

**CITY OF CLEMSON
AGENDA ITEM REQUEST FORM**

Requested by: Sharie Nickles

Date Submitted: September 24, 2015

Council Meeting Date: October 5, 2015

Type of Request: (check only one)

- Report/Discussion
- Policy/Action
- Executive Session

Agenda Item Summary: (brief for public information and posted agenda)

Accommodation Tax Committee Recommendations

Agenda Item Detail: (expand as necessary for clarification)

Herb Tyler - Accommodation Tax Committee Chair

Accommodation Tax Committee recommendations for allocation of FY 15/16 funding

**CITY OF CLEMSON
TOURISM RELATED GRANTS
FY 2015-16**

<u>ORGANIZATION</u>	<u>ACCT#</u>	<u>REQUESTED</u>	<u>RECOMMENDED</u>	<u>APPROVED</u>
1. Clemson Area Chamber of Commerce P.O. Box 1622 Clemson, SC 29633-1622 ATTN: Kade Herrick 864-986-1196	405-480-000-372		Tourism Agency Allocation	\$82,000
	405-480-000-374	133,000	115,800	
2. Brooks Center for the Performing Arts 221 Brooks Center Clemson University Clemson, SC 29634-0525 ATTN: Thomas Hudgins 864-656-4428	405-480-000-374	12,715	6,700	
3. T. Ed Garrison Arena Box 340122 Clemson, SC 29634-0122 ATTN: Charles Williams 864-646-2717	405-480-000-374	6,000	6,000	
4. The Arts Center 212 Butler Street Clemson, SC 29631 ATTN: Tommy Hurst 864-633-5051	405-480-000-374	3,000	APPLICATION RESCINDED	
5. The Arts Center 212 Butler Street Clemson, SC 29631-9999 ATTN: Tommye Hurst 864-633-5051	405-480-000-374	15,000	12,000	
6. Clemson Area - FCA P. O. Box 33061 Clemson, SC 29633-3061 ATTN: John Peters 864-654-0180	405-480-000-374	2,000	1,000	
7. Pendleton Historic Foundation P.O. Box 444 Pendleton, SC 29670-9999 ATTN: Jacqueline Reynolds 864-646-7249	405-480-000-374	4,000	2,000	
8. City of Clemson - Parks & Recreation 102 Nettles Road Clemson, SC 29631 ATTN: Jamie Cathey	405-480-000-374	34,000	20,000	
9. Greater Clemson Music Festival 205 Sedgefield Drive Clemson, SC 29631-9999 ATTN: Vince Jackson 864-650-0585	405-480-000-374	2,500	2,000	

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10. Clemson Literary Festival 801 Strode Tower - English Department Clemson University, SC 29634-9999 ATTN: Keith Morris 864-656-3151	405-480-000-374	5,000	0	
11. Clemson Aquatic Team PO Box 411 Clemson, SC 29633-0411 ATTN: Tracy Arwood 864-656-4475	405-480-000-374	12,556	6,000	
12. Clemson African American Museum 214 Butler Street Clemson, SC 29631 ATTN: Robert Kemp 864-654-2944	405-480-000-374	2,500	500	
13. Old Stone Church & Cemetery Association PO Box 1764 Clemson, SC 29633-1764 ATTN: Pam Deal 864-654-1669	405-480-000-374	24,639	0	
14. Oconee Conservatory of Fine Arts Upstate Heritage Quilt Trail PO Box 333 Walhalla, SC 29691-0333 ATTN: Martha File 864-723-6603	405-480-000-374	2,500	1,000	
15. Pendleton District Commission PO Box 565 Pendleton, SC 29670-0565 ATTN: Vicki Fletcher 864-646-3782	405-480-000-374	12,831	2,000	
TOTAL		272,241	175,000	82,000
			Less Tourism Agency Allocation	-82,000
			Gross Amount Available	\$175,000
			Amount Approved	0

**Accommodations Tax Meeting
September 3, 2015 – Herb's notes from meeting**

Sharie Nickles
Nita Patel
Herb Tyler
Tommye Hurst
William Harley

Not Present:

Braxton Turner
Erin Edwards
Neil Monaghan

Sharie was introduced and Lowell Arwood was present; he asked to address the committee.

Lowell Arwood represents the Clemson Aquatic Team. Lowell thanked the committee for their support in past years. The Clemson Aquatic Team is 100% parent run, 80 plus families with the same amount of swimmers. The organization supports local sponsors before going outside for different things. Currently they have some local restaurants as sponsors; they do resale in order to raise support and it also supports the community. Additionally, the Clemson Aquatic Team supports the torpedoes, which are a local team as well as Olympic swimmers. This is a huge athletic environment across the state. Lowell stated he had been involved many years; he became involved when his son was age 7 and now is 15. Lowell volunteers his spare time from operating the scoreboard and now putting together the ATAX application. Two primary events are held at Fike. During the events they promote Fike as well as sponsors. He reminded us that now there is no swim team at Clemson, issues with pool, without water 1 year, Masters, hold open water events.

Clemson Aquatic Team promotes:

Promote open water event. 1 day - 1 event registration, must be swim member, 5k 3k 1k ½k 10/k, register attend event, must be affiliated.

Standard pool gets funds. Not using. Produce the amount and ask for money next.

Tried to give unique perspective on events and how they are arranged to allow teams to experience Clemson. Fike events have two different groups, Friday, Saturday, Sunday/ Saturday split/. Lowell was thanked for his comments.

The state regulations rules and codes were read to the committee and rules for approval were passed out.

Committee reviewed the applications one at a time.

Pendleton Historic District: Recommended \$2,000

They did not apply last year. This year the rooms that they stated they would fill seemed speculative in the amount they would generate to the Clemson area.

Oconee Conservatory of Fine Arts: Recommended \$1,000

Upstate Quilt Trail: There is a quilt in Clemson and the trail is gaining more popularity. The Arts Center will monitor this year to determine tourism and hospitality impact.

Old Stone Church Society: Recommended No Funding

No funding due to it not being a central visitor center designated by the City of Clemson and their application did not meet standards for ATAX.

Clemson African American Museum: Recommended \$500

Clemson Aquatic Team: Recommended \$6,000

The events do generate hotel stays as well as tourism.

Clemson Literary Festival: Recommended No Funding

While in the past there were funds granted; however, the reach and draw of tourists does not meet the standard definition or at a level the committee sees as beneficial for tourism impact. Additionally, they stated in their application a reason for requesting funding was the University is dropping funding for their organization.

Greater Clemson Music Festival: Recommended \$2,000

There is some tourist impact. There are some concerns as to Councils original intent and the amount of outreach to other areas. The name changes and the establishment of a self-sustaining event was the original intent.

City of Clemson Parks and Recreation: Recommended \$20,000

The event was an overwhelming success.

Pendleton Historic Foundation: Recommended \$2,000

Clemson Area FCA: Recommended \$1,000

The Arts Center: Recommended \$12,000

Tommye Hurst abstained

The Arts Center Application 2 was rescinded due to event being held prior to funding being allocated

T. Ed Garrison Arena: Recommended \$6,000

They have re-established Clemson Hotels as host hotels.

Brooks Center for Performing Arts: Recommended \$6,700

The application indicated that advertisement was using local promotion which does not meet requirements of 50 miles out.

Clemson Area Chamber of Commerce: Recommended \$115,800

The Chamber's application as well as designation of city tourism has shown a dramatic impact. The Sports Council as well as the Chamber is bringing fresh new ideas and their cooperation is impacting city tourism.

Total: \$175,000

The committee feels these recommendations of allocations are the best utilization of ATAX dollars and represent the greatest impact and return.