



**Walterboro City Council
Regular Meeting
March 7, 2023
City Hall
6:15 P.M.**

AGENDA

I. Call to Order:

1. Invocation
2. Pledge of Allegiance

II. Public Input on Agenda Items:

III. Public Hearings:

1. **Ordinance #2023-01**, AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR AN ADDITION TO CHAPTER 2, SECTION 4.2, PERMITTED USES TABLE, OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO (Second and Final Reading).
2. **Ordinance #2023-02**, AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR AN ADDITION TO CHAPTER 3, SECTION 3.5.6, MOBILE FOOD COURTS OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO (Second and Final Reading).
3. Black Street/Sub-Basin 12 Sewer Upgrade Project (CDBG #4-CI-20-021) Closeout - Michelle Knight, Lowcountry Council of Governments.
4. CDBG & Home Consortium Needs Assessment - Michelle Knight, Lowcountry Council of Governments.

IV. Old Business:

1. **Ordinance #2023-01**, AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR AN ADDITION TO CHAPTER 2, SECTION 4.2, PERMITTED USES TABLE, OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO (Second and Final Reading).
2. **Ordinance #2023-02**, AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR AN ADDITION TO CHAPTER 3, SECTION 3.5.6, MOBILE FOOD COURTS OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO (Second and Final Reading).

V. New Business:

1. **Ordinance #2023-03**, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO-COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 26.5 ACRES OF A PORTION OF REAL PROPERTY IDENTIFIED BY TMS NUMBER 132-00-00-018 TO FULLER PROPERTIES, LLC (First Reading).

VI. City Manager's Report:

1. Consideration of bids for Sub-Basin 1 & 3 Sewer Upgrade Project – Contract II (Memo attached).
2. Consideration of Task Order No. 22 – Engine Driven Emergency Power Supply System for WWTP, Hybrid Engineering (Memo attached).
3. Consideration of funding recommendations from the Accommodations Tax Committee (Memo attached).

VII. Executive Session:

1. Personnel Matters:
 - a. City Board and Commission Meetings Rules of Order.
 - b. Appointment to City Building Board.
 - c. Appointment to Historical Preservation Commission.
 - d. Appointment to Planning Commission.

VIII. Open Session:

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

IX. Adjournment.

ORDINANCE # 2023-01

AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR AN ADDITION TO CHAPTER 2, SECTION 4.2, PERMITTED USES TABLE, OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO.

WHEREAS, at the April 19, June 21, July 19, August 16, September 20, October 25, 2022, Planning Commission Meetings, the Planning Commission discussed text amendments to Chapter 2, Section 4.2 of the Unified Development Ordinance; and Public Input Meeting was held on November 15, 2022, and

WHEREAS, the Planning Commission unanimously recommends that Chapter 2, Section 4.2 of the Unified Development Ordinance be amended; and

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF WALTERBORO, IN COUNCIL ASSEMBLED, that Chapter 2, Section 4.2 of the Unified Development Ordinance of the City of Walterboro, South Carolina is hereby amended as follows:

Chapter 2

Section 4.2

ADD Mobile Food Courts – The use of land designed to accommodate three or more mobile food vendors offering food and/or beverages for sale as a primary use.

Shall be a conditional use within the Neighborhood Commercial District, General Commercial District, Highway Commercial District, and Interstate Interchange Commercial District.

A Special Exception shall be issued per 11.3 of the Walterboro Unified Development Ordinance prior to a Certificate of Zoning Compliance being issued.

ADOPTED, this 7th day of March, 2023.

William T. Young, Jr.
Mayor

ATTEST:

Adrienne Nettles
City Clerk

ORDINANCE # 2023-02

AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR CHANGES TO CHAPTER 3, TO CREATE SECTION 3.5.6, MOBILE FOOD COURTS, OF THE UNIFIED DEVELOPMENT ORDINANCE OF THE CITY OF WALTERBORO.

WHEREAS, at the April 19, June 21, July 19, August 16, September 20, October 25, 2022, Public Input Meeting November 15, 2022, Planning Commission Meetings, the Planning Commission discussed text amendments to Chapter 3, to create Section 3.5.6 of the Unified Development Ordinance; and

WHEREAS, the Planning Commission unanimously recommends that Chapter 3, Section 3.5.6 of the Unified Development Ordinance be amended; and

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF WALTERBORO, IN COUNCIL ASSEMBLED, that Chapter 3, Section 3.5.6 of the Unified Development Ordinance of the City of Walterboro, South Carolina hereby amend as follows:

Chapter 3

Section 3.5.6

Item A:

Must submit a concept plan including:

- 1.) Location of proposed vendor plots and common area(s)
- 2.) Parking areas and vehicle movement areas
- 3.) Permanent sanitation facilities and waste disposal site
- 4.) Landscaping plan
- 5.) Operations plan to include proposed utility service, hours of operation and any other activities to take place within the mobile food court
- 6.) Mobile food vendor plots along with any permanent structures are required to meet the setback requirements of the zoning district
- 7.) Shall operate with a current City of Walterboro Business License

Chapter 3

Section 3.5.6

Item B:

The designated mobile food court must always be kept clear of litter and debris. Proper waste receptacles must be provided and comply with screening requirements set forth in Chapter 7 of the Walterboro Unified Development Ordinance.

Chapter 3

Section 3.5.6

Item C:

Mobile food vendors may stay at the park overnight but shall not stay onsite for more than seven consecutive days.

Chapter 3
Section 3.5.6
Item D:

Each mobile food court shall have a designated agent or manager with responsibility and authority to address and resolve issues of permitting, code compliance, operations, and site maintenance.

Chapter 3
Section 3.5.6
Item E:

All food courts shall have a minimum of three designated customer parking spaces per vendor.

Chapter 3
Section 3.5.6
Item F:

All designated mobile food courts must provide restroom facilities that are connected to City water and sewer utility service.

Chapter 3
Section 3.5.6
Item G:

Vendor pads shall be equipped with electrical connections. The use of generators shall be prohibited except in the case of an emergency per ordinance 20-216.

Chapter 3
Section 3.5.6
Item H:

Onsite sale and consumption of alcoholic beverages is permitted by vendors properly licensed and approved by all governing jurisdictions.

ADOPTED, this ____ day of _____, 2023.

William T. Young, Jr.
Mayor

ATTEST:

Adrienne Nettles
City Clerk

ORDINANCE # 2023-03

AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO – COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 26.5 ACRES OF A PORTION OF REAL PROPERTY IDENTIFIED BY T.M.S. NO. 132-00-00-018 TO FULLER PROPERTIES, LLC.

WHEREAS:

1. The Walterboro - Colleton County Airport Commission has determined that the real estate described hereinbelow is surplus to the needs for the purposes of the Act establishing the Walterboro - Colleton County Airport Commission and that there are no restrictions on the use or disposal of such real property under the deed from the United States of America; and
2. The Walterboro - Colleton County Airport Commission has determined that a desirable industry to be operated by Fuller Properties, LLC wishes to locate a facility upon the real estate described hereinbelow and that the establishment of the industry will be economically beneficial to the citizenry of the county and has requested the real estate described herein below be conveyed to Fuller Properties, LLC for a consideration of Two Hundred Twelve Thousand Three Hundred Eighty-Eight and no/100 Dollars (\$212,388), all by its resolution duly adopted; and
3. The Walterboro - Colleton County Airport Commission has determined that the real estate described hereinbelow should be conveyed to Fuller Properties, LLC for said consideration, subject to certain conditions and restrictions and has requested that the City of Walterboro and the County of Colleton join in a conveyance of the real estate described hereinbelow to Fuller Properties, LLC for said consideration, subject to certain conditions and restrictions, all by its resolution duly adopted.

NOW THEREFORE BE IT ORDAINED BY THE WALTERBORO CITY COUNCIL DULY ASSEMBLED THAT:

1. The City of Walterboro joins Colleton County and the Walterboro-Colleton County Airport Commission in conveying to Fuller Properties, LLC, for a consideration of Two Hundred Twelve Thousand Three Hundred Eighty-Eight and no/100 Dollars (\$212,388), all by its resolution duly adopted the following described property:

Being a portion of the 60.8+- acre parcel of land being designated as Colleton County TMS No. 132-00-00-018 in which the fee-simple title therein is now jointly owned and held and vested in the names of the City of Walterboro f/k/a the Town of Walterboro (A South Carolina Municipal Corporation) and the County of Colleton (A body politic and a corporate and political subdivision of the State of South Carolina), and pursuant to and in accordance with Act #584 of the General Assembly of the State of South Carolina of 1946, as amended by Act #789 of the General Assembly of the State of South Carolina of 1948 and by Act #21 of the General Assembly of the State of South Carolina of 1965 and by Act # 1031 of the General Assembly of the State of South Carolina of 1966 and by Act # 1150 of the General Assembly of the State of South Carolina of 1968, the above-described real property is subject and entrusted to the ongoing and continuing care and custody and management and supervision and control of the "Walterboro - Colleton County

Airport Commission"; and the above-described real estate is a portion of the real property previously transferred and conveyed to the Town of Walterboro and the County of Colleton, as the Grantees, by a Quit Claim Deed from the United States of America acting by and through the Federal Works Agency, as the Grantor, dated January 29, 1947 and recorded on March 19, 1947 with the Colleton County Clerk of Court's Office in Deed Book 97, at Pages 43-45, and is also a portion of the real property previously transferred and conveyed to the Town of Walterboro and the County of Colleton, as the named Grantees, acting by and through the "Walterboro - Colleton County Airport Commission", by a Quit Claim Deed from the United States of America acting by and through the War Assets Administration, as the Grantor, dated April 18, 1947 and recorded on April 23, 1947 with the Colleton County Clerk of Court's Office in Deed Book 97, at Pages 117-123; and the above-described real estate is subject to the covenants and conditions and restrictions and reservations as stated and set forth in the aforesaid Quit Claim Deed dated 1/29/1947 and recorded on 3/19/1947 in Colleton County Deed Book 97, at Page 43, and as stated and set forth in the aforesaid Quit Claim Deed dated 4/18/1947 and recorded on 4/23/1947 in Colleton County Deed Book 97, at Page 117, and also as provided in and by and under the subsequent Modification Deed that was executed on September 25, 1950 by the United States of America acting by and through the Federal Security Administrator, as the Grantor, unto and in favor of the Town of Walterboro and the County of Colleton, South Carolina, as the Grantees, and that was thereafter recorded on November 8, 1950 with the Colleton County Clerk of Court's Office in Deed Book 105, at Page 431, and that thereby modified certain conditions and covenants and restrictions and reservations as contained in the above-referenced prior Quit Claim Deed dated 1/29/1947 and recorded on 3/19/1947 in Colleton County Deed Book 97, at Page 43; and the United States of America acting by and through the Administrator of General Services, as the Grantor, thereafter transferred and conveyed unto and in favor of the Town of Walterboro, South Carolina and the County of Colleton, South Carolina, as the Grantees, all coal and iron and oil and gas and other minerals in and on and upon the land as previously described in and by and under Colleton County Deed Book 97, at Pages 43-45, by the execution of a Quit Claim Deed dated September 13, 1966 and recorded on September 23, 1966 with the Colleton County Clerk of Court's Office in Deed Book 141, at Page 488.

2. The Deed conveying said property to Fuller Properties, LLC is to be made subject to such conditions, reservations and restrictions as the Walterboro-Colleton County Airport Commission determines to be appropriate.
3. The City Manager is hereby authorized, empowered, and directed on behalf of the City of Walterboro to execute and deliver said Deed, and to execute such other documents as may be necessary or desirable in connection with the Conveyance of the property.
4. The proceeds from the sale of the property shall be retained by the Walterboro - Colleton County Airport Commission.
5. All provisions in other City Ordinances in conflict with this Ordinance are hereby repealed.

6. If any provisions of this Ordinance or the application thereof to any person or circumstances is held invalid, the invalidity does not affect other provisions or applications of the Ordinance which can be given effect without the invalid provision or application and to this end, the provisions of this Ordinance are severable.

William T. Young, Jr.
Mayor

ATTEST:





Adrienne Nettles
City Clerk

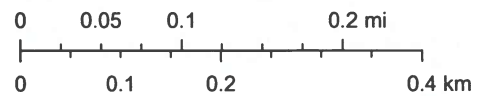
TMS Number 132-00-00-018



3/3/2023, 4:03:43 PM

1:9,028

-  Override 1
-  Parcel Boundaries
-  Fire-Rescue Stations
-  Road Centerlines



Maxar



MEMORANDUM

TO: Mayor and City Council
FROM: City Manager
DATE: March 1, 2023
SUBJECT: Sub-Basin 1&3 Sewer Upgrade Project – Contract II

The Department of Public Works accepted bids on February 9, 2023, to rehabilitate the sewer system in Sub-Basin 1&3, a section of the city's sewer system in need of several major repairs. Rehabilitation will ensure reliable and improved sewer service in the area of Gadsden Loop, Rivers Street, Jackson Street and other intersecting streets in the service area. The scope of work for this project is divided into two (2) separate contracts. Contract I (currently under construction) involves the relining of existing sewer mains in the project area. Contract II involves the total replacement of failing sewer manholes and the relining of sewer mains along Jackson and King streets. The city received bids from two (2) contractors:

<u>Contractor</u>	<u>Bid</u>
Gulf Coast Underground, LLC (Theodore, AL)	\$710,286.65
MJL, Inc.	\$838,268.00

The city's engineer, Hybrid Engineering has evaluated the construction experience of the bidders and found that Gulf Coast Underground, LLC has the experience and resources to complete the project. Staff recommends awarding the contract to Gulf Coast Underground, LLC (Theodore, AL) in the amount of **\$710,286.15**. The city was awarded a CDBG grant in the amount of \$2,321,831 for Contracts I and II. The city's match requirement of \$352,235 will be provided by the 2021 water/sewer revenue bond.

Sincerely,

Jeffrey P. Molinari
City Manager

Attachment



February 15, 2023 (Revised)

Mr. Michael Crosby, Public Works Director
City of Walterboro
242 Hampton Street
Walterboro, SC 29488

Re: Sewer Upgrades Sub-Systems 1-East & 3
Contract II
CDBG Project #4-CI-21-015

Dear Mr. Crosby:

As you know, the bid opening for the Sewer Upgrades Sub-Systems 1-East & 3 Contract II was conducted at 2 p.m. on February 9, 2023 at Walterboro City Hall there in Walterboro. There were two (2) bids received and opened. Ten (10) prospective bidders provided written notifications that they would be unable to submit bids on the project. A copy of the Bid Tabulation is enclosed. The received low bid was found to be responsive though three minor mathematical errors had to be corrected. There were two addenda for the project: Addendum No. 1 (dated January 31, 2023); and Addendum No. 2 (dated February 3, 2023), and they had been transmitted to prospective bidders electronically.

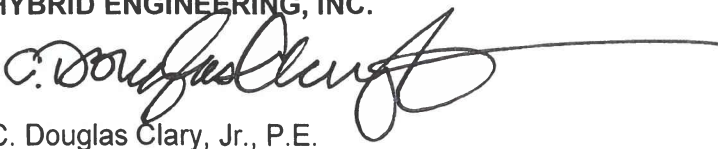
Gulf Coast Underground, LLC was the low bidder with a base bid price of \$710,286.65. We are of the opinion that this is a fair and reasonable price for this work in light of the current volatility in the construction market.

We are also of the opinion that Gulf Coast Underground, LLC is both qualified and capable of performing the Sewer Upgrades Sub-Systems 1-East & 3, Contract II as they have proven thus far on your currently ongoing Black Street Sub-Basin 12 Sewer Upgrade Project. Accordingly, Hybrid Engineering, Inc. recommends that Contract II be awarded to Gulf Coast Underground, LLC subject to the review and approval of the SCDOC-CDBG. To that end, we have prepared and enclosed a Notice of Award.

Let us know if you have any questions or if we might provide additional information. As always, it is our pleasure to be of service.

Yours sincerely,

HYBRID ENGINEERING, INC.



C. Douglas Clary, Jr., P.E.

Enclosures

**BID TABULATION
SEWER UPGRADES - SUB-SYSTEMS 1-EAST & 3 CONTRACT II - 2nd Re-bid
CITY OF WALTERBORO
February 9, 2023**



Contract II		Gulf Coast Underground, LLC.		M.J.L., Inc.	
Item No.	Item Description	Unit	Estimated Quantity	Unit Price	Total Price
Sub-System 3: New 8" Gravity Sewer Lines on Jackson Road & King Street					
1	8" Cured-In-Place Pipe Gravity Sewer Line	LF	745	\$126.50	\$94,242.50
2	20-Foot Long Point Repair to 8" Gravity Sewer Line	EA	4	\$67,303.20	\$269,212.80
3	Flowable Fill for Point Repairs and Replacement Manholes on 8" Gravity Sewer Line	LF	80	\$887.15	\$68,572.00
4	Manhole Rehabilitation Coating	VF	94	\$294.75	\$27,706.50
5	Replace 4' Diameter Extended Base Drop Manhole 12' - 14' Depth	EA	2	\$41,677.15	\$83,354.30
6	Replace Manhole Frame & Cover in Asphalt Pavement	EA	4	\$3,056.45	\$12,225.80
7	Replace Manhole Frame & Cover in Non-Paved Area	EA	2	\$2,037.65	\$4,075.30
8	Bypass Pumping Around Existing Gravity Sewer Lines	LS	1	\$6,428.60	\$6,428.60
9	Foundation Stone	TON	40	\$128.60	\$5,144.00
10	Remove Asphalt Roadway Pavement as Required	LF	90	\$152.85	\$13,756.50
11	2" Milling & Resurfacing with 2" Asphalt Wearing Course	SY	374	\$150.00	\$56,100.00
12	2" Asphalt Binder Course Patch (Four @ 6' x 20' for Point Repairs and Two @ 6' x 6' around Manholes)	SY	62	\$39.30	\$2,436.60
13	2" Asphalt Wearing Course Patch (Four @ 12' x 26' for Point Repairs and Two @ 12' x 6' for Manholes)	SY	155	\$105.85	\$16,406.75
14	Traffic Control	LS	1	\$50,625.00	\$50,625.00
Total for Contract II:				\$710,286.65	\$710,286.65

The bids tabulated herein were received by City of Walterboro on February 9, 2023 at Walterboro City Hall

Hybrid Engineering, Inc.

C. Douglas Clary Jr., P.E.

NOTICE OF AWARD

Date of Issuance: **March 8, 2023**

Owner: **City of Walterboro**

Owner's Contract No.:

Engineer: **Hybrid Engineering, Inc.**

Engineer's Project No.: **P21026-15**

Project: **Sewer Upgrades - Sub-Systems 1 East & 3**

Contract Name: **II**

Bidder: **Gulf Coast Underground, LLC**

Bidder's Address: **5655 Middle Road, Theodore, AL 36582**

TO BIDDER:

You are notified that Owner has accepted your Bid dated for the above Contract, and that you are the Successful Bidder and are awarded a Contract for:

Sewer Upgrades - Sub-Systems 1 East & 3 Contract II

The Contract Price of the awarded Contract is: **\$710,286.65**

[4] unexecuted counterparts of the Agreement accompany this Notice of Award, and one copy of the Contract Documents accompanies this Notice of Award or has been transmitted or made available to Bidder electronically.

a set of the Drawings will be delivered separately from the other Contract Documents.

You must comply with the following conditions precedent within 15 days of the date of receipt of this Notice of Award:

1. Deliver to Owner **4** counterparts of the Agreement, fully executed by Bidder.
2. Deliver with the executed Agreement(s) the Contract security [*e.g., performance and payment bonds*] and insurance documentation as specified in the Instructions to Bidders and General Conditions, Articles 2 and 6.
3. Other conditions precedent (if any):

Failure to comply with these conditions within the time specified will entitle Owner to consider you in default, annul this Notice of Award, and declare your Bid security forfeited.

Within ten days after you comply with the above conditions, Owner will return to you one fully executed counterpart of the Agreement, together with any additional copies of the Contract Documents as indicated in Paragraph 2.02 of the General Conditions.

Owner: **City of Walterboro**

Authorized Signature

By: **Jeffrey Molinari**

Title: **City Manager**

Copy: **Engineer**



MEMORANDUM

TO: Mayor and City Council
FROM: City Manager
DATE: March 1, 2023
SUBJECT: Hybrid Engineering Task Order 22

The city received a \$1,188,784.60 grant from FEMA to purchase and install a new generator and to construct a new gas line that will service the future expansion of the wastewater treatment plant. The total anticipated cost of the generator project is \$1,703,850. The cost estimate includes a 1,300 kW generator, concrete slab, electrical connections, a natural gas line extension to the site and engineering. FEMA's grant award represents 69.77% of the total project cost and the city's match will be \$515,065.40. The city's engineer, Hybrid Engineering has provided a task order in the amount of \$98,419 to perform administrative, investigative, permitting, contract administration, and construction observation services for the generator project. Staff recommends approval of Task Order 22 in the amount of **\$98,419** to be paid from the 2021 water/sewer revenue bond.

Sincerely,

Jeffrey P. Molinari
City Manager

Attachments



Task Order No. 22-**Version B**

Master Agreement for Professional Engineering Services

Client: City of Walterboro

Project: Engine Driven Emergency Power Supply System for Walterboro WWTP

Date: January 5, 2023

Scope of Services:

Perform administrative, investigative, permitting, contract administration, and construction observation services for the Engine Driven Emergency Power Supply System at the Walterboro Wastewater Treatment Plant in Walterboro, South Carolina. The scope of this work will include a 1,300 kW natural gas-fired standby generator with automatic transfer switch along with the extension of natural gas service to site. Design of the extension of natural gas service to the site will be completed as part of Dominion Energy's work, and design of the generator was completed under separate contract. Engineering services will include the following tasks:

1. Project Kickoff Meeting w/ City of Walterboro & LCOG
2. Field Investigations & Verifications
3. Record Site & Topographic Survey
4. Coordination with Dominion Energy
5. Project Manual (Contract Instruments & Technical Specifications)
6. Construction Drawings
7. SCDHEC Coastal Zone Consistency Certification Request Form
8. SCDHEC Notification Form for Sites Disturbing Less Than 1-Acre
9. Project Review Meeting with City of Walterboro
10. Bid Solicitation
11. Contract Award Activities
12. Preconstruction Conference
13. Submittal Data Review
14. Periodic Construction Observation Site Visits
15. Review & Process Contractor's Applications for Payment
16. Coordination with LCOG on Contractor's Applications for Payment & Change Orders
17. Record Construction Drawings
18. Final Site Visit & Project Closeout

Payment:

Payment shall consist of an amount equal to the cumulative hours charged to the Project by each class of Engineer's employees times Standard Hourly Rates for each applicable billing class plus Reimbursable Expenses, the total of which shall not exceed \$98,419 without prior written approval.

City of Walterboro Approval: _____

Date: _____



Accommodations Tax Advisory Committee

To: Walterboro City Council
Cc: Jeffrey P. Molinari, City Manager
From: Accommodations Tax Advisory Committee
Date: February 16, 2023
Re: Approvals at the February 16, 2023 meeting

At its regularly called meeting held on February 16, 2023, the Accommodations Tax Advisory Committee approved the following requests:

<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
SC Artisans Center – Ag + Art Tour SC	\$ 3,075	\$ 3,075
Hiram E Mann Chapter – Tuskegee Airmen memorial project	\$12,273	\$12,273
Lowcountry & Resort Island – guidebooks and promotion	\$14,000	\$14,000

Should these requests be approved as submitted, the projected remaining balance for 2022-2023 will be approximately **\$180,247**. The remaining funds will be for consideration at the next scheduled meeting in June 2023. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council approve these items.



South Carolina Artisans Center
The Official Folk Art and Craft Center of South Carolina
Tax ID # 57-0983458
2-6-2023



I. BASIC INFORMATION

- A. Project Name: 2023 AG + ART Tour
- B. Requested Amount: \$3,075.00
(Each county participation cost plus additional marketing items)
- C. Total Project Cost: \$29,980.00
(Total cost for 11 participating counties)
- D. Applicant Information:
1. South Carolina Artisans Center #57-0983458
 2. David Smalls, Executive Director
 3. 318 Wichman Street
Walterboro, SC 29488
 4. 843-549-0011, no Fax
info@scartisanscenter.com

II. Narrative:

The South Carolina Ag + Art Tour is a free, self-guided tour of farms and markets featuring local artisans at every stop! During the tour visitors will have the opportunity to see first-hand where their food comes from, watch artists in action and purchase their works, enjoy the melodies of local musicians, and learn more about rural life. The tour is the largest free farm and art tour in the nation with over 45,000 visitors participating since 2012.

Colleton County will be part of this Tour in 2023; this will be our third year participating in this multi-county event.

A. General Project Description:

The Colleton County Ag and Art Tour will be held **May 20 & 21, 2023**. Colleton will be the only county hosting the tour in the Lowcountry that weekend. We have 6 Ag sites that have agreed to participate.

Saturday (10:00 am - 4:00 pm)

Sunday (1:00 pm - 5:00 pm)

The South Carolina Ag + Art Tour is a free, self-guided tour of farms and farmers markets featuring local artisans at every stop. The Colleton Museum/Farmers Market, and the South Carolina Artisans Center will be stops in addition to the 6 Ag sites. We are planning to have our Artist Handmade Series on Saturday, May 20th from 10:00 am - 2:00 pm, a possible night time event on Saturday evening, and/or a mid-morning event on Sunday the 21st to encourage visitors to stay the night in Walterboro.

There are no attendance fees, but you can buy produce, value added products, food, beverages, and a fee for some activities.

Each farm will have artisans at their farm and the South Carolina Artisans Center will provide on-site artisans. The artisans will conduct demonstrations and sell their artwork.

Some of the major accomplishments of the Center include:

We have become a major **Tourist Destination** off I-95. Approximately 360,000 people have visited the Center over the past twenty four years. Over **95%** of the Center's **customers** have traveled from **outside of Colleton County** and over **85%** are **visitors from another state**. The majority of our customers have taken time from their traveling to stop in Walterboro, shop at the Center and enjoy our exhibits. They are also looking for other places in Walterboro to shop and dine. The City of Walterboro has made downtown a wonderful place to send our visitors.

We also welcome tour groups and partner with SC Lowcountry Tourism for tour groups and FAM tours to heighten the awareness of our Center. As with individual visitors, these groups are looking for additional local attractions, shops, and historical venues to visit. The Center always offers information about local and area places to visit, dine, shop, and spend the night.

The South Carolina Artisans Center is the only **Tourist Attraction/Retail Venue** in the Walterboro area that is **open** for business **6 days a week**. Because of these regularly scheduled hours of operation, the Center has been designated as an "**official stop**" for the **South Carolina National Heritage Corridor**. A "stop" is a Visitors Center that distributes literature about Walterboro, Colleton County, and the entire heritage corridor.

B. & C. Benefit to Tourism and/or Community:

AGRICULTURE AND ART: TOGETHER

The South Carolina Ag + Art Tour is a free, self-guided tour of farms and farmers markets featuring local artisans at every stop. We currently have 8 stops including the Colleton Museum/Famers Market, and the South Carolina Artisans Center.

2023 TOUR SCHEDULE

Saturdays: 10:00 AM - 4:00 PM

Sundays: 1:00 PM - 5:00 PM

There is no admission fee to take the tour; however, there will likely be a charge to purchase food, beverages and farmer's and artisan's products. Some activities may also have a cost.

The tour is free and self-guided. Visitors start anywhere and begin their weekend(s) of farm and art fun! Visitors sign in at their first stop each weekend, and they will be tracked and counted as they move from farm to farm.

The tour takes place rain or shine! Sites may close if there is a threat of severe weather as the safety of our visitors, farmers, and artisans is our #1 priority.

The South Carolina Ag + Art Tour is a grassroots driven program that is coordinated by volunteers across a diverse spectrum of organizations.

What does "Ag" stand for?

Ag is for Agriculture, representing the farms and farmers market component of the tour!

D. Tracking:

We will be tracking each visitor to each of the sites during the tour and will be utilizing Interns to assist in this tracking process. The tour is the largest free farm and art tour in the nation with over 45,000 visitors participating since 2012.

We anticipate overnight stays due to events happening on Saturday and Sunday. Colleton will be the first tour county in the Lowcountry.

E. The duration of this project:

Saturday, May 20th & Sunday May 21st, 2023

III. BUDGET:

County Participation Cost Breakdown:

Social Media and Email Marketing	\$1273
Graphic Design	\$321
Rack Card Printing	\$159
Vertical Banners	\$141
Tour Guide	\$545
Signage	<u>\$286</u>

Sub Total: **\$2,725**

Additional Marketing Items:

Directional Signs	\$200
Tour Site Signs	<u>\$150</u>

Sub Total: **\$350**

Total: **\$3,075 - amount requested for ATAX funding**

IV. Attached

V. N/A

VI. Attached

City of Walterboro Accommodations Tax Funding Application

I. Basic Information

- A. Project Name: The Face of Courage – reprint of Tuskegee Memorial brochure project
- B. Requested Amount: \$12,273
- C. Total Project Cost: \$16,123
- D. Application Information:
 1. Hiram E. Mann Chapter, Tuskegee Airmen, Inc. – Federal ID: 27-310833
 2. Kellye Whitaker - Contact person
 3. PO Box 1091 Walterboro, SC 29488
 4. 404-246-5740, kellye_whitaker@unc.edu

II Narrative

The Tuskegee Airmen were the first African American military aviators in the United States Armed Forces and refers to all who were involved in the “Tuskegee Experience,” the Army Air Corps program that trained African Americans to fly and maintain combat aircraft and included pilots, navigators, bombardiers, maintenance and support staff, instructors, and all the personnel needed to keep the planes in the air.

The military selected Tuskegee Institute to train pilots because of its commitment to aeronautical training. Tuskegee had the facilities, and engineering and technical instructors, as well as a climate for year-round flying. The first Civilian Pilot Training Program students completed their instruction in May 1940. The Tuskegee program was then expanded and became the center for African American aviation during World War II. African American navigators, bombardiers, and gunnery crews received combat training at selected military bases elsewhere in the United States. Walterboro Army Airfield was one of those selected combat training facilities.

In 1997, the local community raised funds to erect a monument to honor the valiant Tuskegee Airmen. The bust prominently displayed in the monument is that of Lt. Col. Hiram E. Mann, a member of the 332nd Fighter Group, an elite squadron of African American airmen during World War II. Lt. Col. Mann and many other original Tuskegee Airmen received final combat training at the Walterboro Army Airfield, which at the time housed a military population upwards of 6000 as well as hundreds of German POWs.

In 1998, the Hiram E. Mann Chapter of the Tuskegee Airmen, Inc. was founded in Walterboro, SC as an education and community service organization dedicated to maintaining the traditions of the Tuskegee Airmen and preserving the legacy of the first generation of African American military aviators of the Second World War. The Chapter’s mission is to assist students in developing positive attitudes, character, and leadership skills. Its youth programs are centered on education and aviation and are designed to stimulate and inspire youth to improve their academic performance, character development, and citizenship.

The Chapter is active in the local community and hosts several groups visiting the Monument and Airport including but not limited to

- Tuskegee Airmen oral history and aviation displays
- Take Flight Aviation Camps
- Boy scout and Young Eagles Intro to Discovery Flight
- JR ROTC Flight Instruction
- Out of town tourist groups

Why this Project is Needed: Severe weather the past several years has taken a major toll on the Memorial Park that surrounds the Tuskegee Airmen monument. The Chapter and the Airport works hard to help keep the area clean and welcoming to tourists and other guests however the benches are in major disrepair and the informational kiosks need to be repaired and upgraded. Several tornados have also taken down several trees that have since been removed but the stumps and roots must be removed. Also, this past year a very unfortunate accident took place, and our beloved monument was knocked down and almost destroyed. The only thing that currently remains of the monument is Lt. Col. Mann’s bust. The Airport/City is arranging to replace the damaged part of the monument but much more is needed to make the area surrounding the Tuskegee Memorial more welcoming to tourists and the community.

We would like to add a picnic area with several sturdy, heavy duty picnic tables – an ideal spot for tourists to rest and have lunch. Students and community groups could also use the seating area for the oral history tour, field trip classes and other educational purposes. Eventually a covered shelter could be added to provide increased protection from the elements.

The Chapter is currently raising funds to help cover the cost of landscaping and beautification. We are soliciting funds from the Accommodations Tax Board and other organizations to help cover cost of replacing the decaying wooden benches, repairing/upgrading the kiosks, adding a few picnic tables, and to print additional brochures. All these items would be a huge help in marketing and promoting the monument and memorial park to tourists and local/regional groups.

The Chapter is a 501(c)3, non-profit organization and currently serves Walterboro, Charleston, Beaufort, and nearby communities.

Tracking: There is a visitor sign-in sheet attached to one of the kiosks at the memorial. This gives us a snapshot of where our visitors are located. They have traveled from all over the United States mostly the east coast and from several countries abroad. The comments expressed by our visitors are all very favorable and all enjoyed learning about the experiences of the Tuskegee Airmen and its relationship to Walterboro. We estimate that over 2500 out of town visitors (300 kids and 2200 adults) visit the memorial each year. Additional highway signage, brochures and group tours will help spread the word and increase the number of visitors to the monument and the area.

Duration of Project: The printing of the brochure would start in March. Benches and picnic tables can be ordered in March and installed the same month. There is no official end date.

Special Permit Needed? No special permit will be needed for this grant request.

III. Budget

Full color brochures - reprint 2500 qty for Museum, local Visitor Center, and other Centers along I-95 and in Charleston	\$1200	
4 - 8 ft Commercial ADA Coated Metal Picnic Table; includes taxes and shipping	\$5023	
8 - 6 ft Coated Metal Outdoor Bench; includes taxes and shipping	\$4598	
Repair/Upgrade Informational Kiosks - damaged/weathered acrylic cases and decaying wood structure;	\$1452	
Total Amount Requested from A-Tax		\$12,273
Landscaping upgrades (\$1750 - shrubs, perennial plants, gravel, etc.; \$750 installation/delivery);	\$2500	
Cut and remove all stumps and visible roots of all fallen trees left from last hurricane);	\$1350	
Additional Amount Needed to Complete Project		\$3850
Total Cost of Project		\$16,123

IV. Required Attachments

- A. Letter from the Secretary of State (IRS letter recognized as a 501 (c) 3 entity)
- B. Financial Statement – January 2017 YTD (see attachment)
- C. List of Board Members (see attachment)

V. No request for billboard funding



South Carolina
LOWCOUNTRY
AND RESORT ISLANDS

TOURISM COMMISSION

City of Walterboro Accommodations Tax Funds
Application for FY 2022-2023

PROMOTION OF WALTERBORO AND THE LOWCOUNTRY

Amount requested from City of Walterboro ATAX funds: \$14,000

Total cost of project: \$708,550

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

February 1, 2023

ACCOMMODATION TAX FUNDS REQUEST APPLICATION

DATE: 2/01/2023

I BASIC INFORMATION:

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

B. Total Amount Requested: \$14,000

C. Total Cost of Project: \$708,550

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.

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 10,700 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. Coming out of the difficulties due to COVID was milder because our area proved to be the exact kind of place that travelers were willing to visit. Small cities, large open spaces and opportunities for outdoor recreation were what those who were willing to travel were looking for. 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 2021/2022, was a campaign that we did with Compass Media in Better Homes and Gardens, Food Network Magazine and Parenting Magazine. Other strong performers were American Road Magazine, AAA, Living in South Carolina Magazine and SCPRT's Discover SC Vacation Guide Book. 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 2021/2022, our top paid performers were Google Display Ads (particularly through our campaign with Compass Media), Facebook and Instagram. These are followed by SCPRT, Trip Advisor, American Road Magazine, AAA, and YouTube. There are several unpaid performers such as Pinterest, Southern Living Magazine, SCATR and partner chambers and local attractions. We 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 critical links are maintained and fine-tuned and 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. 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.

In FY 2021/2022, we were in direct contact with 67,115 guests and visitors who have requested our printed materials: 44,390 Guidebooks distributed + 10,200 Attractions Brochures distributed + 12,525 Guests at the Visitors Center. This is a 31.4% 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 33%. Foot traffic was also up 25%. It is interesting that potential guests are still using hard copy collateral in their decision-making process.

Our online presence touched 502,393 digital viewers (at least once): 416,035 Web sessions (up 35.4% from the previous year) + 50,319 vetted and active Constant Contact email recipients (up 16.5% from the previous year) + 34,655 Facebook likes (up 68.6% from the previous year) + 1,614 Twitter followers (up 2.7% from the previous year) + 2,770 Instagram followers (up 109.8% from the previous year). This was an increase of 35.0% 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 have monthly views of 128.07k and 1.62k followers. The top 6 metros are Atlanta, Orlando/Daytona, Tampa/St Pete, Charlotte, Washington DC and Miami/Ft Lauderdale. 61% of our Pinterest followers are female and interestingly, the most common age group is 25-34 (43.8%) followed by the 35-44 age group (17.9%). We conducted a Pinterest campaign this year through Compass Media which yielded great results. We have also become active on YouTube and currently have 119 subscribers in just a year.

$67,115 + 502,393 = 569,508$. This is 34.5% 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 2022/2023.

Our main marketing objective is creating awareness to those potential visitors, primarily in the South and Northeast. The primary focal points include events, activities, dining opportunities, cultural insights and recreational offerings of the SC Lowcountry region. In particular, the City of Walterboro, and what it has to offer families, individuals, couples and groups, small and large, for vacation and tourist activities.

While some of our social media followers are in the four-county region, the vast majority of dollars spent in our marketing efforts are in placements far beyond the 50-mile radius. Therefore, we consider all these potential guests as “tourists”.

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 21/22, we can conclude from the results of this study that our Commission produces a direct expenditure of \$30,685,039 from the trips taken by those who receive our Lowcountry Guidebook and Attractions Brochure:

54,590 Collateral Pieces X 55% visits to the SC Lowcountry = 30,025
30,025 visits X \$1,022 average spend during vacation = \$30,685,039

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 35% 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 32 years, we have refined what we do, how we reach our target audience and the services we provide to our guests.

E. Duration of Project: Starting Date July 1, 2022 Completion June 30, 2023

F. Permits Required: (if any) **Does not apply.** The Commission is the only statutorily established regional tourism entity serving Beaufort, Colleton, Hampton and Jasper counties.

G. Additional Comments:

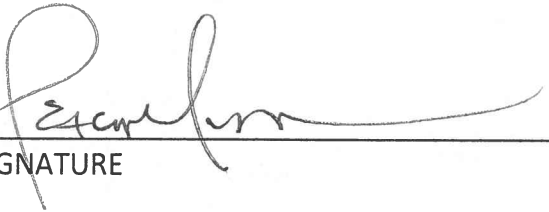
A portion of ATAX funds will be used to match 50/50 with Tourism Advertising Grant Funds (TAG) grants from PRT, thereby doubling the effectiveness of local accommodations tax funds used for advertising and promotion.

National Magazine Advertising (10%)	\$ 3,000
Web Site Marketing & SEO (5%)	\$ 7,500
Travel Shows (10%)	\$ 300
Inquiry Postage (10%)	\$ 1,600
<u>Visitor Center Staffing (2.3%)</u>	<u>\$ 1,600</u>
	\$ 14,000

Please note: If our request is fully funded, for every \$1 Walterboro provides to this Project Budget, we match it with \$50.61 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