



**WALTERBORO CITY COUNCIL
RESCHEDULED REGULAR MEETING
JULY 9, 2024
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 # 2024-07**, AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-15-00-076 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Second and Final Reading).

IV. Presentations:

1. Shiela Keaise, Executive Director, Community Innovations.

V. Approval of Minutes:

1. Regular Meeting – May 7, 2024
2. Regular Meeting – June 4, 2024

VI. Old Business:

1. **Ordinance # 2024-07**, AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-15-00-076 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Second and Final Reading).

VII. New Business:

1. **Ordinance # 2024-08**, AN ORDINANCE TO AMEND ORDINANCE #2024-02 SO AS TO SET THE LOCAL OPTION SALES TAX CREDIT FACTOR IN THE FY 2024-2025 BUDGET (Introduction and First Reading).

VIII. City Manager's Report:

1. Consideration of Funding Recommendations from the Accommodations Tax Advisory Committee (Memo attached).
2. Recognition of Police Officers Jared Fletcher and Demetrius Gilyard for lifesaving measures on May 30, 2024 (Memo attached).

3. Recognition of Finance Director, Amy Risher, and the Finance Department for receiving the GFOA Certificate of Achievement for Excellence in Financial Reporting for FY 2022-2023 (12th consecutive year).

IX. Executive Session:

1. Provision of water/sewer service to encourage the location or expansion of industries or other businesses in the area:
 - a. Sewer Pretreatment Program
 - b. Northwest Waltherboro
2. Personnel Matter – Main Street Manager/Tourism Director Search.
3. Receipt of Legal Advice dealing with matters covered by attorney-client privilege, including potential or pending legal claims.

X. Open Session:

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

XI. Adjournment:

ORDINANCE # 2024-07

AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-15-00-076 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION

WHEREAS, a proper petition has been filed with the City of Walterboro Council by 100% of the freeholders owning 100% of the assessed value of the contiguous property hereinafter described petitioning for annexation of the property to the City of Walterboro under the provisions of SC Code Section 5-3-150(3); and

WHEREAS, it appears to Council that annexation would be in the best interest of the property owners and the City of Walterboro; and

The territory to be annexed is described as follows:

ALL that piece, parcel or lot of land, with improvements thereon, situate, lying and being near the City of Walterboro, in the County of Colleton, State of South Carolina, consisting of approximately 10.912 acres, and shown and delineated as Parcel "A" on a plat entitled "A BOUNDARY SURVEY OF 11.491 ACRES A PORTION OF TMS 147-15-00-009 – PARCELS "A" & "B"" prepared for JGBR American Real Estate, LLC by Fowler Land Surveying, LLC dated March 23 2016, revised May 12, 2016, and recorded in the Office of the Register of Deeds for Colleton County, South Carolina in Plat Book 930 at page 5 and being more particularly described by reference to said plat which is incorporated herein by reference.

TOGETHER with the easements constituting rights in real property, created, defined, and limited by that certain Easement Agreement between AstenJohnson, Inc. and Ted N. Herbert dated May 27, 2010 and recorded in Book 1850 at page 206 in the Office of Register of Deeds for Colleton County.

TOGETHER with a right-of-way constituting rights in real property, created and defined in that certain deed from Lucas Realty Corporation to Asten Group, Inc. dated March 30, 1981 and recorded in Deed Book 226 at Page 135 in the Office of the Register of Deeds for Colleton County.

TOGETHER with the easements, created, defined, and limited by that certain Easement Agreement by and between ITAC 85, LLC, the City of Walterboro, and AstenJohnson, Inc. dated July 13, 2004 and recorded in Deed Book 1066 at Page 303 in the Office of the Register of Deeds for Colleton County.

THIS being a portion of the property conveyed to Asten Dryer Fabrics, Inc. by deed of Asten Group, Inc. dated December 23, 1992 and recorded in Deed Book 580 at Page 184.

Portion of TMS # 147-15-00-009.

The property is designated as TMS number 147-15-00-076, 1310 North Jefferies Blvd., Walterboro, SC 29488.

A map showing the property is attached hereto and made a part hereof by reference.

It is requested that the property be zoned Industrial District (ID) upon review and recommendation by the Municipal Planning Commission.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Walterboro, South Carolina, this _____ day of _____, 2024 that the property herein described is hereby annexed to and becomes a part of the City of Walterboro effective _____, 2024.

William T. Young, Jr.
Mayor

ATTEST:

Adrienne Nettles
City Clerk

First Reading: _____
Second Reading: _____

Date: May 15, 2024

PETITION

TO THE MAYOR AND COUNCIL OF THE CITY OF WALTERBORO:

The undersigned, being 100% of the freeholders owning 100% of the assessed value of the property in the contiguous territory described below and shown on the attached map, hereby petition for annexation of said territory to the City of Walterboro by ordinance effective as soon hereafter as possible, pursuant to South Carolina Code Section 5-3-150(3).

The territory to be annexed is described as follows:

ALL that piece, parcel or lot of land, with improvements thereon, situate, lying and being near the City of Walterboro, in the County of Colleton, State of South Carolina, consisting of approximately 10.912 acres, and shown and delineated as Parcel "A" on a plat entitled "A BOUNDARY SURVEY OF 11.491 ACRES A PORTION OF TMS 147-15-00-009 – PARCELS "A" & "B"" prepared for JGBR American Real Estate, LLC by Fowler Land Surveying, LLC dated March 23 2016, revised May 12, 2016, and recorded in the Office of the Register of Deeds for Colleton County, South Carolina in Plat Book 930 at page 5 and being more particularly described by reference to said plat which is incorporated herein by reference.

TOGETHER with the easements constituting rights in real property, created, defined, and limited by that certain Easement Agreement between AstenJohnson, Inc. and Ted N. Herbert dated May 27, 2010 and recorded in Book 1850 at page 206 in the Office of Register of Deeds for Colleton County.

TOGETHER with a right-of-way constituting rights in real property, created and defined in that certain deed from Lucas Realty Corporation to Asten Group, Inc. dated March 30, 1981 and recorded in Deed Book 226 at Page 135 in the Office of the Register of Deeds for Colleton County.

TOGETHER with the easements, created, defined, and limited by that certain Easement Agreement by and between ITAC 85, LLC, the City of Walterboro, and AstenJohnson, Inc. dated July 13, 2004 and recorded in Deed Book 1066 at Page 303 in the Office of the Register of Deeds for Colleton County.

THIS being a portion of the property conveyed to Asten Dryer Fabrics, Inc. by deed of Asten Group, Inc. dated December 23, 1992 and recorded in Deed Book 580 at Page 184.

Portion of TMS # 147-15-00-009

The property is designated as TMS number 147-15-00-076, 1310 North Jefferies Blvd., Walterboro, SC 29488.

A map showing the property is attached hereto and made a part hereof by reference.

It is requested that the property be zoned Industrial District (ID).

Hugh Du 1310 N Jefferies BLVD 5/17/2
JGBR American Real Estate, LLC Street Address, City Date

FOR MUNICIPAL USE:

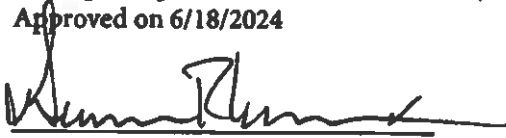
Petition received by SM Date 9/17/24

Description and Ownership verified by SPM Date 9/17/24

Recommendation: AMENDED

By: SPM Date 9/17/24

Zoning Designation - Industrial District (ID)
Approved on 6/18/2024









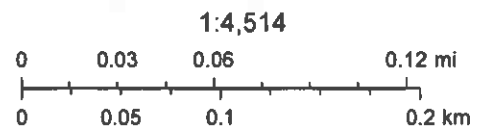
Glenn Nixon, Chair
City of Walterboro - Municipal Planning Commission

1310 North Jefferies Blvd.



5/15/2024, 4:27:15 PM

-  Override 1
-  Address Points
-  Colleton County Boundary
-  Road Centerlines
-  Parcel Boundaries
-  Municipal Boundaries



Maxar

Adrienne Nettles

From: Shiela Martina <shielamartina2015@gmail.com>
Sent: Thursday, May 30, 2024 8:50 AM
To: Adrienne Nettles
Cc: njjhealth@lowcountry.com; Shiela Martina
Subject: Community Innovations request for appearance

CAUTION: This email originated from outside of the organization! Do not click links, open attachments or reply, unless you recognize the sender's email address and know the content is safe!

Good morning,

Community Innovations (CI), an new nonprofit organization in Colleton County, would like to appear the City Council meeting to share CI's activities in the community and present one of our Colleton voice winners. If given time, we would like the youth to sing on the agenda after our brief presentation.

Thank you for your consideration,

Shiela Keaise

Executive Director

Walterboro City Council

City Hall

May 7, 2024

Minutes

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, May 7, 2024, at 6:15 P.M., with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young, Councilmembers: Carl Brown, Judy Bridge, Paul Siegel, James Broderick, Greg Pryor, and Ladson Fishburne. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettles, City Attorney Brown McLeod, and Finance Director Amy Risher.

Call To Order:

With the above-mentioned Councilmembers present, Mayor Young called the meeting to order, and invited everyone to join in as he gave the invocation. Councilmember Pryor led the Pledge of Allegiance to our flag.

Public Input on Agenda Items:

There was no public input on agenda items.

Approval of Minutes:

Upon the motion of Councilmember Broderick, Seconded by Councilmember Bridge, the following minutes were unanimously approved.

1. Regular Meeting – April 2, 2024.

New Business:

1. **Ordinance # 2024-02**, AN ORDINANCE ADOPTING THE CITY GENERAL FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Introduction and 1st Reading).

Motion: Councilmember Bridge; Seconded by Councilmember Brown

Discussion: none

Carried: Mayor Young, Mayor Pro Tem Siegel, Councilmembers Bridge, Brown and Pryor voted aye, Councilmembers Broderick and Fishburne voted nay. Motion carried, 5-2.

2. **Ordinance # 2024-03**, AN ORDINANCE ADOPTING THE CITY ENTERPRISE FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Introduction and 1st Reading).

Motion: Councilmember Bridge; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

3. **Ordinance # 2024-04**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Introduction and 1st reading).

Motion: Councilmember Pryor; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

4. **Ordinance # 2024-05**, AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-09-00-080 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Introduction and 1st reading).

Motion: Councilmember Bridge; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

5. **Ordinance # 2024-06**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA AUTHORIZING THE EXPENDITURE OF CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS (Introduction and 1st reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council, you have in your agenda packet supporting documentation authorizing the expenditure of Covid Relief Funds. I am going to go through the different expenditures that need to be approved.

1. 2023 Revenue Loss totaling \$40,763.00.
2. Resurfacing of the Forest Hills Tennis Courts \$82,720.00
3. Water Tower Park Engineering \$21,050.00
4. Old Rizer Ford/ Pickney Park/Storage Building Demo \$173,000.00.

Another part of that will be the air monitoring for the demo. The demo project will begin the week of May 20, 2024. When we do second and final reading, I will have an exact number for the air monitoring. We ask for Council's favorable approval of this ordinance. When this is all completed, we will have a remaining balance of \$1,606,716.00 for future expenditures.

Councilmember Broderick asked are we passing this ordinance right now because we are spending \$173,000.00?

City Manager Jeff Molinari stated that is correct. Council must pass an ordinance authorizing the expenditure of any funds and projects that are being funded through Covid Relief money.

Councilmember Broderick asked is this why we need to wait to get the amount for the air monitoring?

City Manager Jeff Molinari stated yes. I should have a number for air monitoring from our consultant in the next 7-10 days.

Motion: Councilmember Siegel; Seconded by Councilmember Pryor

Discussion: None

Carries: All ayes

6. **Resolution # 2024-R-02**, A RESOLUTION TO DECLARE MAY 5-11, 2024, AS “PROFESSIONAL MUNICIPAL CLERKS WEEK IN SOUTH CAROLINA” TO RECOGNIZE AND HONOR THE VALUABLE CONTRIBUTIONS THAT MUNICIPAL CLERKS MAKE TO CITIES AND TOWNS IN SOUTH CAROLINA.

Motion: Councilmember Broderick; Seconded by Councilmember Siegel

Discussion: None

Carried: All ayes

7. **Resolution # 2024-R-03**, A RESOLUTION TO PROCLAIM MAY 15, 2024, AS “DR. SARAH MILLER DAY” IN THE CITY OF WALTERBORO.

Motion: Councilmember Brown; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

8. A PROCLAMATION TO DESIGNATE MAY 2024 AS NATIONAL CITIES, TOWNS, AND VILLAGES MONTH IN THE CITY OF WALTERBORO.

Motion: Councilmember Bridge; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

9. Consideration of using the City Parking lot on Saturday May 18, 2024, from 11:00 AM to 2:00 PM, for the Pillars for Hope Community and Wellness Fair.

Motion: Councilmember Bridge; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

City Manager’s Report:

1. Consideration of WSP Work Order No. 9 – Survey, Geotech, Engineering, Design, and Permitting for Walterboro Wildlife Sanctuary Boardwalk Replacement Project Phase 2.

City Manager Jeff Molinari stated Mr. Mayor and members of Council you have in your agenda packet a proposal for survey, Geotech, engineering, design, and permitting for phase two of the boardwalk replacement project. This will be the design and engineering for the remainder of the boardwalk that needs to be replaced. It includes 3,548 linear feet of boardwalk and replacing 11 wooden bridges. As City Council is aware, we have applied for a Federal Earmark through Senator Graham’s office to fund this project. I strongly recommend that we approve this engineering proposal. That way the project can be ready as funding becomes available. The \$262,700.00 will be paid from the 2022 hospitality/accommodations tax bond issue.

Councilmember Broderick asked will this give us the exact amount that we will need to complete the project?

City Manager Jeff Molinari stated yes. My goal is now that we have phase one under construction, is we can get the design and engineering done for the remainder of the project. As funding opportunities arise, we will be shovel ready. We also have a \$500,000 LWCF grant application in the pipeline. Jonathan and Ryan have been working on that. Hopefully we will hear back from that by late spring or early summer.

Councilmember Brown asked on the quote underneath the total price, is this the not to exceed the price of \$262,700.

City Manager Jeff Molinari stated yes.

Councilmember Brown asked it cannot go over that amount, but it can come in under the amount?

City Manager Jeff Molinari stated yes, it is not to exceed the amount.

Councilmember Brown asked, can we make sure of that? If it does not exceed that amount, we get a lesser amount.

City Manager Jeff Molinari stated yes. There is one item on here Ryan and Jonathan caught, that will result in a small reduction.

Councilmember Brown asked on Task 4C, no rise study, is that something we must have done?

Assistant City Manager Ryan McLeod stated yes, I believe we have to have it done. What they are going to do is look at the footprint of the boardwalk. Since we are removing and rebuilding something in the flood plain, they need to make sure there is no rise in that water level. That way they can make sure it does not negatively affect the adjacent structures.

Motion: Councilmember Broderick; Seconded by Councilmember Bridge

Discussion: none

Carried: All ayes

2. Consideration of a request to purchase a new pickup truck for the Water Department.

City Manager Jeff Molinari stated Mr. Mayor and members of Council you have in your agenda packet a memo and supporting documentation from Utilities Director Wayne Crosby to purchase a pickup truck for the Water Department. The city received three (3) bids. Staff recommends purchase of a 2024 Ford F-250 pickup truck from Walterboro Ford in the amount of \$35,280.00. The FY 2023-2024 Water Department budget has \$35,829 available. City staff asks for Councils favorable consideration of this request.

Motion: Councilmember Pryor; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

3. Consideration of a request to purchase a used pickup truck for the Parks Department.

City Manager Jeff Molinari stated Mr. Mayor and members of Council you have in your agenda packet a memo and supporting documentation from Parks Director, Jonathan Burroughs to purchase a pickup truck. You are probably wondering why Jonathan is looking at a used vehicle. In the past we have been able to

offset our vehicle purchases with a USDA Grant. Unfortunately, this budget year we did not receive any money from USDA. Jonathan did get a quote on a new pickup truck in the amount of \$54,000. Had we been funded through USDA it would have been much easier to purchase a new vehicle. Staff recommends purchasing a used 2016 Ford F-250 with 38,782 miles from Walterboro Ford in the amount of \$30,000. The Parks Department has the capacity to absorb the additional \$3,400. Staff ask for Council's favorable consideration.

Motion: Councilmember Broderick; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

A motion was made to go into Executive Session by Councilmember Brown, seconded by Councilmember Bridge. Mayor Young explained that City Council would be going into Executive Session to discuss Matters Concerning the Marketing and Promotion of Walterboro and Colleton County to Encourage the Location or Expansion of Business/Industries, Provision of water/sewer service to encourage the location or expansion of industries or other business in the area, Potential Sale/Purchase of Property, and Personnel Matter – City Prosecutor.

Executive Session:

1. Discussion of Matters Concerning the Marketing and Promotion of Walterboro and Colleton County to Encourage the Location or Expansion of Business/Industries.
2. Provision of water/sewer service to encourage the location or expansion of industries or other businesses in the area.
3. Potential Sale/Purchase of Property.
4. Personnel Matter – City Prosecutor.

A motion to come out of Executive Session was made by Councilmember Fishburne, seconded by Councilmember Pryor, all in favor motion carries.

There being no further business to consider, a motion to adjourn was made by Councilmember Bridge, seconded by Councilmember Pryor, and passed unanimously. Mayor Young adjourned the meeting at 7:45 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall bulletin board and posted on the City's website at least twenty-four hours prior to meeting time.

Respectfully,

Adrienne Nettles
City Clerk

Walterboro City Council

City Hall

June 4, 2024

Minutes

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, June 4, 2024, at 6:15 P.M., with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young. Councilmembers: Carl Brown, Judy Bridge, Paul Siegel, James Broderick, Greg Pryor, and Ladson Fishburne. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettles, Finance Director Amy Risher, Public Works Director Michael Crosby, and Kimberly Mullinax with LCOG.

Call to Order:

With the above-mentioned Councilmembers present, Mayor Young called the meeting to order, and invited everyone to join in as he gave the invocation. Councilmember Broderick led the Pledge of Allegiance to our flag.

Public Input on Agenda Items:

There was no public input on agenda items.

Public Hearings:

1. Gadsden Loop Water Upgrade and Sub-System 1-East & 3 Sewer I&I CDBG projects closeout hearing-Kimberly Mullinax, Lowcountry Council of Governments.

City Manager Jeff Molinari stated Mr. Mayor we have two (2) CBDG projects that we will be closing out. Kimberly Mullinax with LCOG is going to conduct the close out public hearing.

Kimberly Mullinax stated I am here for the closeout public hearing for these two grant projects. The first project is Sub-System 1-East & 3. This is a sewer I&I project, which is inflow and infiltration. That means that water is getting into the sewer, and it should not. This project was done to correct that. We applied for this grant back in 2021 and we received \$2,321,831 to upgrade the lines. There was excessive rain flow coming in and ground water infiltration which is a threat to public health and safety. The city did add \$369,821 in match which was for engineering. In the area that was being worked on there were around 741 residents. Fifty-one percent have low to moderate income families. This project has been underway for quite some time. It had two contracts associated with it. One contract was for digging and replacement work and the other contract was for installing a liner in the pipe. As construction comes to an end there may be some money that will go back to the state, unless we can find another eligible project. This project should be done by July or August. This project has made many improvements in the area.

Kimberly Mullinax stated the Gadsden Loop Water Upgrade is in the same area as the other project. This is a smaller project; it had a total of 334 people with a fifty-one percent low to moderate income. We had grant funds in the amount of \$783,068. We also did a local match of \$119,634.00, that is to do the sewer connections and engineering. This project is set to be monitored in July and will be closing out soon after.

Councilmember Fishburne asked, "Do you know the amount of money that could go back to the state?"

Kimberly Mullinax answered for the Gadsden Loop project it is roughly \$82,000.00 and for the Sub System 1-East & 3 it is around \$108,000.00.

Councilmember Broderick asked is this money going back because the projects came in under cost?

Kimberly Mullinax answered yes, they did.

Councilmember Brown asked does that extra money have to be used in the same area, or can we use it for upgrades in other areas?

Kimberly Mullinax stated yes, the money must be used in the same area.

2. Ordinance # 2024-01, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO-COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 8.863 ACRES OF A PORTION OF REAL PROPERTY LOCATED AT THE COLLETON COUNTY RECREATION CENTER (Second and Final Reading).

City Manager Jeff Molinari stated the County has secured \$200,000.00 in grant money from the South Carolina Department of Parks, Recreation and Tourism. On one of the four fields they are going to build what they refer to as a miracle field. They will turn one field into a hard surface that will be handicap accessible.

3. Ordinance #2024-02, AN ORDINANCE ADOPTING THE CITY GENERAL FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Second and Final Reading).

Councilmember Bridge stated I want to first thank our City Manager Jeff Molinari, and Finance Director Amy Risher assisted by all the department heads for all the time and energy they put into developing the budget. I know it is very labor intensive and when you find out you have a budget that does not match your revenues you have to go back and work a lot harder. The FY 2024-2025 budget presented many new challenges. In August 2019, Wildan Financial Services presented their findings from an analysis that they conducted of the city's water and wastewater operations. Staff took those recommendations and adjusted them to meet the financial needs of the Enterprise Fund. In December 2023, Council implemented an 11% increase in water and sewer rates. Adjusting the rate structure in the Enterprise Fund will accomplish the following: Full cost recovery of utility expenditures, generate enough revenue in each system and to make operational needs of each system which is cost based. The total budget is \$14,854,656.00. That is broken down in the General Fund budget of \$8,915,536.00, and in the Enterprise Fund of \$5,939,120.00. The property tax increase will be 13.46 mils. There is no business license rate increase in this budget. There is a proposed 10% increase in water and wastewater rates. A proposed \$3.00 bi-monthly increase in commercial sanitation charges. The current charge is \$40.00. Residential charges will remain the same. The 1% credit for employee's retirement contributions is no longer funded by the General Assembly. We will have to absorb that and the increased cost to the city is \$54,826.00. Property and casualty insurance, which is provided by SCMIRF, is done through the Municipal Association and that rate has increased by 14.02%. PEBA Health Insurance rates, which is the employer portion increased by 23%. PEBA Health Insurance rates for the employees increased by 11.2%. There is also a 2% cost of living adjustment for the city employees.

City Manager Jeff Molinari stated Mr. Mayor and members of Council I am going to run through each department and if it is okay, Mr. Mayor, I am going to go through the Enterprise Fund as well.

Mayor/City Council

- Status Quo

City Manager

- Status Quo

Finance

- Status Quo

Public Works

- Purchase of Air Compressor
- Trash/Debris Truck (Awaiting approval of USDA grant application)
- Workers Compensation premiums increased by \$9,475

Planning and Development

- Allocated \$25,000 for demolition for various substandard properties.

Police

- 10% salary increase
- Purchase of 2 new police vehicles (awaiting approval of a USDA Grant)
- Workers Compensation premiums increased by \$16,817.00

Judicial

- Status Quo

Fire

- Replace two roll up doors at Station 1

Parks

- Purchase one (1) traffic message board
- Purchase of a Ventrac power bucket
- Purchase of an ATV trailer

Tourism

- Main Street SC expenses

Walterboro Wildlife Center

- Status Quo

Water

- Purchase of one (1) pickup truck
- Purchase of one (1) F-450 Service Truck
- Workers Compensation premiums increased by \$117,905

Utility Support

- Included the interest payments for the line of credit for the Wastewater Treatment Plant

Sanitation

- Workers Compensation premiums increased by \$13,153

Sewer

- Sludge and disposal rates increased
- Lift station demolition
- Relocation of sewer force main on Wellstone Lane
- Workers Compensation premiums increased by \$3,684

Sewer Support

- Workers Compensation Premiums increased by \$26,932

4. **Ordinance # 2024-03**, AN ORDINANCE ADOPTING THE CITY ENTERPRISE FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Second and Final Reading).

5. **Ordinance # 2024-04**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council, this ordinance will codify the proposed increases that we have in water, wastewater and commercial sanitation. This is a stand-alone ordinance. When we update and recodify our ordinance, the Comprehensive Fee Schedule will be updated to reflect the recommended changes in the 2024-2025 budget.

6. **Ordinance # 2024-05**, AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED. TO ANNEX AN AREA KNOWN AS TMS # 147-09-00-080 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of Council, this is a piece of property right off Bells Highway. This parcel is going to be consolidated with another parcel that fronts Bells Highway for future development. They have requested to be annexed into the city.

7. **Ordinance # 2024-06**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA AUTHORIZING THE EXPENDITURE OF CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of Council, we received \$2,701,301.32 through the American Rescue Plan Act of 2021. We are required by ordinance to identify and approve all our expenditures from that fund. The following are the different projects and the amounts that will be expended:

- In 2023 we had revenue loss of \$40,763.00
- Resurfacing of the Forest Hills Tennis Courts - \$82,720.00
- Design and Engineering for the Water Tower Park - \$21,050.00
- Demolition of Old Rizer/Ford Building and Pickney Park Storage Building - \$173,000.00
- Air monitoring for demolition project - \$9,553.74

With these expenditures and accrued interest, there will be a remaining balance of \$1,597,162.26 for future expenditures. The entire \$2.7 million must be obligated by December 31, 2024, and the entire \$2.7 million must be expended by December 31, 2026.

Old Business:

1. **Ordinance # 2024-01**, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO-COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 8.863 ACRES OF A PORTION OF REAL PROPERTY LOCATED AT THE COLLETON COUNTY RECREATION CENTER, IDENTIFIED BY TMS NUMBER 132-00-00-028 TO COLLETON COUNTY (Second and Final Reading).

Motion: Councilmember Brodrick; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

2. **Ordinance # 2024-02**, AN ORDINANCE ADOPTING THE CITY GENERAL FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Second and Final Reading).

Motion: Councilmember Brown, Seconded by Councilmember Bridge

Discussion: None

Carried: Mayor Young, Mayor Pro Tem Siegel, Councilmembers Bridge, Brown and Pryor voted aye, Councilmembers Broderick and Fishburne voted nay. Motion carried, 5-2.

3. **Ordinance # 2024-03**, AN ORDINANCE ADOPTING THE CITY ENTERPRISE FUND BUDGET FOR FISCAL YEAR 2024-2025 AND MATTERS RELATING THERETO (Second and Final Reading).

Motion: Councilmember Pryor; Seconded by Councilmember Broderick

Discussion: None

Carries: All ayes

4. **Ordinance # 2024-04**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Second and Final Reading).

Motion: Councilmember Siegel; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

5. **Ordinance # 2025-05**, AN ORDINANCE PURSUANT TO TITLE 5, CHAPTER 3, SECTION 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-09-00-080 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Second and Final Reading).

Motion: Councilmember Broderick; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

6. **Ordinance # 2024-06**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA AUTHORIZING THE EXPENDITURE OF CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS (Second and Final Reading).

Motion: Councilmember Bridge; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

New Business:

1. **Ordinance # 2024-07**, AN ORDINANCE PURSUANT TO TITLE 5-3-150, SUBSECTION 3, OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED, TO ANNEX AN AREA KNOWN AS TMS # 147-15-00-076 INTO THE CITY OF WALTERBORO, A SOUTH CAROLINA MUNICIPAL CORPORATION (Introduction and First Reading).

Councilmember Brown asked where this property is located.

City Manager Jeff Molinari stated it is the old Asten Johnson.

Motion: Councilmember Siegel; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

2. **Resolution # 2024-R-04**, ADDENDUM TO EMPLOYER RESOLUTION PARTICIPATION IN THE STATE INSURANCE BENEFITS PROGRAM REGARDING CITY OF WALTERBORO COUNCILMEMBER COVERAGE.

City Manager Jeff Molinari stated Mr. Mayor and members of Council, the PEBA Board of Directors met back in March and looked at the definition of an employee for health insurance purposes. Per PEBA, you all are considered employees of the City of Walterboro. To continue our health insurance plan for Councilmembers we must pass a resolution to send to PEBA and the resolution must be done by July 1, 2024.

Motion: Councilmember Bridge; Seconded by Councilmember Brown

Discussion: None

Carries: All ayes

3. Consideration of a request to use the downtown waterfall for a Mini Anime Convention, July 20, 2024, 11:00 AM to 4:00 PM.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council you have in your agenda packet an email from Deonna Frasier, requesting permission to use the Downtown Waterfall on July 20, 2024, from 11:00 AM to 4:00 PM. This is for a Mini Anime Convention. Staff asks for Council's favorable consideration.

Motion: Councilmember Fishburne; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

City Manager's Report

1. Consideration of a request to purchase a new sanitation truck.

City Manager Jeff Molinari stated Mr. Mayor and members of Council you have in your agenda packet a memo and supporting documentation from Public Works Director Michael Crosby to purchase a new sanitation truck. The current budget (FY 2023-2024) included the purchase of a new residential sanitation truck. The city received bids from three (3) dealers. The low bid is from Amick Equipment out of Booneville, MS in the amount of \$307,291.59. We have also put in for a USDA Grant to help with the purchase of the truck. That grant application is in the amount of \$50,000. If we are successful, the net cost would be \$257,291.59. We ask for Council's favorable consideration of this request. If approved, we anticipate delivery in December. The truck will be financed through a 5-year lease purchase program, the debt service payments will be incorporated into the FY 2025-2026 budget.

Motion: Councilmember Pryor; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

2. Judicial and City Prosecutor Reappointments.

City Manager Jeff Molinari stated Mr. Mayor and members of Council, Associate Municipal Judge Deborah Kane O'Quinn would like to continue to serve as Associate Municipal Judge. If reappointed her term will run for two years and will expire June 30, 2026.

City Prosecutor Maryann Blake would like to continue to serve as City Prosecutor. If reappointed, her term will run for one year and expire on June 30, 2025. We ask for Council's favorable consideration of both reappointments.

Motion: Councilmember Broderick; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

A motion was made to go into Executive Session by Councilmember Brown, seconded by Councilmember Fishburne. Mayor Young explained that City Council would be going into Executive Session to discuss Provision of Water/Sewer Service to Encourage the Location or Expansion of Industries or other Businesses in the area, Potential Sale/Purchase of Property and Receipt of Legal Advice-Business License.

Executive Session:

A motion was made to come out of Executive Session by Councilmember Pryor, seconded by Councilmember Fishburne, all in favor motion carries.

A motion to reschedule the July Regular City Council Meeting to Tuesday, July 9, 2024, was made by Councilmember Brown, seconded by Councilmember Bridge, all in favor, motion carries.

There being no further business to consider, a motion to adjourn was made by Councilmember Bridge, seconded by Councilmember Broderick, and passed unanimously. Mayor Young adjourned the meeting at 8:14 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall bulletin board and posted on the City's website at least twenty-four hours prior to the meeting.

Respectfully,

Adrienne Nettles
City Clerk

ORDINANCE # 2024-08

AN ORDINANCE TO AMEND ORDINANCE # 2024-02, SO AS TO SET THE LOCAL OPTION SALES TAX CREDIT FACTOR IN THE FISCAL YEAR 2024-2025 BUDGET.

WHEREAS, the fiscal year 2024-2025 budget was adopted with the passage of Ordinance # 2024-02 on June 4, 2024; 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 2024-2025 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 2024-2025 budget be amended as follows:

1. A local option sales tax credit factor of .002147 shall be established.

This ordinance shall become effective upon adoption.

ADOPTED, this _____ day of _____, 2024.

William T. Young, Jr.
Mayor

ATTEST:

Adrienne M. Nettles, City Clerk

First Reading: July 09, 2024 _____

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 21, 2024
Re: Approvals at the June 20, 2024 meeting

At its regularly called meeting held on June 20, 2024, 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	\$80,000	\$80,000
<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
Colleton County Chamber of Commerce – map	\$20,000	\$ - 0 -
SC Artisans Center – marketing partnership & promos	\$29,000	\$29,000
Velos of SC dba Festivelo – Festivelo XXVI	\$36,200	\$18,600
Walterboro Tourism Comm – Walterboro Rocks!	\$74,000	\$74,000

Should these requests be approved as submitted, the projected remaining balance for 2024-2025 will be approximately **\$334,139**. The remaining funds will be for consideration at the next scheduled meeting in October 2024. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council approve these items.



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WALTERBORO AND COLLETON COUNTY: YOUR MAP TO DISCOVERY

ABSTRACT

Discover Walterboro and Colleton County with our map, a guide to the best local spots and businesses in our community. The Colleton County Chamber of Commerce is dedicated to enhancing tourism and visibility for our community's businesses and attractions.

Stewart McAdoo
President

Walterboro and Colleton County: Your Map to Discovery

Total Funding Requested: \$20,000

Total Cost of the Project: \$29,450

Applicant Information:

- Colleton County Chamber of Commerce Fed #:57-0293773
- Stewart McAdoo, President
- 111A East Washington Street
- Walterboro, SC 29488
- 843.549.9595 Stewart.McAdoo@ColletonChamber.org

Contents

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List Permits: I do not foresee any permits being needed for this project.	3
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Narrative:

The Colleton County Chamber of Commerce is excited to offer a new way to explore our historic and beautiful community and county. We are creating a map that not only guides you to the best spots for food, hospitality, shopping, and entertainment but also highlights our historic landmarks and spaces that tell the rich history of our corner of SC.

In the past, maps were traditionally physical and would be added to surrounding Visitor Centers to promote Walterboro and Colleton County. We are taking it a step further with an interactive map on our Chamber website giving more ways to discover what our community has to offer. This map is also available for publication if the City would like to link to their site as well at no additional cost.

Our team is dedicated to promoting the services of our community and being an integral part of Walterboro and Colleton County. We have listened to tourists and visitors asking about a tangible map to point them in the right direction for food, hospitality, shopping, and entertainment services. Our goal is to make this a reality.

Benefits to Tourism:

- A digital and physical map can elevate the tourist experience by providing easy navigation and highlighting key attractions, encouraging longer stays and increased spending.
- It serves as an interactive guide, allowing tourists to discover hidden gems and local businesses, directly impacting economic growth.

Benefits to Community:

- For the community, a comprehensive map fosters a sense of pride and identity by showcasing the area's history and landmarks.
- It can serve as an educational tool for schools and organizations, promoting awareness and appreciation for Walterboro and Colleton County's heritage and landmarks.
- Increased tourist activities amongst our businesses can directly impact local jobs and volunteer opportunities, bringing our community closer together to enhance our town and county's visibility and accessibility.

Tracking:

It will be difficult to track the increase in hotel/motel room nights projects to be added as a direct result of this project. This is not a singular event that can have metrics attributed to it highlighting a quick point in time economic impact. Rather, this project is a medium to long term project that aims to boost visibility of our community over quarters and years bringing an impact to our community over time.

Duration of Project:

This project will take about 90 days to complete. Since this is a physical and digital product being generated, we need to work with our supplier to put the pieces together to bring this to fruition. Once we have finalized the print run of the physical copy, we will incorporate the digital publication directly onto our website. We would also offer the opportunity to provide a direct link to this map on the City of Walterboro's website as well if interested to provide an additional avenue for viewership.

Afterwards, the life of the project can be ongoing. The digital aspect is a yearly commitment for updates to the website and publication and the Chamber would look to modify the map on an annual basis to keep it current and accurate. Given that this plan is ongoing, future funding aspects would be reduced as the legwork is already handled by this year's setup.

List Permits:

I do not foresee any permits required by this project.

Additional Comments:

Rules around ATAX funding are clear in that we need to market and advertise 50+ miles outside of City limits. This offers a broader reach and range of potential clients to our community. Part of our efforts to ensure that this is met is based on the following:

Initial print run of 10,000 copies Disbursement

- o We aim to retain reserve 4000 copies for our community, members, businesses, public offices, etc.
- o We will provide proof of delivery to the following markets on a quarterly basis as part of our process to be provided upon request. Each location will have 50 copies restocked on a quarterly basis:

City/County Visitor Centers:

- o Myrtle Beach South Carolina
 - 1200 North Oak Street, Myrtle Beach, SC
- o Greenville South Carolina
 - 206 South Main Street, Greenville, SC
- o Charleston South Carolina
 - 375 Meeting Street, Charleston SC
 - 5500 International Blvd, North Charleston, SC
 - 211 Meeting Street, Charleston, SC

South Carolina Visitor Centers

- o Welcome Center Place Fair Play, SC
- o 200 I-26 Landrum, SC
- o 100 I-85 Blacksburg, SC
- o 2121 Highway 17 Little River, SC
- o 195 I-95 Hamer, SC
- o 89 I-77 Fort Mill, SC
- o 160 Southrest Lane Santee, SC
- o 4968 Jasper Highway Hardeeville, SC
- o 29846 I-20 North Augusta, SC

South Carolina Public Libraries:

- o 314 Chesterfield Street Aiken, SC
- o 297 Main Street North Allendale, SC
- o 300 North McDuffie Street Anderson, SC
- o 315 North East Railroad Avenue Bamberg, SC
- o 40 Burr Street Barnwell, SC
- o 311 Scott Street Beaufort, SC
- o 1003 Highway 52 Moncks Corner, SC
- o 68 Calhoun Street Charleston, SC
- o 1589 Highway 174 Edisto Island, SC
- o 506 North Parler Avenue St. George , SC
- o 509 South Dargan Street Florence, SC
- o 25 Heritage Green Place Greenville, SC
- o 12 Locust Street Hampton, SC
- o 801 Main Street Conway, SC
- o 451A Wilson Street Jasper, SC
- o 1431 Assembly Street Columbia, SC

Budget:

The total cost of this project will be around \$20,000 dollars when factoring in hard and soft costs. The following is a break down of the total project and how the funds provided by ATAX will be used:

Project Startup:

- o **Five Color Coded Categories:**
 - Things to Do,
 - Where to Stay
 - Eat and Drink
 - Shop and Services
- o **Characters and Points of Interest on Map representative of uniqueness of Walterboro/Colleton County**
- o **Access to existing locations provided by service for displaying map**

- Charleston, Beaufort, Savannah, Hilton Head, etc
 - Further details provided upon request
- Double Sided map containing 101-150 buildings drawn to map as landmarks highlighting our community
- Total Cost: \$9250

Physical Map:

- Initial Print Run for 10,000 physical copies:
 - \$4,000 or \$0.40 per copy

Digital Map:

- Annual hosting of Map content: \$1,00 per annum
 - Additional costs per 200 page views at \$1.00 per covered by: CHAMBER

Operational Costs:

- Estimated Labor for project.
 - Quarterly restocking of locations outside of community:
 - 60 hours per quarter to visit 30 locations for restocking and documenting proof of delivery.
 - \$7,200
 - Map generation and design:
 - 200 hours during 90-day print run to work with vendor and community to draft map for publication:
 - \$8,000

ATAX Funding Allocation:

ATAX funding is being requested to cover the following costs:

- Project Startup
 - \$9,250
- Physical Map
 - \$4,000
- Digital Map
 - \$1,000
- Operational Costs:
 - Quarterly Restocking:
 - \$5,750
- Total: \$20,000



South Carolina Artisans Center
The Official Folk Art and Craft Center of South Carolina
June 3, 2024

I. Basic Information

A. Project Name: Marketing Partnership & Promotions

B. Requested Amount: \$29,000

C. Total Project Cost: \$29,000

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. It 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 that 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 are continuing our efforts in diversifying our marketing and advertising outreach in a comprehensive manner. We were successful in obtaining a grant from The Evening Post Publishing Newspaper Group to expand our marketing efforts around the state through their extensive media brands. With the initial grant funding of \$6,000 from the City of Walterboro ATAX Committee in March 2024, we have partnered with King & Columbus, a full-service marketing agency of the Evening Post Publishing Newspaper Group to create several videos for the Center. That full day shoot is scheduled for Thursday, June 13th and the key deliverables will be two 15-second videos, two 30-second videos and two 60-second videos.

We were also successful in extending the partnership to December 2024. We are requesting \$12,000 to fund this comprehensive plan with The Evening Post which includes streaming, social media and print ads from July – December 2024. We will target the state’s regional and metro markets of the Lowcountry, Midlands, Pee Dee and Upstate through their media channels.

Additionally, we are interested in continuing our current marketing campaign to regional and metro markets that are a short drive distance to the Center; Bluffton/Hilton Head Island, Charleston, Columbia, Greenville/Spartanburg and Savannah, GA. We are requesting \$12,000 to fund this campaign from July - December 2024.

To round out our marketing promotions, we are interested in partnering with South Carolina Parks, Recreation and Tourism and advertise at one of their welcome centers. We have an opportunity to feature a 30-second video on a 3 X 3 video wall at the Hardeeville Welcome Center, one of the busiest welcome centers in the state. The total estimated number of 0:30 spots delivered during a 12-month flight are 21,840. We are requesting \$5,000 to fund this annual opportunity from July 2024 - June 2025.

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.

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.

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, streaming ads, and print in the before mentioned regional markets. We will be provided monthly reports by the advertising agency to monitor the effectiveness of the campaign.

E. Duration of this project

The marketing campaign will be conducted from July - December 2024 and the welcome center video promotion will be conducted from July 2024 - June 2025.

III. Budget

Revenue		
ATAX	\$29,000	
Expenses		
The Evening Post Media Channels:		
Streaming		3,500
Social Media Ads		5,500
Print		<u>3,000</u>
Sub-total	\$12,000	
Marketing Campaign:		
Streaming		3,000
Social Media Ads		5,000
Google Ads		<u>4,000</u>
Sub-total	\$12,000	
Welcome Center:		
Video wall placement		<u>5,000</u>
Total	\$29,000	

IV. Required Attachments
(Attached)

V. Billboard Information

VI. Prior Recipients Only
(Attached)

Festivelo XXVII 2024/Palmetto Cycling Coalition
Accommodations Tax Funding Request 2024

I. Basic Information

A. Project Name:

Walterboro Festivelo XXVI 2023: "A Festival of Cycling in the SC Lowcountry" (Twenty-seventh annual)

B. Amount requested from A-tax: \$36,200

C. Total Cost of Project: \$92,250

D. Applicant Information

1. Organization name with Federal ID number

Velos of SC, dba FestiVELO

EIN 92-3317406

2. Contact Name and Title of person submitting application

Charles Fox of Festivelo,

3. Address

4248 Dorchester Road, Charleston, SC 29405

4. Phone, Fax and E-mail

843-303-3334

charles@festivelo.org

II. Narrative

Provide a detailed description of the project to be accomplished with A-tax funding to include at least the following mandatory components:

A. General Description (Include information about innovative ideas, community support, partnerships and evidence of management capability)

FestiveLO and Walterboro have teamed together to not only create one of the most unique events in the USA, but has “gone against the tide” by increasing the participation of riders, volunteers, and the community, while all other bicycling events are declining in registration of participants in the USA.

FestiveLO is recognized as one of the most unique bicycling festivals in the USA! Founded by Charles Fox and the Fox Family, FestiveLO is a bicycle touring event with HQ at the Farmers Market & Museum in downtown Walterboro, S.C. The ride normally brings in 280-350 riders along with an additional 50-75 people who are non-riders and/or volunteers from 25-30 states and usually a few countries each year, for several days. 2023 will mark the 26th annual FestiveLO Ride, taking place November 8-12, 2023, out of Walterboro, SC.

Our annual four-day event offers a choice of morning rides in the Walterboro/Colleton County area, including a short, medium, and long ride (30, 65, and 100 mile options), fully supported with restrooms, food, and mechanics.

The food and festivities make FestiveLO the best multi-day ride in South Carolina, because of the hot meals at the lunch stops (World O’ Grits, etc.) and again at dinner (BBQ, etc.) each day when riders return to home base in Walterboro in the afternoons. This all inclusive registration and “add on’s” include all the festivities one needs to celebrate a long ride with friends: themed dinners, drinks, live music, dancing, oysters, campfire, smores, wine and chocolate, etc.

For a few years now, FestiveLO has been headquartered out of Walterboro, and this continues to be a great decision. The terrain is flat and the traffic is light, which makes Walterboro a good choice for people wanting to do a first Century (100 mile) ride, drawing people into a welcoming atmosphere to push their athletic abilities. The staff at the Farmer’s Market & Museum continues to provide an excellent venue and support for food and facility needs.

FestiveLO volunteers, facilitated by event leadership, constantly monitor the riders and course, and help is always not far away, with “Support and Gear”, also known as SAG. Rest stops are located about every 15 miles, and each includes packaged snacks (Yahoo & Moon Pie, etc.), water, Gatorade, a restroom, and a bike pump. On Thursday, we lead a ride for those who have never broken the 100-mile mark, and a trophy is given to every 100 mile finisher, no matter their time. On Sunday, every rider who rides 100 miles all 4 days earns a FestiveLO 100 Mile Iron Butt Trophy!

The Walterboro location affords the opportunity to have a great ride early in the day and then visit Walterboro or surrounding cities in the afternoon and/or evening. Event organizers encourage everyone to stay in Walterboro and participate in the many different FestiveLO events and visit the restaurants, antique shops, art center, wildlife sanctuary, and the other businesses.

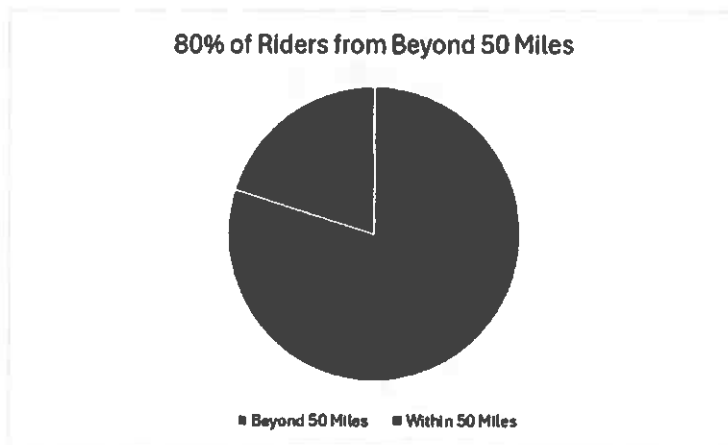
FestiveLO is run by a core group of a handful of leaders, including many dozens of volunteers and a small number of modestly paid contract staff, called National Charity Event Management

Service. That core group makes the ride happen every year, and they do the labor necessary to direct, setup, and promote the event each year. The expertise and partnerships of this group of leading ride managers is what sustains the ride into the future. The planning team has meetings throughout the year, via Zoom, to reconvene on a monthly basis. These meetings, attended by 6-10 people each month, are in combination with more subcommittee meetings and emails throughout the year, which ultimately coordinates all the logistics necessary to plan, promote, and execute the ride. It is no small feat for this small group of modestly paid staffers to manage the entire operation. This small group is crucial to keeping Festivelo going every year, in addition to coordinating and motivating the much larger number of unpaid volunteers.

The use of the Racereach App is also absolutely crucial for managing the ride. Because the App is integrated with the website and registration system, the volunteer ride managers use it all the time to manage and keep track of ride logistics, volunteers, registrants, rest stops, rider locations and route viewing through location services. The App allows remote coordination through the phone, because it fully integrates 3 databases: Racereach registration, our website and routing, and Racereach volunteer management. Festivelo would be much more expensive to execute without the App. The App is utilized by the vast majority of all riders and volunteers, as it was downloaded by 432 people in 2021, and then again by 349 in 2022. The App was developed, is continuously updated and fully supported by David Cole.

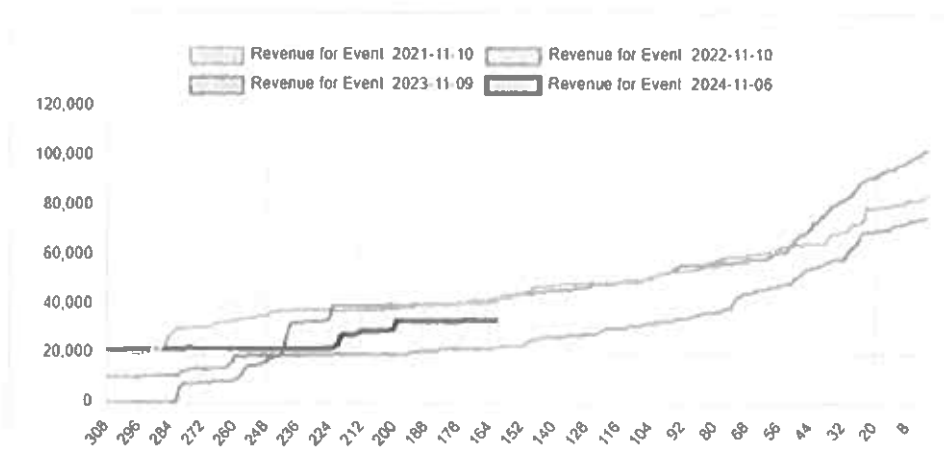
B. Benefit to Tourism

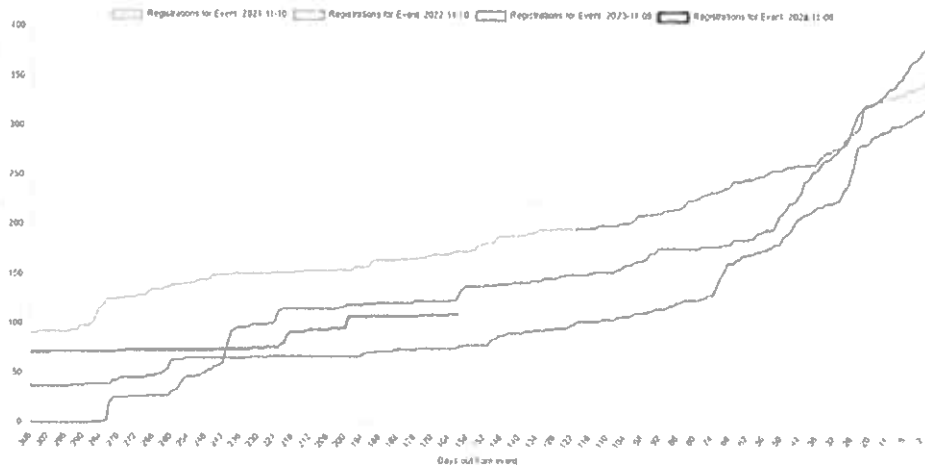
Festivelo typically brings in over 400-500 people (Riders, volunteers, spouse/family/significant other) to Colleton County, from a total of 18-25 states and a few countries. Approximately 60% of registered riders were from outside of South Carolina in 2023, and approximately 80% of registered riders were from over 50 miles outside of Walterboro. In 2023, we estimate that approximately 1012 hotel/BND/Camping room nights were utilized by the participants. This includes B and B's, RV and camping locations.



We program the Festivo event from 5:30am until 9:30pm, so ride participants engage in the full experiences provided by the City of Waterboro. Very often, ride participants bring their family members along, since there are so many social opportunities programmed around the ride. Since the ride has normally had increasing rates of satisfaction every year; it is led by roughly the same crew of organizers.

Registrations are on target to surpass 2023 after already surpassing those from the last 3 years, so we anticipate meeting our target goal, once again.





We know our participants visit the local restaurants, antique shops, art venues, and points of interest. In addition, Festivelo makes every effort to use local vendors in Walterboro/Colleton County. Walterboro is given international visibility, as well as additional press coverage in all forms of media. Many segments of the rides are filmed and photographed and shared with family, friends, and the international bicycling community. Festivelo rider demographics typically are represented by a median age of 55 years and a higher than average median income with disposable income. As the population in the USA increases in median age, people are seeking events such as Festivelo to stay healthy and active with this low impact sport, in addition to using this event to connect with old and new friends. Our participants stay in the local hotels, eat in various restaurants, and shop in several of the retail outlets. Visitors are charmed by the quaint atmosphere and are encouraged to return.

Festivelo partnered with many other rides in exchange for cross promotion of the Festivelo ride. The benefit here is a higher likelihood of recruiting registered riders from further outside the 50 mile radius of Walterboro. FestiVELO has cross promoted with rides in SC, NC, Virginia, and Maryland so far this year.

Our 2024 Cycling Event Guide every year contains relevant information about items of interest within and around Walterboro, in addition to other content our target audience might enjoy. Our website displays information about hotels available near the ride HQ at the Farmer's Market & Museum, as well as information about Walterboro and a link to the 2023 Cycling Event Guide.

The annual marketing investment for this ride pays off, in 2023, we obtained over 35 new riders who heard of us first on social media (FesitVELO App, Website, FaceBook, Instagram) These new riders will likely become repeat riders into future years ahead. Each time we use \$50 to boost a FB post, it raises the post views from an average of 550 to 8500.

C. Benefit to Community

Festiveo impacts the local economy in many ways, including through hotels, restaurants, shops, and local purchase of supplies and food. The HQ is located in the city of Walterboro's downtown, in the Farmer's Market, additionally benefiting the local and often homegrown small pop-up businesses and downtown shops, with hundreds of riders drawn to the after-ride festivities. Additionally, the event provides a relaxed atmosphere for good natured fun and fitness, which offers only positive vibes from tourists visiting Walterboro.

And finally, event organizers are homegrown in SC and NC, with a heart for the lowcountry, so naturally cultural engagement is built into every SAG stop, giving tourists a chance to meet many others from Walterboro's various churches, etc., whose volunteers often host the SAG stops. The social settings of the SAG stops is one of many reasons ride participants come from all parts of the US to enjoy themselves, and that was specifically noted many times in the post ride survey.

D. Tracking: Number of hotel/motel room nights projected to be added as a direct result of this project (Include brief explanation as to the calculation used for this estimate as well as description of how you plan to track this information).

In 2023, we estimate that approximately 1000 hotel/BNB/AirBNB/Camping room nights were utilized by the participants filling over 900 Hotel room notes alone, and the available RV and camping locations. Therefore, we project a conservative estimate of 700-1000 hotel rooms for 2024, based on data from the past 3 years. We've extrapolated our 2024 estimate, based on 333 known riders, along with an additional 50-75 non-riders and volunteer organizers for 2-5 days/nights, and the majority stay 3-4 nights.

E. Duration of Project (Start and End dates)

The event will occur from Nov 6-10, 2024, but many volunteers show up Nov 4th. Up to 30 plus volunteers and staff ride organizers are in Walterboro for 5-7 days. The project is prepared in those initial days, by posting signs, parking routes, raising banners, setting up the venues for meals, music, SAG, and ride HQ, and preparing other managers and volunteers in a host of meetings.

F. List Permits (if any required)

Event organizers coordinate with the local sheriff, police, and fire department, and we intend to secure another Special Use Permit again for the camping location, as we did in 2023, which is for securing the church's grassy adjacent lot.

G. Additional comments (optional)

III. Budget

The budget of expenses is below. Our main source of revenue is from individual registrants, as they pay for a registration fee, that is all inclusive or pays for additional services, such as individual evening festivities (oysters), activities (chocolate obsession, wine night, etc.), or camping accommodations. Additionally, registrants purchase various types of merchandise.

2023 Accounting Category	2023 Atax subcategories	2024 Budget	2024 Atax requested
E-marketing & print media	Facebook 1500 Instagram 700 Website maintenance and update for marketing 1200 Direct mail marketing 1500 RideWithGPS 300 Postcards/Posters 2000 Promotional Items (Stickers, maganets, etc) sent across the USA 1000	\$8,200	\$8,200
Event Infrastructure to run event.	Route marking paint: 600. Gas for route marking: 1000. Directional signs: 600. Poles and temporary fencing 600. Rented outdoor tents/tables/chairs 1200	\$3,400	\$3,400
Event Setup and tear down	Shower trailer/electric/gas/towing fee, 800. Truck/Driver cost to move Equipment to Walterboro with driver and labor 1500. Event Management Project Manager 2000	\$4,300	\$4,300
entertainment	DJ, speaker fees/Special Event	\$2,400	
insurance	event insurance	\$2,500	
other labor	Labor costs to Walterboro Museum staff for meals, & after ride snacks: 7500. Labor costs to Charleston staff for rest stop and lunch stands: 1000.	\$8,500	
food	3 meals, rest stops, snacks, food at evening festivities, Volunteer dinner:	\$33,350	

marketing:	cycling event guide: 5000	\$5,000	\$5,000
motel	motel for select volunteers	\$3,000	\$3,000
Campsite/Event Infrastructure	Campground 500. Power for campground to church: 400. Campground Administrator 400. Clean-up and turf repair, etc.300	\$1,600	\$1,600
Museum rental	Walterboro Farmer's Market & Museum	\$1,600	
Postage	Various mailings/shipping of posters, postcards, mailers, and various other postal services to several events, bike shops, to over 15 states.	\$3,400	\$3,400
supplies	event t-shirts & sweatshirts: 4000. jerseys: 4600. Other supplies: 200	\$8,800	
telecommunications	zoom: 300. google: 300. Calls with participants and potential participants across the USA	\$600	\$600.00
toilets	Portapoddies and portalets: \$3,200	\$3,200	\$3,200
FestIVELO/Walterboro App	The FestIVELO app requires a yearly update of Walterboro's information, routes, events, tourist attractions, hotel page, etc, in Walterboro, and is downloaded/updated months in advance, and is viewed very often by the participant. This application is functional all year and usable by the participant for routes or reference to Walterboro and FestIVELO	\$3,500	\$3,500
TOTALs		\$82,250	\$36,200

City of Walterboro
65% Accommodations Tax Funding Request 2024-2025

Project Name: **"Walterboro Rocks!" advertising campaign 2024-2025**

Amount requested from A-tax: \$ 74,000

Organization Name: Walterboro Tourism Commission

Tax ID Number: 27-0473097

Contact Name: Ryan McLeod
Interim Tourism and Main Street Manager
Interim Secretary/Treasurer Walterboro Tourism Comm

Address: 100 S. Jefferies Blvd.
Walterboro, SC 29488

Phone & fax: 843-782-1004 office
843-782-4747 (fax)

Email: rmcleod@walterborosc.org

Project/Event Description (narrative)

The "**Walterboro Rocks!**" 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 Rocks" 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 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, 2024, through June 30, 2025**

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 Rocks!"** campaign utilizing several tools, including visitor information logs at the Wildlife Center, hotel occupancy data, and leads generated by online advertising.

65% Accommodations Tax Funding Proposal Request 2024-2025

Advertising

Cooperative Digital Advertising (TAG Match)	\$74,000
Project Total	\$74,000

City of Walterboro DMO 30% Accommodations Tax Funding Request 2024-2025

Project Name: Walterboro "The Front Porch of the Lowcountry"
DMO

Amount requested from A-tax: Approx. \$80,000 (30% tourism funding estimate for DMO)

Organization Name: Walterboro Tourism Commission (DMO)

Tax ID Number: 27-0473097

Contact Name: Ryan McLeod
Interim Tourism and Main Steet Manager
Interim Secretary/Treasurer Walterboro Tourism Commission

Address: 100 S. Jefferies Blvd.
Walterboro, SC 29488

Phone & fax: 843-782-1004
843-782-4747 (fax)

Email: rmcleod@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 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 (Jean Harrigal) and Tourism Director 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. The City Council recently renewed our trademarked logos.

The 30% tourism funding is estimated at approximately \$80,000. This accommodation tax funding provides for a comprehensive advertising campaign to improve consolidated billboard advertising, cooperative print, multimedia advertising, as well as brochure distribution and visibility.

The duration of this project is fiscal year July 1, 2024, through June 30, 2025.

Benefit to Tourism and/or the Community

Joint efforts to successfully promote Walterboro’s cultural, historical and recreational opportunities ensure 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 the effectiveness of this project, we will utilize several tools, including visitor information logs at the Walterboro Wildlife Center, leads generated by online advertising, and geo-tracking data during special events.

Tourism is 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 the concert series and other special events. The SCPRT TAG grant gave us extra coverage and great cooperative advertising opportunities.

30% Accommodations Tax Tourism Marketing Funding Proposal Request 2024-2025

Funding:

Accommodations Tax allocation 30% tourism funding: \$80,000

Total Funding \$80,000

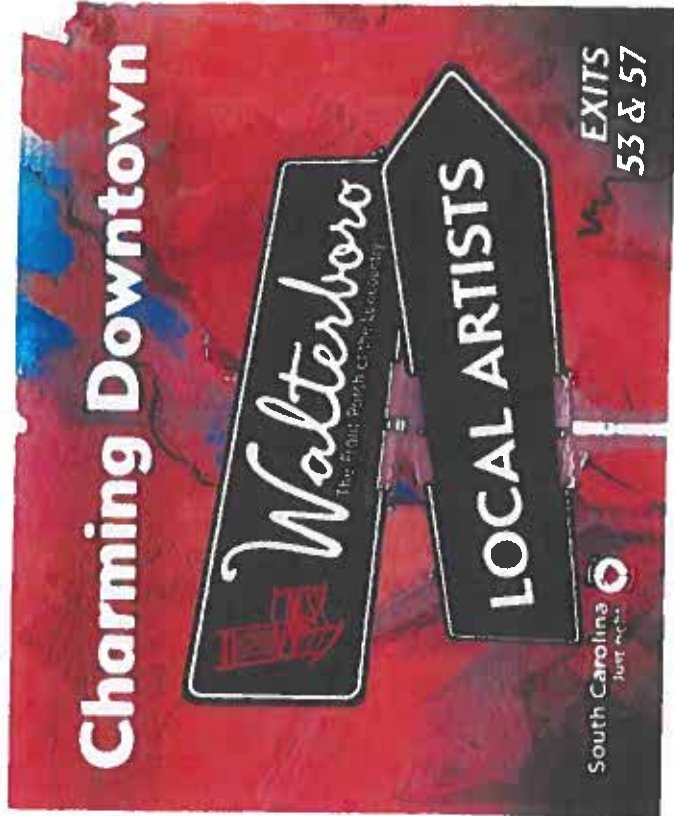
Expenses:

Advertising

Print Media: (Such as Conde Nest, Southern Living, The Post and Courier Charleston Magazine, Mount Pleasant Magazine, and new brochure publication)	\$24,000
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Billboards: (Adams and Besko)	\$56,000
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Project Total	<u>\$ 80,000</u>
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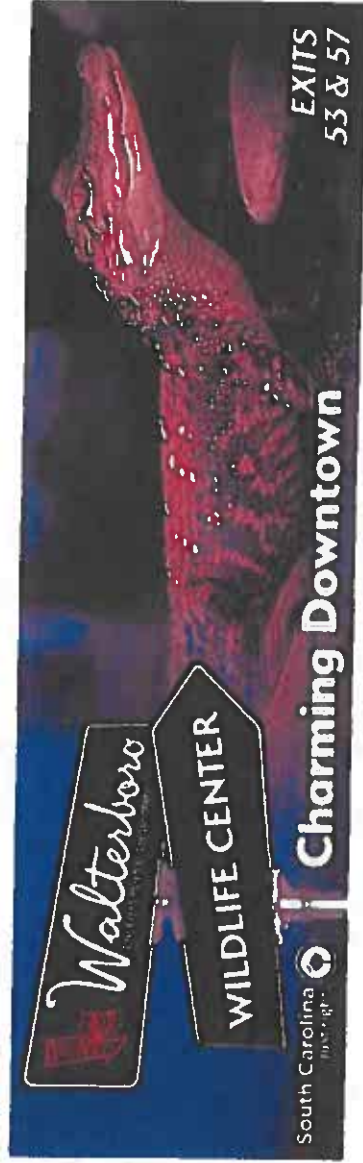
Walterboro Tourism | Local Artists | 25 x 30.9 | Florence, SC - Lily Mitchum

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Walterboro Tourism | Local Artists | Poster | Florence SC | Liz Mitchum

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Walterboro Tourism | 'Wildlife Center' | 10/6x36 | Florence SC | Liz Mitchum

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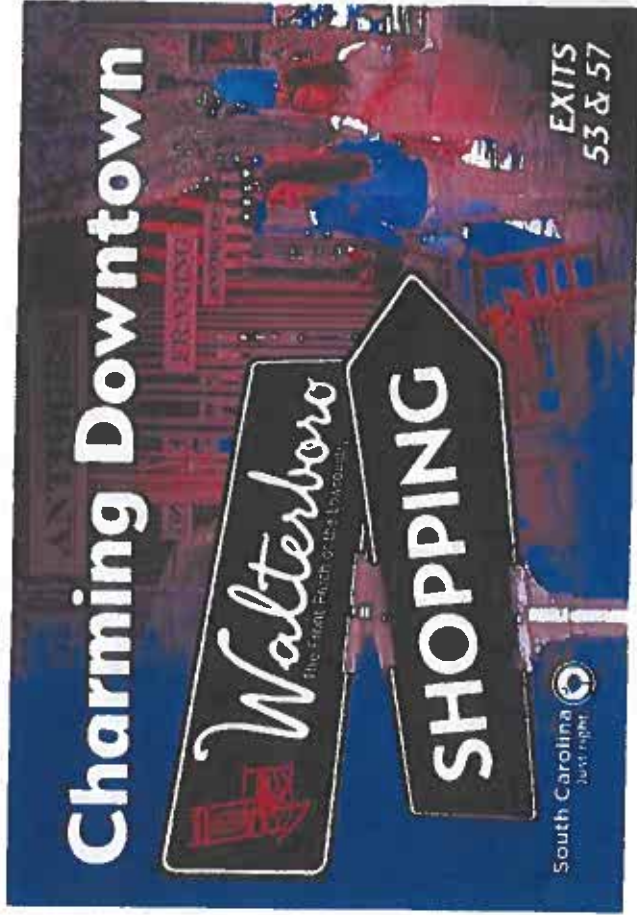
Walterboro Tourism | Farmers Market | 14'x48' | Florence, SC - Liz Mitchum

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Walterboro Tourism | Shopping | 14'x48' | Florence, SC - Liz Mitchell | Option 01

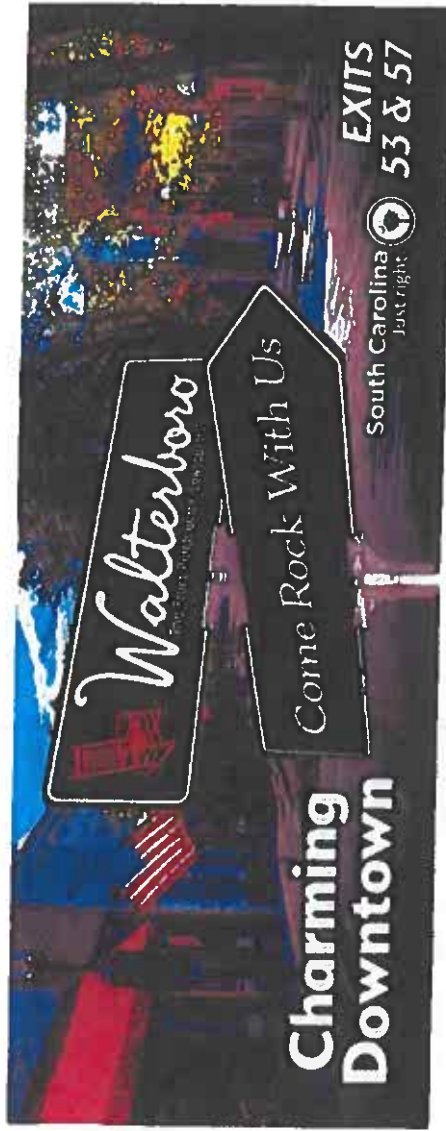
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1 2 3 4

Walterboro Tourism | Shopping | 24'9"x36" | Florence, SC | Liz Mitchell | Option 02

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Walterboro Tourism | 'Downtown' | 23160 | Florence SC | Liz Mitchum

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WALTERBORO POLICE DEPARTMENT

CITY OF WALTERBORO

242 HAMPTON STREET • POST OFFICE BOX 709

Walterboro, South Carolina 29488



WADE B. MARVIN

CHIEF

TEL. 843-549-1811

FAX 843-549-8583

police@walterborosc.org

To: Jeff Molinari, City Manager

From: Wade Marvin, Chief of Police

Date: June 21, 2024

Ref.: Lifesaving Measures by Employees

On May 30, 2024, Walterboro Police Department officers responded to assist a Colleton County deputy with the search of a car. During the search of the car, illegal drugs were found. A field test revealed that the drugs tested positive for methamphetamines and fentanyl.

As a result of handling and testing the drugs, the deputy experienced an accidental exposure resulting in lightheadedness, involuntary shaking and difficulty breathing. He was in medical distress that was life threatening. Once the deputy told L/Cpl. Fletcher of his medical emergency, the assistance of L/Cpl. Gilyard was immediately requested because he is a licensed EMT. L/Cpl. Gilyard retrieved his department issued Narcan and administered two doses to the deputy. The deputy was unable to stand and was assisted to the ground. The deputy was transported to Colleton Medical Center.

The deputy has since made a full recovery. A large part of the deputy's recovery is because of the quick actions of L/Cpl. Fletcher and L/Cpl. Gilyard. Relying on their training and experience, our two employees exhibited calmness in a stressful situation that resulted in a favorable outcome.



Government Finance Officers Association
203 North LaSalle Street, Suite 2700
Chicago, Illinois 60601-1210
312.977.9700 fax: 312.977.4806

6/4/2024

William Young
Mayor
City of Walterboro, South Carolina

Dear William:

We are pleased to notify you that your annual comprehensive financial report for the fiscal year ended June 30, 2023 qualifies for GFOA's Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

When a Certificate of Achievement is awarded to a government, an Award of Financial Reporting Achievement (AFRA) is also presented to the individual(s) or department designated by the government as primarily responsible for its having earned the Certificate. This award has been sent to the submitter as designated on the application.

We hope that you will arrange for a formal presentation of the Certificate and Award of Financial Reporting Achievement, and give appropriate publicity to this notable achievement. A sample news release is included to assist with this effort.

We hope that your example will encourage other government officials in their efforts to achieve and maintain an appropriate standard of excellence in financial reporting.

Sincerely,

A handwritten signature in black ink that reads "Michele Mark Levine". The signature is written in a cursive, flowing style.

Michele Mark Levine
Director, Technical Services



Government Finance Officers Association

**Certificate of
Achievement
for Excellence
in Financial
Reporting**

Presented to

**City of Walterboro
South Carolina**

For its Annual Comprehensive
Financial Report
For the Fiscal Year Ended

June 30, 2023

Christopher P. Morill

Executive Director/CEO

WALTERBORO POLICE DEPARTMENT

CITY OF WALTERBORO

242 HAMPTON STREET • POST OFFICE BOX 709

Walterboro, South Carolina 29488



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