

**AGENDA
COLLETON COUNTY
ACCOMMODATION TAX ADVISORY BOARD
VIRTUAL REGULAR MEETING
WEDNESDAY, MARCH 8, 2023
3:30 P.M.**

1. Call to Order
2. Roll Call
3. Approval of Minutes
 - A. Regular Meeting January 4, 2023
4. New Business
 - A. Removal of Member- Madison Terry
5. Old Business
 - A. Amendment to the Use of Funds —Colleton County Historical Society—2021-22 Accessibility and Tourism at the Bedon-Lucas House to Colleton County Historical Society —2021-22 ADA compliant panels
6. Adjournment

ACCOMMODATION TAX ADVISORY BOARD MEETING ON MARCH 8, 2023

Colleton County will hold an Accommodation Tax Advisory Committee meeting on Wednesday, March 8, 2023, at 3:30 pm. Due to the COVID-19 pandemic, the Accommodation Tax Advisory Board will be holding the meeting virtually and the public will be able to stream the meeting from a link on the County's home page or by going to **www.colletoncounty.org/live**. Individuals who would like to participate in public comment can do so at www.colletoncounty.org/comment.

MINUTES
WEDNESDAY, JANUARY 4, 2023
VIRTUAL REGULAR MEETING
3:30 P.M.

Colleton County Government
109 Benson Street
Walterboro, SC 29488

Present: Henry Hiott, Kisha Kinard, Gary Brightwell, Toya Pinckney, and Kaela Brinson, are in attendance.

Henry Hiott, Chairman called the meeting to Order.

Approval of Minutes

- A. Virtual Regular Meeting December 14, 2023— Ms. Brightwell moved to approve the minutes of the Virtual Regular Meeting held on December 14, 2023. The motion was seconded by Ms. Kinard and the motion carried unanimously.

New Business

A. ATAX Applications

South Carolina Artisans Center— “Shop Handcrafted”, \$15,000

Ms. Kinard moved to approve and grant the funding for South Carolina Artisans Center— “Shop Handcrafted”, \$15,000. The motion was seconded by Ms. Pinckney. The motion carried unanimously. (Approved: 3, Opposed: 0, Recusal: 1)

Lowcountry African American Cultural Festival— “Lowcountry African American Cultural Festival”, \$13,500

Ms. Brightwell moved to approve and grant the funding for Lowcountry African American Cultural Festival— “Lowcountry African American Cultural Festival”, \$13,500. The motion was seconded by Ms. Pinckney. The motion carried unanimously. (Approved: 4, Opposed: 0)

Chairman Hiott: Stated that he did reach out to several individuals who own lodging businesses about filling the lodging position, but that none of them were interested in filling the lodging position at this time. He will try to reach out to a few other that he knows.

Adjournment

Ms. Brightwell moved to adjourn the meeting. Ms. Kinard seconded the motion, which was carried unanimously.

This 8th day of March 2023.

Kaela Brinson, Clerk to Council

ACCOMMODATIONS TAX FUNDING APPLICATION

Please check the appropriate category:

- | | |
|--|--|
| <input type="checkbox"/> Festival/event | <input type="checkbox"/> Marketing/Promotions/Advertising |
| <input type="checkbox"/> Public Facilities | <input type="checkbox"/> Visitor Information Center |
| <input type="checkbox"/> Tourist Shuttle | <input type="checkbox"/> Waste Collection |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> Waterfront Erosion Control/Repair |
| <input type="checkbox"/> Fire Protection | <input checked="" type="checkbox"/> Construction/maintenance/operation of civic or cultural facility |

1. Name of Applicant Organization: Colleton County Historical & Preservation Society
2. Mailing Address: 205 Church Street Walterboro, SC 29488
3. Name of Project: Accessibility and Tourism at the Bedon-Lucas House
4. Date of Festival/Event: Summer 2022
5. Dates you will begin and complete work on your project: Summer 2022
- Project Director: Sarah Miller Title: President, CCHAPS
- Telephone #: 8436325206 Fax #: _____
- Email address: semiller@mailbox.sc.edu

6. Applicant Category: (Check the description that best describes your organization).
- Government Agency Non-profit Private Business Other

7. Please check which tax status applies to your organization:
- Not-For-Profit as registered with the Secretary of State of South Carolina
Date of Incorporation _____ Charter # _____

- Federal Exempt under IRS Code 501(c)
Date of IRS Tax Exempt Determination Letter 57-0991788 (attach copy of letter)

Please provide W-9 by attaching to this application.

8. Amount of Request: \$6000
9. Have you received funds from the Accommodations Tax Fund previously? Yes No
- If yes, how much? _____ What Years? _____

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize Colleton County as a sponsor on all promotional materials.

10. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1 Destination Advertising/Promotion	<u>5</u>	%
2 Tourism-Related Events	<u>20</u>	%
3 Tourism-Related Facilities	<u>60</u>	%
4 Tourism-Related Public Services	<u> </u>	%
5 Tourist Public Transportation	<u> </u>	%
6 Waterfront Erosion Control/Repair	<u> </u>	%
7 Operatoin of Visitor Information Centers	<u> </u>	%
Total	<u>85</u>	%

Note: See TERC authorized category descriptions below:

- 1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.
- 2-Promotion of arts and cultural events.
- 3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.
- 4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.
- 5-Tourist shuttle transportation.
- 6-Control and repair of waterfront erosion.
- 7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.
Please see attachment

12. Describe how your project will enhance the visitor and tourist trade within Colleton County. (State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)
Please see attachment

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (*Tourists are defined as those who travel at least 50 miles to attend.)

NA

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

NA at this time.

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and revenues. List other sources* of funding if applicable. (*Including amounts funded from other A-tax sources.)

Please see attached.

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

Please see attached.

17. Is County support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services.

NA

18. Other comments for consideration.

Please see attached.

Financial Guarantees:

19. Provide a copy of the official minutes wherein the organization approves the application.

Attached

Prior Recipient's Report (if you received prior ATAX Funds)

20. Include the total annual ATAX funding received each year that you applied.

NA

21. How did you use the ATAX funds? Where the objectives achieved?

NA

22. What impact did this have on the community and/or how did it benefit tourism?

NA

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

NA

24. Economic Impact Estimation

Name of Event	Estimated Attendance	Room Nights Estimated	Out of Town Visitors	Days in Town	Estimated Visitor Days (# of Visitors x Days in Town)
Attached					

Room Night is defined as the total number of rooms multiplied by nights occupied.

Visitor is defined as someone who travels at least 50 miles to attend/stays overnight from home in paid accommodations or someone traveling to a high tourist area from outside their home community.

Economic Impact

Average Daily Expenditures	\$170.00
Dollars Requested	\$
Estimated Economic Impact = Visitor Days x Expenditures	\$

Original Signed
Project Director (signature)

03/31/22
Date

11. The Bedon-Lucas House, built in 1820, is one of five remaining high houses in Colleton County. It is owned by the Colleton County Historical and Preservation Society and operates as a historic home offering tours and interpretation about the history of Colleton County. The Society offers tours to individuals and groups and caters tours to the interests of visitors. The Bedon-Lucas House is also rented as a venue for parties, showers, meetings, and small weddings/receptions.

Recently CCHAPS was questioned about Americans with Disabilities accessibility for the venue. As a high house, the first floor sits approximately five feet off the ground. Since the fall of 2021, the Society has been researching external panels to share history from street level. However, the issue in question will require alterations to the historic house possibly including a ramp, a lift, reconfiguration of restrooms, and expansion of doorways. The Society has been working with the State Historic Preservation Office (SHPO), the Colleton County Board of Disabilities, and several professional historic preservationists.

This project is the first step for CCHAPS as we explore compliance with ADA. We are in contact with Cook Design Studios to evaluate the Bedon-Lucas House and create a report answering the required questions from SHPO.

Our goal is to obtain a professional opinion about how CCHAPS can comply with ADA.

Our objective is to meet ADA compliance to make the Bedon-Lucas House and the history of Colleton County accessible to our neighbors, visitors, and tourists.

12. The Bedon-Lucas House sits in the Walterboro Historic District of Hickory Valley. Over 200 years old, the House is used by CCHAPS to tell the story of individuals, architecture, political changes, and the history of Walterboro, Colleton County, South Carolina, and the United States. Both individuals and groups tour the Bedon-Lucas House when they come to town. The House (until recently) was available for rentals. Parties, showers, meetings, and weddings/receptions bring in visitors to our area - often spending the night and shopping in our stores, visiting our attractions, and staying in our hotels.

Prior to the COVID pandemic, our visitor numbers were increasing yearly, nearly doubling from 2016 to 2017 and then growing as word spread of the tours we could offer to groups. In 2019, the last full year of normal activities we held two on site fundraisers bringing 100 people to the house. Many of these were locals that had never visited before. We had a total of 64 tourist, most from other states, stop and look around and hosted nine preplanned tour groups. The tour groups were from various locations across the state. Many of these tour groups were also visiting our other local attractions for lunch and shopping such as the Colleton Museum and the South Carolina Artisans Center. There were four private parties hosting an average of 170 people per rental. Many of these guests were also from across the state and were in Colleton County for local fox hunts and weddings. Many of them stayed in hotels in Colleton County while they were here. We track our visitors carefully, in order to stay in contact. We collect email address and provide surveys to those willing to participate. Ticket sales for our annual Holiday Tour of Homes usually yields 200 guests, most from outside of our zip code. Many are from Charleston, Beaufort and Hilton Head but we have also had guest as far away as California. All are surprised to see the history and charm our area has to offer.

Our pre-Covid numbers were showing a rise in visitors and rentals of the Bedon-Lucas House. In recent years "word of mouth" brought CCHAPS and the House to the attention of several photographers and wedding planners. These bookings brought attention to the Colleton County and the history (and

attractions) in the area. CCHAPS was regularly requested to give tours of the Bedon-Lucas House and discuss the history of the region by tour writers, tourism director tours, clubs (such as Hilton Head Archeological Club and the Lowcountry Corvette Club). In nearly all cases, these groups (as well as individuals passing through) also ate and shopped in the area. CCHAPS also partners with other local organizations and offers package tours of the area such as the Colleton Museum, the Walterboro Wildlife Center and to visitors to the Jacksonboro Historic District, a growing area of heritage tourism.

15. The Bedon-Lucas House ADA Compliance Project consists of several steps, including: research/documentation, discovery of options, fundraising, and implementation.

This grant applications requests \$6000 towards phase one of the project. We have been in contact with SHPO and they request a professional evaluation of their detailed checklist before the Bedon-Lucas House can be assessed for compliance. This grant would cover the costs of Cook Design Studios to complete the checklist for SHPO and create a report detailing the current state of compliance for the House and options for CCHAPS to meet ADA requirements.

Budget:

Request for \$6000 for preliminary review of ADA Compliance.

16. As mentioned above, this request is for phase one of our project. If we received some, but not all, of our request, CCHAPS would continue with our project. We see our investigation of Compliance with ADA a vital part of our community outreach.

If we do not receive our full request, CCHAPS would do one of two things. CCHAPS may curtail the request for options to meet ADA requirements for a later time. Or CCHAPS may reach out to some interested parties for a personal donation to cover costs not received in this grant.

18. Colleton County Historical and Preservation Society is a volunteer organization with one part-time paid administrative assistant. CCHAPS oversees three valuable historic properties in Colleton County: the Bedon-Lucas House, the Walterborough Library Society Building (the Little Library), and Pon Pon Chapel of Ease.

CCHAPS receives no regular funding from Colleton County or the City of Walterboro. Our budget comes from 2 trusts, memberships, donations, a rental property (which shares a driveway with the Bedon-Lucas House), and fundraisers.

The Bedon-Lucas House is a beautiful house that should be available to neighbors, visitors and tourist. The Bedon-Lucas House is a piece of Colleton County history and we want to share that history with visitors to our area.

24. Economic Impact Estimation is hard to figure as our trackable tours are usually day tours from groups within our state and CCHAPS house tour is only one part of many organizations catering to these groups. While tours given of the Bedon-Lucas House are free of charge, we do offer a donation box. The average donation given during tours is \$7 per person. The day tour groups ALWAYS eat lunch locally, usually at the Colleton Museum. The average amount spent on lunch at the Colleton Museum \$10. They also visit the SC Artisans Center and in 2019 the average sale was \$36.00 per person. The only overnight guests we have been able to track has been associated with our Holiday Tour of Homes. The event is part of the City of Walterboro's Holiday Weekend. We began collecting zip codes and

overnight stays when asked for this information from the City of Walterboro's ATAX committee. In the three years we have hosted the event, 85% of our guests were from outside Colleton County zip codes and 24% of those guests spent at least one night in a Colleton County hotel in order to enjoy the event.

Colleton County Historical and Preservation Society

Executive Committee Meeting
(Special Called Meeting—Via Email)
Monday, March 28, 2022

Members Present: Ryan Pearson, JoAnne Boone, Sarah Miller, Morgan Seabrook, & Madison Terry

Members Absent: Scott Grooms

Others Present: Debi Gilliam, Christie Slocum, & Linda Lamb

The special called meeting of the Executive Committee of the Colleton County Historical and Preservation Society was held via email on March 28, 2022.

President Sarah Miller opened the meeting at 12:20 PM.

New Business:

Accommodations Tax Funding– Sarah Miller

Sarah presented to the committee the option of applying for Colleton County Accommodations Tax Funding for the evaluation of the Bedon-Lucas House and its' possible compliance with the Americans with Disabilities Act.

- i) Motion to apply for Colleton County Accommodations Tax Funding
 - (a) Madison Terry
- ii) Second
 - (a) JoAnne Boone
- iii) All in Favor
 - (a) Ryan Pearson & Morgan Seabrook

Adjourn

The meeting adjourned on March 28, 2022, at 11:59 p.m.

Madison Terry, Recording Secretary