



**WALTERBORO CITY COUNCIL
RESCHEDULED REGULAR MEETING**

**JULY 11, 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 Hearing:

1. **Ordinance # 2023-09**, AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR CHANGES IN THE ZONING DISTRICTS OF THE CITY OF WALTERBORO BY CHANGING THE ZONING CLASSIFICATION OF TMS #147-14-00-128 FROM HIGHWAY COMMERCIAL DISTRICT (HCD) TO MEDIUM DENSITY RESIDENTIAL (MDR) (Second and Final Reading).

IV. Old Business:

1. **Ordinance # 2023-09**, AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR CHANGES IN THE ZONING DISTRICTS OF THE CITY OF WALTERBORO BY CHANGING THE ZONING CLASSIFICATION OF TMS #147-14-00-128 FROM HIGHWAY COMMERCIAL DISTRICT (HCD) TO MEDIUM DENSITY RESIDENTIAL (MDR) (Second and Final Reading).

V. New Business:

1. **Ordinance # 2023-10**, AN ORDINANCE TO AMEND ORDINANCE # 2023-06, SO AS TO SET THE LOCAL OPTION SALES TAX CREDIT FACTOR IN THE FISCAL YEAR 2023-2024 BUDGET (Introduction and 1st Reading).

VI. City Manager's Report:

1. Consideration of Funding Recommendations from the Accommodations Tax Advisory Committee (Memorandum attached)

VII. Executive Session:

1. Contractual Matters:
 - a. 114 North Walter Street.
 - b. Project Suds.
2. Personnel Matters:
 - a. Appointment to the Planning Commission.
 - b. Appointment to the Keep Walterboro Beautiful Board.

VIII. Open Session:

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

IX. Adjournment

ORDINANCE # 2023-09

AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF WALTERBORO, SOUTH CAROLINA, TO PROVIDE FOR CHANGES IN THE ZONING DISTRICTS OF THE CITY OF WALTERBORO BY CHANGING THE ZONING CLASSIFICATION OF ONE PARCEL OF LAND DESIGNATED AS TMS # 147-14-00-128 FROM HIGHWAY COMMERCIAL DISTRICT (HCD) TO MEDIUM DENSITY RESIDENTIAL (MDR).

WHEREAS, the Planning Commission of the City of Walterboro conducted a public hearing on April 18, 2023, to consider a change in zoning classification from Highway Commercial District (HCD) to Medium Density Residential (MDR) for the above mentioned property; and

WHEREAS, pursuant to said meeting, the Planning Commission has recommended that the zoning classification of the property aforesaid be changed to Medium Density Residential (MDR).

NOW, THEREFORE, BE IT ORDAINED and ordered by the Mayor and City Council of the City of Walterboro, South Carolina, that the Zoning Map of the City of Walterboro, South Carolina is hereby amended by changing the Zoning District classification of the property located on Bells Highway, designated as tax map number 147-14-00-128 from Highway Commercial District (HCD) to Medium Density Residential (MDR) as shown on the attached map.

DONE, this _____ day of July, 2023

William T. Young, Jr
Mayor

ATTEST:

Adrienne Nettles
City Clerk

First Reading: June 6, 2023
Public Hearing: July 11, 2023
Second Reading: July 11, 2023

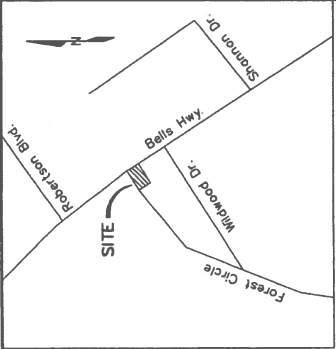
SURVEY NOTES

1. THIS PLAT REPRESENTS A SURVEY BASED UPON THE LISTED REFERENCES ONLY, AND IS NOT THE RESULT OF A TITLE SEARCH.
2. THE BEARINGS SHOWN HEREON ARE MAGNETIC AND AS SUCH ARE SUBJECT TO LOCAL ATTRACTION.
3. THIS PROPERTY HAS NOT BEEN EVALUATED FOR WETLANDS.
4. AREA DETERMINED BY COORDINATE METHOD.
5. THIS PLAT IS INTENDED TO SHOW THE BOUNDARIES OF TMS 147-14-00-056, THE PROPERTY LINES SHOWN HEREON ARE BASED ON FOUND MONUMENTATION, LISTED REFERENCE DATA, AND LINES OF OCCUPATION.
6. THIS SURVEY SHOWS EASEMENTS WHICH ARE SHOWN TO THE SURVEYOR, AT THE TIME OF THE SURVEY.
7. THIS PROPERTY IS CURRENTLY ZONED COMMERCIAL.
8. THIS PROPERTY LIES IN FLOOD ZONE X, AS DETERMINED FROM FEMA FLOOD INSURANCE RATE MAP 45028C 03166, DATED 12/21/2017.
9. ANY REPRESENTATION OUTSIDE THE SUBJECT BOUNDARY IS FOR REFERENCE PURPOSES ONLY.

City of Walterboro
Zoning Department
APPROVED

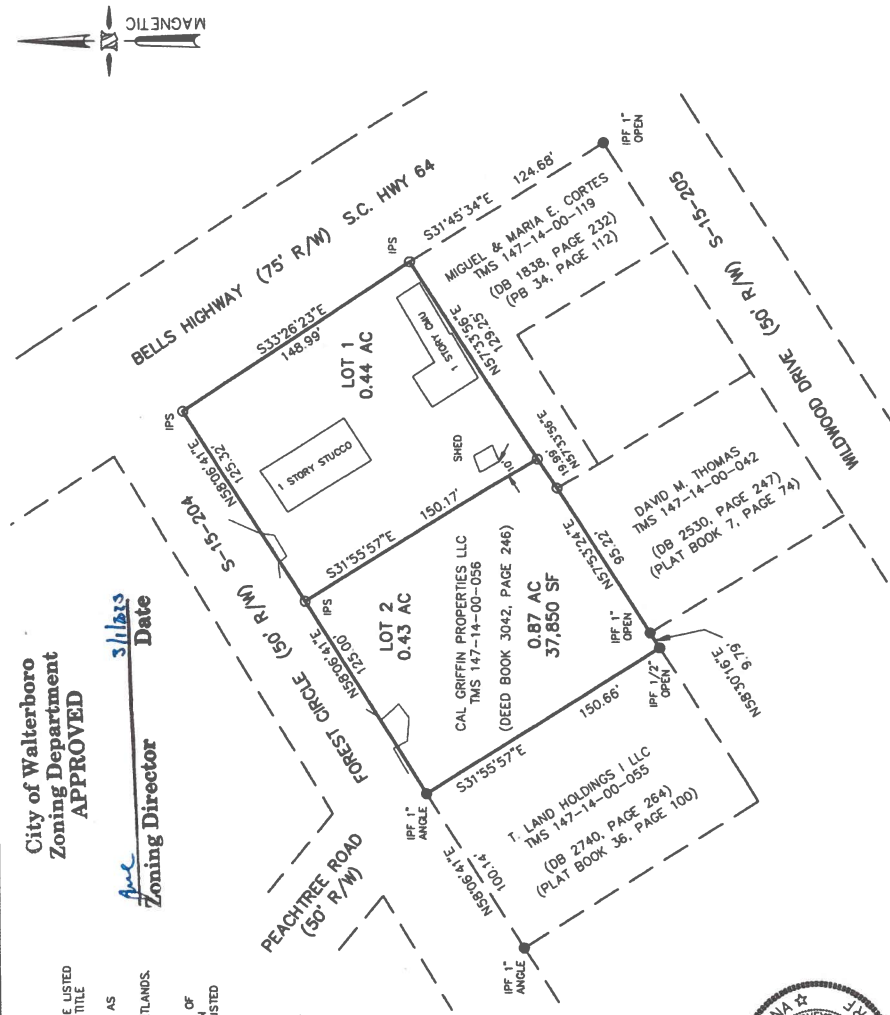
Amc
Zoning Director

3/11/23
Date

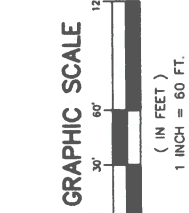


LOCATION MAP
NOT TO SCALE

PLAT RECORDING FEES \$25.00
STATE TAX \$0.00
COUNTY TAX \$0.00
PRESENTED & RECORDED 03-02-2023 10:18:20 AM
BK: PL 964 DEBORAH H. GUSLER REGISTER OF DEEDS COLLETON COUNTY, SC
PG: 11 CAL GRIFFIN PROPERTIES LLC
689 BELLS HWY WALTERBORO SC 29488

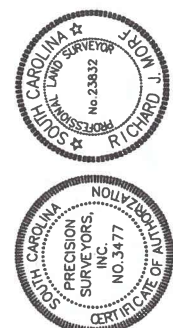


- LEGEND**
- PROPERTY LINE
 - ADJACENT PROPERTY LINE
 - ROAD RIGHT-OF-WAY
 - IRON PIN FOUND w/ SIZE & TYPE DESC.
 - CONCRETE MONUMENT FOUND
 - IRON PIN SET - 5/8" REBAR
 - SQUARE FEET
 - ACRE (43,560 SF/ACRE)



CERTIFICATION NOTE
I HEREBY STATE TO THE BEST OF MY KNOWLEDGE, INFORMATION AND BELIEF THAT THE SURVEY SHOWN HEREON WAS MADE IN ACCORDANCE WITH THE PRACTICE OF LAND SURVEYING IN SOUTH CAROLINA, AND MEETS THE REQUIREMENTS OF THE PROFESSIONAL SURVEYOR'S ACT. I HAVE RECEIVED THE NECESSARY FEES AND ENDORSEMENTS, PRELATORS OR SURVEY PRELATOR FEES 1/16/2023

Richard J. Moore
RICHARD J. MOORE, P.L.S.
S.C. REG. # 23832
(843) 835-2829
PO Box 650, Ridland, O. SC



SUBDIVISION PLAT
OF TMS 147-14-00-056,
LOCATED IN
SHERWOOD FOREST SUBDIVISION,
CITY OF WALTERBORO,
COLLETON COUNTY, SOUTH CAROLINA
DATE SURVEYED: NOVEMBER 12, 2022
DATE LAST REVISED: JANUARY 31, 2023

~~Due March 21, 2010~~

City of Walterboro

103 Forest Circle

Metg date: 04/18/23

H-2

Zoning Map Amendment (Rezoning) Application

Date filed: 3/2/23 Request No. _____

Instructions

A zoning map amendment may be initiated by the property owner(s), planning commission, zoning administrator, or city/town/county council. If the application is on behalf of the property owner(s), all owners must sign. If the applicant is not an owner, the owner(s) must sign the designation of agent section.

The applicant hereby requests that the property described below be rezoned from HCD - Highway Commercial to MDR - Medium Density Residential.

Applicant(s) [print]: Cal Griffin, LLC
Address: 689 Bells Hwy
Telephone: 843-908-2101 [work] [home]
Interest: Owner(s) - Agent of owner(s) - Other

Owner(s) [if other than applicant(s)]: Cal Griffin
Address: Same
Telephone: [work] [home]

[Use reverse side if more space is needed.]

Property address: 103 Forest Circle
Lot 2 Block _____ Subdivision Sherwood Forest
Tax Map No. 147-14-00-056 Plat Book PL 964 Page 11
Lot Dimensions: 125' x 150' 17" Area: _____
Zoning District: Current = HCD Zoning Map Page: _____

Designation of agent [complete only if owner is not applicant]:
I (we) hereby appoint the person named as applicant as my (our) agent to represent me (us) in this request for rezoning.

Date: _____
Owner signature(s)

I (we) certify that the information in this request is correct.
Date: 3/2/23
Applicant signature(s)

City of Walterboro

^{H-3}
Zoning Permit Application

Date filed: 03/02/23 Fee Paid \$ 100 Application No. _____

Instructions

If the application is on behalf of the property owner(s), all owners must sign. If the applicant is not an owner, the owner(s) must sign the Designation of Agent section.

The applicant hereby requests a zoning permit pursuant to Section 14.3.1 of the zoning ordinance to use the property described below in the following manner:

Applicant(s) [print]: Cal Griffin, LLC
Address: 689 Bells Hwy
Telephone: 843-908-2101 [work] _____ [home] _____
Interest: Owner(s) - Agent of owner(s) - Other _____

Owner(s) [if other than Applicant(s)]: Cal Griffin
Address: _____
Telephone: _____ [work] _____ [home] _____
[Use reverse side if more space is needed.]

Property address: 103 Forest Circle
Lot 2, Block _____, Subdivision Sherwood Forest
Tax Map No. _____ Plat Book PL 964 Page 11
Lot Dimensions: 125 x 150.17' Area _____
Zoning District: Hcp Zoning Map Page: _____

Designation of agent [complete only if owner is not applicant]: I (we) hereby appoint the person named as applicant as my (our) agent to represent me (us) in this request for a zoning permit.

Date: _____

Owner signature(s)

I (we) certify that the information in this request is correct.

Date: 3/2/23

Applicant signature(s)

Date: _____ Approved. Disapproved for the following reasons:

Zoning Administrator

**PLANNING COMMISSION
CITY OF WALTERBORO, SOUTH CAROLINA
Resolution 2023-___**

A RESOLUTION OF THE CITY OF WALTERBORO PLANNING COMMISSION APPROVING CHANGES TO THE CITY OF WALTERBORO'S OFFICIAL ZONING MAP FOR A PARCEL DESIGNATED AS TMS# 147-14-00-056, LOT 2, AND RECOMMENDING TO CITY COUNCIL THAT THE CHANGES BE ADOPTED, IN ACCORDANCE WITH THE ADOPTED CITY PLANS.


WHEREAS, the Planning Commission of the City of Walterboro met on April 18, 2023 to consider a change in zoning classification from Highway Commercial District (HCD) to Medium Density Residential (MDR) for the above mentioned property; and

WHEREAS, the Administrator advised the Planning Commission on the consistency of the amendment request with the Comprehensive Plan and the relationship of the request to the rest of the Unified Development Ordinance; and

WHEREAS, the Planning Commission held a Public Hearing on April 18, 2023 in accordance with SC Code Section 6-29-760(B); and

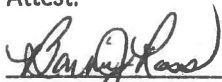
NOW THEREFORE, BE IT RESOLVED, the Planning Commission makes a recommendation to the City Council to Approve the amendment as presented.

This the 18th day of April 2023.



Glenn Nixon, Chair
City of Walterboro Planning Commission

Attest:



Bonnie J. Ross, Secretary

ORDINANCE # 2023-10

AN ORDINANCE TO AMEND ORDINANCE # 2023-06, SO AS TO SET THE LOCAL OPTION SALES TAX CREDIT FACTOR IN THE FISCAL YEAR 2023-2024 BUDGET.

WHEREAS, the fiscal year 2023-2024 budget was adopted with the passage of Ordinance # 2022-06 on June 6, 2023; and,

WHEREAS, City Council has determined that a need exists to amend said budget to set the Local Option Sales Tax Credit Factor for the fiscal year 2023-2024 budget.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF WALTERBORO, SOUTH CAROLINA, IN COUNCIL ASSEMBLED, that the fiscal year 2023-2024 budget be amended as follows:

- 1. A local option sales tax credit factor of .002218 shall be established.

This ordinance shall become effective upon adoption.

ADOPTED, this _____ day of _____, 2023.

William T. Young, Jr.
Mayor

ATTEST:

Adrienne M. Nettles, City Clerk

First Reading: July 11, 2023

Public Hearing: _____

Second Reading: _____



Accommodations Tax Advisory Committee

To: Walterboro City Council
Cc: Jeffrey P. Molinari, City Manager
From: Accommodations Tax Advisory Committee
Date: June 16, 2023
Re: Approvals at the June 15, 2023 meeting

At its regularly called meeting held on June 15, 2023, the Accommodations Tax Advisory Committee approved the following requests:

<u>Requests for 30% Designated Marketing Organization</u>	<u>Requested</u>	<u>Approved</u>
Walterboro Tourism Commission	\$70,000	\$70,000
<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
Colleton County Veterans Park	\$ 8,575	\$ 8,575
Colleton County Rice Festival 2024	\$30,000	\$30,000
SC Artisans Center – marketing and promotions	\$32,000	\$25,000
Walterboro Tourism Comm – Walterboro Rocks!	\$60,000	\$60,000

Should these requests be approved as submitted, the projected remaining balance for 2023-2024 will be approximately **\$276,075**. The remaining funds will be for consideration at the next scheduled meeting in October 2023. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council approve these items.

City of Walterboro DMO 30% Accommodations Tax Funding Request 2023-2024

Project Name: Walterboro “The Front Porch of the Lowcountry”
DMO

Amount requested from A-tax: Approx. \$70,000 (30% tourism funding estimate for DMO)

Organization Name: Walterboro Tourism Commission (DMO)

Tax ID Number: 27-0473097

Contact Name: Scott Grooms
Tourism and Downtown Development Director
Secretary/Treasurer Walterboro Tourism Commission

Address: 100 S Jefferies Blvd
Walterboro, SC 29488

Phone: 843-782-6080
843-562-7007 (cell)

Email: sgrooms@walterborosc.org

Project/Event Description (narrative)

The Walterboro Tourism Commission, an I.R.S. designated 501 c (6) nonprofit organization, is a central tourism resource dedicated to increasing visibility of the tourism industry within the Walterboro area in an effort to attract crucial tourism related dollars and economic growth, as well as the development and promotion of Walterboro as a tourist destination. The Executive Committee consists of the Mayor of the City of Walterboro/appointee, the City Manager of the City of Walterboro, an appointee of Walterboro City Council and Tourism Director (Scott Grooms) as Secretary/Treasurer. As Designated Marketing Organization (DMO) for Walterboro, WTC manages the 30% tourism marketing funding. In a collaborative effort, a marketing plan is being implemented to continue the momentum and direction Walterboro has already developed as “The

Front Porch of the Lowcountry”; building upon Walterboro’s success in branding our city with the red rocking chair logo. City Council recently trademarked our logos.

The 30% tourism funding is estimated at approximately \$70,000. This accommodation tax funding provides for a comprehensive advertising campaign to improve consolidated billboard advertising, cooperative print and multimedia advertising, as well as brochure distribution and visibility.

The duration of this project is fiscal year **July 1, 2023 thru June 30, 2024.**

Benefit to Tourism and/or the Community

Joint efforts to successfully promote Walterboro’s cultural, historical and recreational opportunities insure the long term sustainability and economic development through the growth of the tourism industry. By increasing the profile of Walterboro through this advertising campaign and fostering a better understanding of tourism’s role in economic, cultural and social development of our area, these promotional dollars result in increased overall prosperity consistent with the economic development plan and increased overnight stays.

To track effectiveness of this project, we will utilize a number of tools, including visitor information logs at the Walterboro Wildlife Center, as well leads generated by online advertising.

Tourism is now a \$29 billion industry in the state of South Carolina. This year numbers of visitors to the Walterboro Wildlife Center increased, which can be attributed to continued advertising, red rocker branding, increase in brochure materials, increased visibility through PR and events. The SCPRT TAG grant gave us extra coverage and great cooperative advertising opportunities.

30% Accommodations Tax Tourism Marketing Funding Proposal Request 2023-2024

Funding:

Accommodations Tax allocation 30% tourism funding:	\$70,000
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Total Funding	\$70,000
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Expenses:

Advertising

Broadcast Media: \$ 9,000

Print Media:
(Such as Local Palette, Southern Living, The Post and Courier
Charleston Magazine, Augusta Magazine) \$15,000

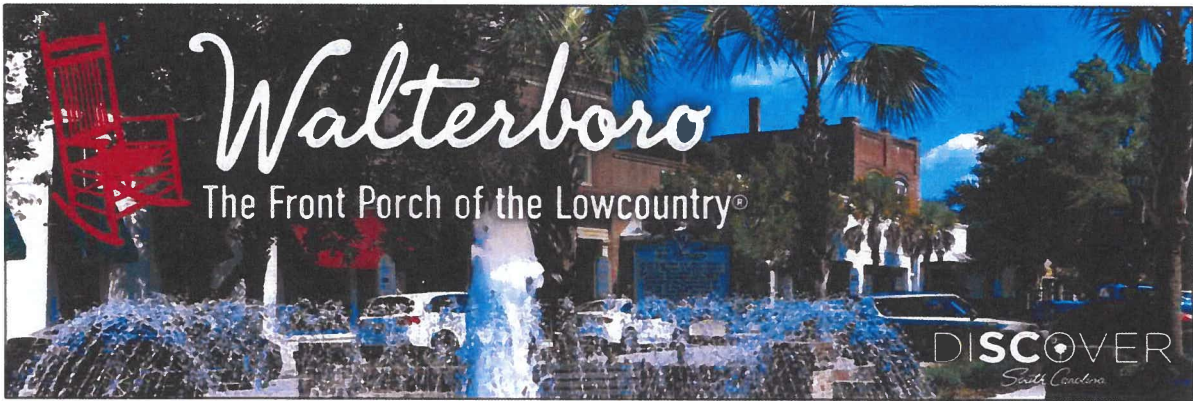
Coop Advertising: \$10,000

Billboards: \$30,000

Marketing and Promotion

Promotional items and press kits:
Flyers, brochures \$6,000

Project Total \$70,000





The Front Porch of the Lowcountry® DISCOVER South Carolina

COLLETON COUNTY VETERANS COUNCIL

Application for Accommodations Tax Funding

Project Name Colleton County Veterans Park

Amount Requested \$8,575.00

Total Cost of Project undetermined at this time.

Applicant Information

Colleton County Veterans Council Federal Id # 51-0506672.

Contact: Bob Tiegs, Council Treasurer

843 549 1097, post0093adj@gmail.com

Our project is to furnish the Veterans Park with benches honoring 7 military branches of the Armed Forces. They will include; Army, Navy, Marine, Coast Guard, Air Force, South Carolina National Guard and Space Force. The Emblem for each branch will be etched onto the seat of each bench. The benches are Black Granite. The dimensions are shown in the quote from the supplier. Delivery and installation will be determined as the construction of the Park proceeds.

The total project has the support of the Colleton County Council. The project for the benches is supported by; The American Legion Post 93 Walterboro, VFW Post 12102 Walterboro, DAV Strickland Chapter Walterboro, Janet Smith Colleton County Veterans Affairs Officer, Tuskegee Airman Hiram Mann Chapter and Bennan Beck Regional Integration Office – Lowcountry, South Carolina Veterans Affairs.

The Colleton County Veterans Council has management control of the Bench Project.

This project will be a benefit to our Community and bring tourist to our town because of the proximity to our Regional Airport. There is no date yet for the completion of the Park nor for the installation of the benches. All permits will be acquired by Colleton County Council.

Budget

There are many projects that will need to be funded for the Park. The Veterans organizations listed above has been tasked with furnishing military Memorials, Statues, Plaques and Military equipment to complete the Park. Once specific monuments have been decided on, these Veterans organization will have fund raising events, and be applying for any grants available.

The A-tax funds requested will be used solely for the benches. No monies will be used for anything else.

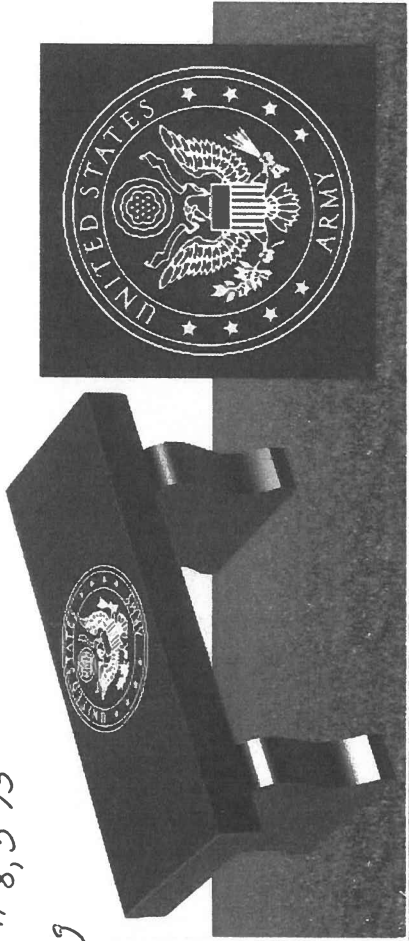

Cust.ID: VEELGA Order By : David Lies **VERSION - 1 OPTION - 1**
 Order Mode : Phone **QT # 110467** Date : 09/15/2022

LAYOUT APPROVAL FORM - Top - Side

Designated by **SR QT 110467** Lettering size in inches

6 benches at \$1,350
1 bench at \$475
Total \$8,575
Free Shipping
Tax Free

3.25



Lettering Style: S3 JCU **Spl Note :**
Litho : W-TE **Free Layout Versions:** 1 2 3
 Paid Layout Versions: 4 5 6

Description :	Seat - Upright - Premium Jet Black - 36X14X4 (3-0x1-2x0-4) - P6POL - QTY : 1
Description :	SAND BLAST - Top - Standard Blasting - The works Litho: Standard
Comments :	SR

**City of Walterboro
Accommodations Tax Funding Request**

Project Name: 2024 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: Scott Grooms/Ashley Rohde

Federal ID Number: 57-0691134

ATAX Request Amount: \$30,000.00

Colleton County Rice Festival
Rice Run 5K & 1 Mile Fun Run
Swingin Medallions
Mighty Kicks
Elvis Tribute Show
Hampton Street Entertainment
Food Court Entertainment
Parade
Kids Carnival
Fireworks Finale

Project/Event Description (narrative)

We are working toward the 2024 Colleton County Rice Festival with a proposed date of April 26-27, 2024. The Colleton County Rice Festival is held annually during the last full weekend of April unless Spring Break falls that week. Now in its 49th 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 Palmetto State and offers something for every age and taste. In 2023, an estimated 20,000 visitors attended the festival over the weekend long event. The Rice Festival is drawing more out of town attendees, and crowds continue to grow exponentially each year.

The activities will begin with the Rice Festival Beauty Pageant in late March/early April. Taste of Walterboro will be on Tuesday, April 23rd. The actual Festival days will be April 26th and April 27th. Our stage will be in front of City Hall in 2024 for our local talent and amateur bands (TBD).

On Friday we will have entertainment (previously Dock Dogs, Lumberjack Show, etc.) on Hampton Street near the courthouse. Hampton Street is lined from Jefferies to S. Memorial with 100+ arts and crafts and sales vendors displaying unique creations. Friday

evening, we will host our VIP Gala and Sponsor Dance at Walterboro Wildlife Center Amphitheater, featuring a headlining band (Swingin Medallions - TBD).

Saturday morning, we host the Rice Run 5k & 1 Mile Fun Run, of which 1/3 of approximately 200 participants each year traditionally reside outside of the 29488-zip code. Our Saturday morning parade lines both sides, S. Jefferies Blvd with festival goers. The Saturday night Firework Show is the Festival Finale, which draws a huge crowd throughout Downtown Walterboro and is a great family event - plus the Mighty Kicks will be on the Walterboro Wildlife Center Amphitheater Stage that evening. It is a prime viewing location, and we expect a large crowd.

All in all, we feel that the above events bring in visitors from all over the region to stay in our motels, shop our local businesses and dine in our restaurants.

The Rice Festival Committee will obtain all permits required.

Our official event guide is a comprehensive listing of all events to be held over the weekend, as well as a highlight for our major sponsors. It will be distributed outside our community via printed copies as well as a digital flipbook 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.

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.

We bring 100+ arts and crafts vendors, 20+ food vendors, 200+ participants of the Rice Run, out-of-area entertainers, and many more participants of the festival who stay overnight at the local hotels, eat in our various restaurants, and shop our local stores while here. 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 Funds – 2023

Received	\$34,000.00
Direct Tourism Expenditures:	
TV:	\$4,550.00
Radio:	\$1,000.00
Billboards:	\$4,000.00
Newspaper/magazine/event guide:	\$2,225.00
Others	
(flyers, brochures, posters, direct e-mail, digital marketing, website, misc.)	\$26,099.00
Total:	\$37,874.00

Accommodations Tax Funding Proposal Request - 2024

Direct Tourism Expenditures:	
TV Charleston Market:	\$5,000.00
Radio:	\$1,500.00
Billboards:	\$5,000.00
Newspaper/Magazine:	\$2,500.00
Event Guide:	\$2,500.00
Other	
(flyers, brochures, posters, direct e-mail, digital marketing, website, misc.)	\$13,500.00
<hr/> Total	<hr/> \$30,000.00



South Carolina Artisans Center

The Official Folk Art and Craft Center of South Carolina
June 5, 2023

I. Basic Information

A. Project Name: SC Artisans Center - Marketing & Promotions

B. Requested Amount: \$32,000

C. Total Project Cost: \$32,000

D. Applicant Information:

1. EIN# 57-0983458
2. David Smalls, Executive Director
3. 318 Wichman Street
Walterboro, SC 29488
4. 843-549-0011
info@scartisanscenter.com

II. Narrative

The South Carolina Artisans Center is the largest single tourist attraction located in Walterboro. The South Carolina Artisans Center was officially designated the "Official Folk Art and Craft Center of South Carolina" by the governor in 2000. The Center was originally conceived as a rural economic tourism development project. It was determined early in the planning stages that this Center should have an economic impact upon the entire state and the project's planners proceeded to make this happen. The Center now showcases the work of over 250 artists from 35 out of 46 counties across the state.

A. General Project Description:

We have discovered that we need to diversify our marketing and advertising outreach and do it in a comprehensive manner. We are requesting \$32,000 to fund this comprehensive plan which includes billboards, television production, streaming ads, social media and print to promote the South Carolina Artisans Center. Our objectives are to drive awareness and visibility, engage and educate day trippers, and drive quality web site traffic to increase conversion to sales. We are interested in conducting this project from July - December 2023. We will target the following regional and metro markets that have an artistic vibe to their communities and are within a short drive distance to the Center: Atlanta, GA, Asheville, NC, Bluffton/Hilton Head Island, Charleston, Columbia, Florence/Myrtle Beach, Greenville/Spartanburg, and Savannah, GA

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

We have become a major Tourist Destination off I-95. Approximately 420,000 people have visited the Center over the past twenty nine (29) 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.

The South Carolina Artisans Center has consistently pursued all avenues of advertising and marketing including *Facebook and Instagram* pages and on our website www.southcarolinaartisanscenter.com.

D. Tracking:

This marketing and advertising campaign will utilize paid social media, Google ads, television/broadcast/cable, streaming ads, and print in the before mentioned media markets. We estimate there will be 550,000 to 600,000 monthly impressions with contextual displays and 170,000 mobile app display ads per month with a net increase in Facebook followers. We will be provided monthly reports by the advertising agency to monitor the effectiveness of the campaign.

E. Duration of this project

This campaign will be conducted from July - December 2023.

III. Budget

Revenue		
ATAX		\$32,000
Expenses		
Billboard		12,000
Television/Broadcast/Cable		
Streaming/YouTube		10,000
Google Ads		1,600
Social Media Ads		5,400
Print		3,000
Total		\$32,000

IV. Required Attachments

(Attached)

V. Billboard Information

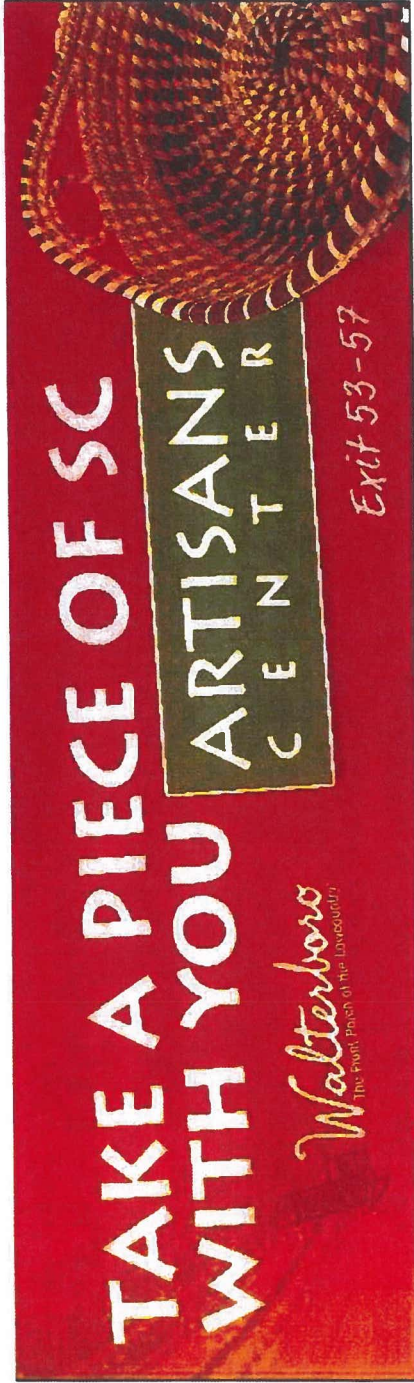
Locations: I-95 Bulletin @ MM 38 - P3354 \$1,000 (4-week period) for 12 periods

Artwork:

(Attached)

VI. Prior Recipients Only

(Attached)



 SC Artisans | 'Take A Piece - Basket - ORNG logo' | 14x48 Bulletin | Savannah-Hilton Head, SC - Liz Mitchum
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City of Walterboro
65% Accommodations Tax Funding Request 2023-2024

Project Name: **“Walterboro Rocker” advertising campaign 2023-2024**

Amount requested from A-tax: \$60,000

Organization Name: Walterboro Tourism Commission

Tax ID Number: 27-0473097

Contact Name: Scott Grooms
Tourism and Downtown Development Director
Secretary/Treasurer Walterboro Tourism Commission

Address: 100 S Jeffries Blvd
Walterboro, SC 29488

Phone & fax: 843-782-6080 office
843-562-7007 (cell)

Email: sgrooms@walterborosc.org

Project/Event Description (narrative)

The “*Walterboro Rocker*” campaign is a comprehensive plan designed to implement a variety of advertising methods to draw visitors to Walterboro for increased overnight stays.

The Walterboro Tourism Commission, an I.R.S. designated 501 C (6) nonprofit, is a central tourism resource dedicated to increasing the exposure of local attractions in the Walterboro area. The purpose of the commission is to promote Walterboro as premier travel destination.

WTC has successfully created a comprehensive “Walterboro Rocker” advertising campaign to boost our visibility with the red rocking chair brand. The organization will to continue to develop and expand advertising and marketing plans through consistent brand recognition.

The Walterboro Wildlife and Welcome Center, located at 100 S Jefferies Blvd., is approximately half-way between New York and Florida, between Savannah/Beaufort and Charleston along Highway 17. The goal is to put Walterboro on the map as a destination for travelers as they make their way along I-95 and local thoroughfares through strategic advertising placement.

The duration of this project is fiscal year **July 1, 2023 thru June 30, 2024**

Benefit to Tourism and/or the Community

By marketing the antiques, historic, cultural, and nature based resources in Walterboro, the Lowcountry Region and South Carolina, this project aims to capitalize on the economic impact it will bring to this area. An influx of new visitors will not only boost revenue for local businesses with overnight stays and crucial tourism related dollars, it will create the potential for new residents who will further invest in the community.

WTC will continue to track the effectiveness of this *“Walterboro Rocker”* campaign utilizing a number of tools, including visitor information logs at the Wildlife Center, hotel occupancy data, and leads generated by online advertising.

65% Accommodations Tax Funding Proposal Request – 2018-2019

Advertising:

Broadcast Media:	\$10,000
Print Media: (such as, Southern Living, Local Palette, Garden & Gun)	\$20,000
Cooperative Digital Advertising (with \$15,000 TAG Match)	\$20,000

Marketing and Promotion:

Flyers, brochures, Post Cards, signs, promotional items:	\$10,000
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Project Total	\$60,000
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