

MINUTES

City of North Augusta Accommodations Tax Advisory Committee
Wednesday, December 8, 2021 at 9:30 a.m.
Municipal Center, Third Floor Council Conference Room

Committee

John Felak (Chair)	Lookaway Inn
Mary Ann Bigger	Arts & Heritage Center
Havird Usry	SnoCap Drive-In
Brandon Greene	GreenJackets
Greg Greenawalt	Crowne Plaza
Trish Beam Garcia	Holiday Inn Express
Jon Dawkins	Chick-fil-A

1) Call to Order

Committee Chairman John Felak called the meeting to order at 9:33 a.m. Also present were Mary Ann Bigger, Havird Usry, Greg Greenawalt, Trish Beam Garcia, and Jon Dawkins. Brandon Greene was absent, but submitted his thoughts and recommendations in writing. Two members of the media were in attendance.

2) Introduction of Committee - Review of Committee's mission – Review status of previous awards

John Felak introduced Greg Greenawalt, newly appointed member and General Manager of the Crowne Plaza hotel. The Committee reviewed the current status of previous awards. (See Attachment #2)

3) FY 2020-2021 Accommodations Tax Funding Program Applicants' "Question and Answer" Session

The Committee reviewed each application with a representative from the respective organization asking questions and seeking clarification, as necessary. Patrick Cansfield and George Claussen participated via conference call.

4) Dismissal of applicants

5) Review of requests to make recommendation to City Council

The amount requested from the applicants totaled \$129,000. After further discussion and consideration, the Committee recommends the following allocations for the approval of City Council.

Project Name	Organization	Amount Requested	Allocated Amount
Vaughn Taylor Championship	American Junior Golf Association - Patrick Cansfield	\$15,000.00	\$5,000.00
Jack-O-Lantern Jubilee	NAPRT - Rick Meyer	\$25,000.00	\$25,000.00
Pole Barn with fireplace	Olde Towne Preservation Association - Lynn Thompson	\$35,000.00	\$6,564.13

2022 Sharon Jones Amphitheater Concert Series	NAPRT - Derek Boyd	\$20,000.00	\$15,000.00
2022 River Event	NAPRT - Rick Meyer	\$15,000.00	\$10,000.00
Entertainment Event MFOCTA/BLOA Joint Academy	City of North Augusta - Cammie Hayes	\$7,000.00	\$2,500.00
Arts & Heritage Rack Cards	Arts & Heritage Center - Mary Ann Bigger	\$2,000.00	\$2,000.00
Spring Concert Series	Friends with Benefits Fund - George Claussen	\$10,000.00	\$10,000.00
FY 2020-2021 Allocation			\$76,064.13

The Committee also reviewed and then unanimously approved the City of North Augusta's State Accommodations Tax Marketing Plan totaling \$35,105.14. (See ATTACHMENT #5)

City Council will review the Committee's recommendations at the Monday, December 13, 2021 Study Session, then consider a resolution to approve the allocations at the regular City Council meeting on Monday, December 20, 2021.

6) Adjourn

The meeting adjourned at 11:55 a.m.

Respectfully submitted,



Sharon Lamar
City Clerk

City of North Augusta - State Accommodations Tax Funding Program				
2017-2018	2018-2019	2019-2020	EXTENSION/REALLOCATION DUE TO COVID	
\$23,462.75 (RES 2020-05)	\$70,147.37 (RES 2020-30)	\$74,244.35 (RES 2021-11)	\$23,462.75 (RES 2021-16)	
Aiken County-Ad in Rowing News Magazine; \$1377.00	American Jr. Golf Assoc.-Vaughn Taylor Championship; \$5000.00	NA Chamber-Map & Lifestyle Guide; \$7000.00	Aiken County-Ad in Rowing News Magazine; \$1377.00 (17/18)	
FWB Fund - Spring Concert Series; \$15,439.31	NA Forward-Palmetto Peach State Run; \$10,000.00	NA Forward-Palmetto Peach State Run; \$10,500.00	FWB Fund - Spring Concert Series; \$0.00 (17/18)	
Arts & Heritage - Rack Cards; \$1500.00	NAPRT-Mobile Stage; \$45,147.37	Olde Towne Pres. Assoc.-Living History Park Ad; \$5800.00	Arts & Heritage - Rack Cards; \$1500.00 (17/18)	
NAPRT-Amphitheater Grand Opening; \$5146.44	Van Johnson-Peach Jam; \$10,000.00	Aiken County-Ad in Rowing News Magazine; \$1147.50	NAPRT-Amphitheater Grand Opening; \$0.00 (17/18)	
		Augusta Rowing Club- Conference; \$7500.00	NAPRT-Amphitheater Concert Operations; \$6,500.00 (19/20)	
		NAPRT-Amphitheater Concert Operations; \$10,000.00	NAPRT-Mobile Stage; \$14,085.75 (18/19)	
		NAPRT-RVPAC Live Streaming Upgrade; \$6000.00		
		Van Johnson-Peach Jam; \$13,796.85		
		First Providence Foundation-Carsville Visitors Center, Ad, Mural; \$12,500.00		

City of North Augusta State Accommodations Tax Marketing Plan

Budget for Current Year - \$35,105.14

1. The North Augusta Parks, Recreation and Tourism Department intends to spend **\$30,000** to build and launch a new tourism website designed to attract visitors from outside North Augusta's 50-mile radius. The City currently owns the domain www.visitnorthaugusta.com and begun the procurement process for hiring a web designer. Proposals submitted following a competitive bid process are under review. The top three firms who submitted a proposal will make a presentation to the department review committee and the selected winner will be responsible for designing, populating and launching the Visit North Augusta Website. The allocated \$30,000 for this project will include all labor, design, content creation, widget creation, and plug-ins required for a fully-functional and interactive tourism website. Funds are expected to be spent by April 1, 2022.

2. The North Augusta Parks, Recreation and Tourism Department intends to spend **\$5,105.14** for marketing and promotional items related to the Mayor's River Event, planned for spring 2022. This is the first of such events and is intended as a large event (attracting up to 5,000 people) that hosts competitive races on the Savannah River. Details for the event are still in planning, but it is anticipated the competitive races to possibly include rafts, kayaks, boats, etc. The allocated \$5,105.14 will be spent on advertising and recruitment for race participants outside North Augusta's 50-mile radius (in both South Carolina and Georgia) as well as promotional items related to the races to give to participants and/or attendees.