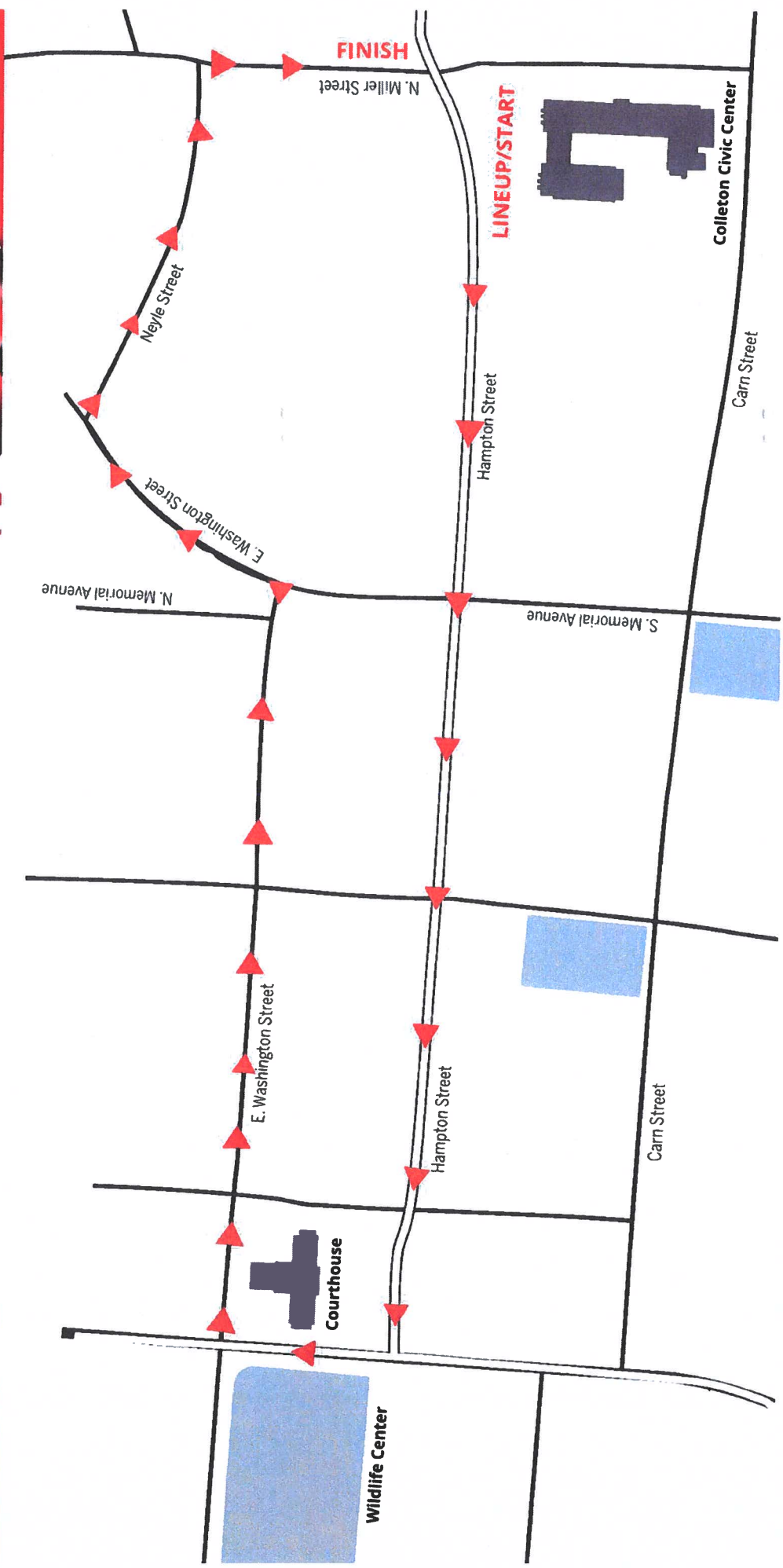




ROCK IN THE

# Holidays

ON THE FRONT PORCH OF THE LOWCOUNTRY



FINISH

LINEUP/START

N. Memorial Avenue

E. Washington Street

Mayle Street

N. Miller Street

E. Washington Street

Hampton Street

Hampton Street

S. Memorial Avenue

Carn Street

Colleton Civic Center

Carn Street

Courthouse

Wildlife Center



## Accommodations Tax Advisory Committee

To: Walterboro City Council  
Cc: Jeffrey P. Molinari, City Manager  
From: Accommodations Tax Advisory Committee  
Date: October 28, 2021  
Re: Accommodations Tax Funding

At its regularly scheduled meeting held on October 28, 2021, the Accommodations Tax Advisory Committee approved the following requests:

<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
SC Lowcountry and Resort Islands - promotion	\$15,600	\$15,600
Colleton County Rice Festival – 2022	\$22,000	\$22,000

Should these requests be approved as submitted, the projected remaining balance for 2021-2022 will be approximately **\$117,691**. The remaining funds will be for consideration at the next scheduled meeting in February 2022. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council approve these items.



*South Carolina*  
**LOWCOUNTRY  
AND RESORT ISLANDS**  
TOURISM COMMISSION

City of Walterboro Accommodations Tax Funds  
Application for FY 2021-2022

**PROMOTION OF WALTERBORO AND THE LOWCOUNTRY**

Amount requested from City of Walterboro ATAX funds: \$15,600

Total cost of project: \$497,100

**LOWCOUNTRY  
& Resort Islands  
TOURISM COMMISSION**

Federal ID# 57-0941807

Contact:

Peach Morrison,  
Executive Director

Post Office Box 615  
Yemassee, SC 29945

(843) 717-3090

Fax 717-2888

Email: [peach@southcarolinalowcountry.com](mailto:peach@southcarolinalowcountry.com)

October 1, 2021

ACCOMMODATION TAX FUNDS REQUEST APPLICATION

DATE: 10/1/2021

**I BASIC INFORMATION:**

A. Project Name: Promotion of the City of Walterboro and the Lowcountry

B. Total Amount Requested: \$15,600

C. Total Cost of Project: \$497,100

D. Applicant Information

Organization: Lowcountry & Resort Islands Tourism Commission

Federal ID #: 57-0941807

Contact Name: Peach Morrison Title: Executive Director

Address: Post Office Box 615 Yemassee, South Carolina 29945

Contact Phone: (843) 717-3090 Fax: (843) 717-2888

Email: peach@southcarolinalowcountry.com

**II PROJECT NARRATIVE:**

A. General Description:

The Lowcountry Tourism Commission is one of eleven similar programs across the State designated by SC-PRT and created by the General Assembly. The Commission's primary mission is the stimulation of economic growth and the development of the area's tourism industry through regional tourism promotional activities. We have implemented an award-winning, professional tourism promotion program for Walterboro and the surrounding area for over 30 years. We support the City of Walterboro and her community by working cooperatively with the Tourism Director who serves on our Board of Commissioners. Past projects include the Fireball Rally, Familiarization Tours with the SC PRT Welcome Center Managers, Familiarization Tours with our Congressional Legislative Delegation, Travel Writers Familiarization Tour and hotel rooms for the Wounded Warrior Hunts. We also provided the city with photography and video footage at no cost to your tourism program and have assisted during the times that the City was without a Tourism Director.

**B. Benefit to Tourism:**

**The Commission benefits tourism in Walterboro and the surrounding region through an integrated marketing campaign which includes our website, social media outlets, national & regional advertising, personal contact and international distribution of promotional literature which lists Walterboro hotels, restaurants, attractions, historic sites, etc. The Commission also serves as a local fulfillment agency - responding to requests generated by advertising placed by PRT and the Commission for travel & tourism information. The Lowcountry Visitors Center in the historic Frampton Plantation House is located just off on I-95 at Exit 33 (Point South). SC Department of Transportation reports that 9,800 vehicles per day travel Highway 17 North past our driveway. Seven days a week, we provide in person guidance and information to travelers and vacationers and encourage tourists to visit Walterboro and its attractions. Our website and social media outlets freely promote the tourism businesses in the City twenty-four hours a day.**

**C. Benefit to Community:**

**Tourism continues to grow in the City of Walterboro even though the past 18 months have been challenging. The hotels along I-95 have suffered, but due to small town, outdoor focused assets, the City of Walterboro and the Lowcountry have fared better than others. Our work has helped to bring this Community wider exposure, attraction of more visitors needing accommodations and services - thereby creating more jobs, increased sales and revenues. We send visitors to Walterboro 7-days-per-week from our Visitors Center on I-95.**

**D. Tracking:**

**We study all available metrics when evaluating the effectiveness of our advertising campaigns. We track direct lead generation from our print advertising monthly. Our top performer in FY 2020/2021, was our website due to the increased emphasis we put into our digital marketing and social media outlets. Other strong performers were SCPRT, Travel 50 and Beyond, American Road Magazine and Living in South Carolina Magazine. We use monthly metrics to determine ROI which help us make decisions on how and where we should spend our advertising dollars.**

**To measure the effectiveness of our digital marketing, we will continue to monitor Google Analytics to track traffic sources to the website, unique visitors, pages viewed, average visit duration and bounce rates as metrics of success. In FY 2019/2020, our top paid performers are Facebook and Google Display Ads (particularly through our campaign with Compass Media) this is followed by SCPRT, Living in SC Magazine, Travel 50 and Beyond, Reader's Digest and Trip Advisor. There are several unpaid performers such as Pinterest, Southern Living Magazine, SCATR and partner chambers and local attractions that are to be explored further with ways to augment consumer responses from those avenues. We also have monthly performance analysis meetings with our team at Compass Media and we go through each ad placement so that we ensure maximum reach for our ROI. We also meet monthly with our website team at Advyon to ensure that critical links are maintained and fine-tuned and that the efforts they are making in Search Engine Optimization are in synch with the efforts of Compass Media.**

To measure the effectiveness of our billboard campaign, we continue to ask our visitors who comment in our guest book to tell us if they saw our billboards and if the billboards enticed them to stop at the center. We will also study analytics provided by Facebook, Instagram, Pinterest and Twitter as well as the number of new subscribers to our Events newsletter.

In FY 2020/2021, we were in direct contact with 51,075 guests and visitors who have requested our printed materials: 35,503 Guidebooks distributed + 5,550 Attractions Brochures distributed + 10,022 Guests at the Visitors Center. This is a 54.9% increase in this set of numbers over last year. The largest gain this year was in the requests and distribution of our collateral material, our Guidebooks and Attractions Brochures. That figure is up 74.1%. Foot traffic was also up 6.7%. It was interesting to see the return of hard copy materials by the potential visitor.

Our online presence touched 372,231 digital viewers (at least once): 307,366 Web sessions (up 33.2% from the previous year) + 43,196 vetted and active Constant Contact email recipients (up 33.6% from the previous year) + 18,777 Facebook likes (up 14.9% from the previous year) + 1,572 Twitter followers (up 3.0% from the previous year) + 1,320 Instagram followers (up 41.3% from the previous year). This was an increase of 32.0% in this exact set of numbers. This does not include our followers on Pinterest or YouTube to keep the comparison in numbers true to the past formula. However, Pinterest analytics report that we had an average monthly audience of 55.6k which was at 22.3k last fiscal year (149.3% higher). The top 6 metros as Atlanta, Charlotte, Orlando/Daytona Beach/Melbourne, Tampa/St Pete, Washington, DC and Miami/Ft Lauderdale. 63.8% our Pinterest followers are female and interestingly, the most common age group is 25-34 (37.3%) followed by the 35-44 age group (18.9%). We conducted a Pinterest campaign this year through Compass Media which yielded great results. We have also become active on YouTube but only in the past few months.

$51,075 + 372,231 = 423,306$ . This is 34.4% higher than the total "attendance" from last year, measured the exact same way, and is predominately due to our combined campaigns with Compass Media and our organic search results in our online presence. Our goal last year was to increase our overall audience by at least 10%. We more than tripled that goal. Our goal for this year will again be to realize another 10% increase by persisting in our efforts to optimize each of our platforms in the marketing mix to increase visitation particularly through our website SEO and digital marketing during FY 2021/2022.

From our most recent Conversion Study, Survey Monkey reported that the average spend of our study was \$1,022 (a bit higher than the PRT reported average spend of \$731). In calculating the information provided by those who returned the survey, we had an overall conversion rate of 55% through web leads which is now where a large majority of our requests come from). By using the number of Guidebooks and Attractions Brochures requested from our office in FY 20/21, we can conclude from the results of this study that our Commission produces a direct expenditure of \$23,075,738 from the trips taken by those who receive our Lowcountry Guidebook and Attractions Brochure:

**41,053 Collateral Pieces X 55% visits to the SC Lowcountry = 22,579  
22,579 visits X \$1,022 average spend during vacation = \$23,075,738**

This figure is quite conservative because it does not include those visitors who do not request our guidebook but download our information from our website or through digital and social media outlets. That number can be highly subjective but is very powerful as our digital presence was the realized a 32% increase in digital touches without including our new Pinterest and YouTube campaigns.

We further promote our regional image through coordinated in-state programs, partnering with PRT, DNR and our sister SCATR organizations in other regions. Additionally, we strive to dovetail our marketing plan with both PRT and our local chamber partners. A synergistic flow is created when we work together to garner increased media editorial in targeted market cities where we also advertise, and frequently mail our visitors guidebooks to fulfill inquiries.

We understand who our visitors are, where they come from, how they get here, when they visit, what they are interested in seeing and doing, and the type of information they expect to receive to plan their vacation or business travel. Over the past 30 years, we have refined what we do, how we reach our target audience and the services we provide to our guests.

With respect to the City of Walterboro's piece of the economic impact of our results, we calculate that we will have brought 10,838 room nights to Walterboro in FY 20/21 year. With 41,053 Guidebooks and brochures dispersed and 55% actually making a trip to the Lowcountry, that gives us 22,579 visiting parties. Of that, 10% reported Walterboro as their destination – 2,258 visiting parties staying an average of 4.8 nights = 10,838 room nights. Again, this does NOT include those receiving our information via our web site, events newsletter or social media outlets.

We continue to measure our effectiveness through ongoing conversion studies, our monthly reports which determine ROI respective to media outlets, through collaboration with regional Chambers and City Tourism offices in guest profile studies and in conjunction with the Lowcountry & Resort Islands Tourism Institute and USCB. Our monthly reports track response to advertising across all platforms, guests that stop at the Frampton Plantation House, website traffic through Google Analytics and other tracking reports in Facebook, Constant Contact, Pinterest and YouTube. We also use the tools provided through SC Parks, Recreation and Tourism and the Southeastern Tourism Society to keep abreast of the newest technology, upcoming trends and ever-changing ways to better reach our target market and influence travelers to choose Walterboro as their next destination.

E. Duration of Project: Starting Date July 1, 2021 Completion June 30, 2022

**Funds granted by the City of Walterboro will be spent as follows:**

National Magazine Advertising (10%)	\$ 2,000
Web Site Marketing & SEO (10%)	\$ 8,600
Travel Shows (10%)	\$ 200
Inquiry Postage (10%)	\$ 1,200
Familiarization Tours & Travel Writers (10%)	\$ 500
<u>Visitor Center Staffing (5%)</u>	<u>\$ 3,100</u>
	\$15,600

**Please note: If our request is fully funded, for every \$1 Walterboro provides to this Project Budget, we match it with \$31.87 from other sources.**

**This funding allows the Commission to initiate and support tourism promotions for Walterboro and the Lowcountry which otherwise would not be possible, and results in thousands of new inquiries, new and repeat visitors, bus tour groups, international visitors, tourism jobs, income and tax revenues for the area**

**On behalf of the Commission, we greatly appreciate Walterboro's past support and hope that you will fully fund this request which we will gladly accept in quarterly payments.**

  
\_\_\_\_\_  
SIGNATURE



**City of Walterboro**  
**Accommodations Tax Funding Request**

Project Name: 2022 Colleton County Rice Festival

Organization Name: Colleton County Rice Festival  
P.O. Box 1705  
Walterboro, SC 29488  
843-549-1079  
843-549-5232 (Fax)

Contact Names: Jimmy Trippe/Josh Bell

Federal ID Number: 57-0691134

ATAX Request Amount: \$22,000.00

Colleton County Rice Festival - Rice Run - Tour de Lowcountry – Hillbilly Science  
Show-Mighty Kicks-The Catalinas-Fireworks Finale,  
Palmetto Amusements

**Project/Event Description (narrative)**

We are working toward the 2022 festival hoping everything will be back to normal on April 29, 30, 2022. The Colleton County Rice Festival is held annually during the last full weekend of April unless Spring Break falls that week. Then we move it to the last weekend of April. Now in its 47th year, the Southern Tourism Society has recognized the festival as one of the top 20 events, which covers 12 states. It has become a premier springtime event throughout the Palmetto State and offers something for every age and taste. In 2021, an estimated 12,000.00 visitors attended the festival over the weekend long event. The Festival is drawing more out of town people and getting bigger each year. The numbers were down a little due to Covid.

The activities will begin with the Rice Festival Beauty Pageant. The Tour de Lowcountry Bike ride is scheduled for March 26th. The Bike Ride, in its 7th year, brought in over 250 riders, with 245 of the riders from out of town. The Ride had riders from seven states, South Carolina, North Carolina, Georgia, Tennessee, Florida, Kentucky and as far away as California. The 2022 festival will start off with something new. We will be having a GALA in January for our sponsors and to promote our festival to our community for future sponsors. Taste of Walterboro will be on Tuesday, April 26<sup>th</sup>. The actual Festival days will be April 29th and April 30th. Our stage will be in front of City Hall in 2022 for our local talent and some of our shows like the Hillbilly Science show. Also, appearing on Friday night on this stage will be the Mighty Kicks Band from 6:00 pm until 9:00 pm for dancing and entertainment. Saturday night the Beach Music band, The Catalinas will be letting everyone dance the night away at the Amphitheater from 7:00 pm until 10:00pm. Plus this is a great place to watch Fireworks. The Fireworks is the Festival Finale except for the Dance going on until 10:00 pm at the Amphitheater. All in all, we

feel that the above events bring in visitors from all over to stay in our motels and dine in our restaurants. The Rice Festival Committee will obtain all permits required.

This year we will be doing an event guide that will be distributed outside our community to further promote our city and community.

Because of the continuing success of the Rice Festival with results that sustain and promote a growing economy, an all-out effort is presently underway by various local groups and organizations to encourage visitors to come into the county and city. The Rice Festival Committee Members are actively involved in many of these endeavors and are working closely with community leaders to make Walterboro and Colleton County a favorite destination of visitors throughout South Carolina and tourist motoring along I-95. With the new Discovery Center and Amphitheater we feel like it will do nothing but enhance the Rice Festival.

### **Benefit to Tourism and/or the Community**

Special events and programs that enhance the quality of life make for an attractive package in enticing the traveling public in this area. Colleton County will never be heavily industrialized but can capitalize on its cultural, natural and historic resources to bring more visitors into the County. The more visitors that come to Colleton County the more secure are tourism related jobs. Increased visitors also mean increased sales and tax collections. We are strategically located on the I-95 South/North Corridor and just 32 miles from I-26. These kinds of activities certainly appeal to travelers who will eat in our restaurants, stay in our motels and shop in and about the Walterboro area.

Many food, arts and crafts vendors and participants in the Rice Run and Tour de Lowcountry are out of state and stay overnight at the local hotels, eat in our various restaurants and shop in several of the retail outlets. Visitors are charmed by the quaint atmosphere and are encouraged to return. We estimate that vendors, runners, participants, and visitors will utilize at least 120 hotel rooms.

**Accommodations Tax Funding Proposal Request - 2022**

**Direct Tourism Expenditures:**

TV Charleston Market: \$5,000.00

Radio: \$1,000.00

Billboards: \$5,000.00

Event Guide \$2,000.00

**Other**

(flyers, brochures, posters, direct  
e-mail, website and misc.) \$9,000.00