

**CITY OF CAYCE**  
**EVENTS COMMITTEE MEETING MINUTES**  
**Cayce Tennis and Fitness Center**  
**1120 Fort Congaree Trail, Cayce, SC 29033**  
**March 10, 2016**

**Present:** Kimberly Christ, Brenda Cole, Danny Creamer, Amy Roper, and Rachel Scurry

**Absent, Excused:** Dave Capps, Cindy Pedersen, Jason Munsell, and Frankie Newman,

**City Representatives Present:** Kara Carmine and James Denny

Chairperson Danny Creamer called the meeting to order.

The minutes of the February 11, 2016 meeting were reviewed and approved as written.

Ms. Carmine informed the Committee that Council did reappoint Ms. Pedersen to our Committee for another two-year term, which will expire in March 2018.

The Committee now has two open positions.

**Christmas in Cayce**

Ms. Carmine conducted an on-line review of holiday displays. The budget for the purchase will be a maximum of \$15,000. Committee members discussed various options for the new display. Ms. Carmine will forward the link to Committee members, and the Committee plans to discuss their preferences at the April meeting.

Mr. Denny discussed the lighting and electrical upgrades for the Granby Park and City Hall grounds. Any new displays will require LED lights.

Ms. Christ and Ms. Roper presented their proposal for re-branding of Christmas in Cayce. A copy of their comprehensive presentation is attached to the minutes.

**Congaree Bluegrass Festival, Saturday, October 1, and Sunday, October 2, 2016**

Groups booked for Saturday are as follow:

- Doyle Lawson and Quicksilver
- Edgar Laudermilk Band
- Steve Wilson Bandjo Co.
- Slope Valley

For Sunday afternoon, Mr. Creamer has booked The Thomas Family. Currently, Mr. Creamer is in discussion with an upstate middle school group that should attract a more youthful crowd. This group is seeking performance exposure and their fee should be very reasonable. Mr. Creamer plans to book three groups for Sunday afternoon.

As discussed at our January meeting, a contract has been extended to Mr. John Banks as festival consultant and coordinator for services at a fee of \$3400. In addition, a contract has been extended to Ms. Sheila Starkey for social media services at a fee of \$1000. Ms. Carmine will update the Committee on their contract status at the April meeting.

With a motion by Ms. Cole, second by Ms. Christ, and unanimous vote of Committee members, the Committee tabled the discussion on Renaming Christmas in Cayce, Family Day in 2017, and New Applications for Membership.

There being no further business, the meeting was adjourned.

Respectfully submitted,

*Rachel R. Scurry*

Attachment: Cayce Shines Holiday Lights

**The City of Cayce  
presents**

**Cayce  
SHINES  
holiday lights**

**Neighborhood drive through  
light displays**

**Restaurant holiday specials**

**Light displays and interactive  
snow village at City Hall**

**[www.cityofcayce-sc.gov](http://www.cityofcayce-sc.gov)**

**Cayce SHINES**

**Proposed re-branding of Christmas in Cayce**

**Presented by:**

**Kim Christ and Amy Roper**



# **Cayce Shines - Holiday Lights**

## **Shine the Light on Cayce**

Special Friday Nights through the month of December that include restaurant deals and activities at Town Hall will get families into the city.

Bring awareness to what Cayce offers at Christmastime and all year long.

Send out mailer to Midlands families about special events in Cayce. Market as Cayce Shines – Holiday Lights and more. Include information on life and commerce in Cayce, sell ad space on mailer card. Families look for opportunities to drive and see lights during the holidays. Let's be the first city in the Midlands to create this event.

## **Shine the Light on Sponsors**

Sponsors invest when they feel like it will benefit them. They are in the business of making money so any monetary investment that make donation or otherwise is to attract business.

- Steps to gain sponsorships
  - o Create Sponsorship amounts with benefit tiers
  - o Send out letters to prospective sponsors with benefits, follow up in person
  - o Have a clear goal and objective for business involvement in the light tours
    - Major Donors sponsor the Friday Night Light festivities – Seek Wal-Mart, Nephron, SCE&G, Love Mitsubishi, and Amazon

## **Shine the Light on Community**

- Market community involvement
  - o Start advertising to businesses mid- September for involvement
  - o Start advertising mission to community mid-October – get neighborhood associations involved
  - o Widely promote decorating and a light display contest – one for residents, one for neighborhood, and one for business. Ask SCE&G about helping with light discount and grand prize. Make it grand!
  - o Distribute/create digital city map with participating neighborhood locations

## **Enlighten the Public**

- Expect growth in attendance numbers as awareness grows – long term outlook
- Draw in press with press releases, increases awareness quickly to the public and is free advertising
- Social Media and mailing Blitz
- Professional Flyers in all Businesses
- Cayce Official on radio/news

Direct Mailing to Zip Codes 29033, 29169, 29170, 29172, 29160, 29201, 29205, 29210, 29204, 29207, 29061, and 29223



Limit one discount per card per visit per day. Equal or lesser value of reg price. Other restrictions may apply.

Buy One 2" or 3" Little John Get One FREE w/ Purchase of 2 Little Johns 10/25/16 @ Campbell Drive	15% Discount on all items 11/24/16 @ Old Mountain	Buy Any Hot Dog GET ONE FREE 11/23 @ Rappahannock	FREE WASH YOUR WAGON w/ Purchase of Wash Car Wash 10/25 @ Campbell Drive
10% Discount on all items @ Campbell & Rappahannock Locations	3 FREE Bub Holes w/ Purchase of \$10 or more 11/23/16 @ Old Mountain	Buy 1 Big Tasty Get One FREE 1 per Day Campbell & Rappahannock	15% OFF on all items w/ Purchase of 2 Entrées 11/23 @ Old Mountain
DISCOUNT 15% FREE Tire Rotation & Flat Repair (Max Cars) @ Rappahannock Locations	BUY ONE Whopper Meal GET 1 WHOPPER FREE 11/23/16 @ Old Mountain	DUNKIN' DONUTS Buy One Donut get 1 FREE 11/23/16 @ Old Mountain	FREE Construction Worker's w/ Purchase of 2 Entrées 11/23 @ Old Mountain
\$5 OFF any \$20 Purchase w/ Purchase of 2 Entrées 11/23/16 @ Old Mountain	\$5 OFF Signature Series QR Change @ Old Mountain Locations	FREE Large Whopper w/ Purchase of Large Specialty Pizza 1 L, Campbell Dr	2 for 1 Lan Buffet South Prime Rib Sautéed Buffet \$3 OFF 11/23 @ Old Mountain
PAPA JOHN'S \$7.99 1 Large + 1 Topping Pizza @ Rappahannock & Old Mountain Locations	Buy One Big Sandwich GET ONE FREE Excludes Angus Campbell, Washburn and Old Mountain	Main Street Barbers \$3 Off Any Cut 41 E. Main St.	DUKE'S ULTIMATE CAR WASH \$5 OFF WORKS WASH 431 E. Campbell Dr



**5x12 Folded Hybrid Gift Card Mailer**  
HALF PLASTIC HALF PAPER

You're invited to save BIG for 3 days only at Main Street Flooring. Everything in our showroom is reduced for this Spring Flooring Event. Save big on Carpet, Tile, Hardwood, Laminate and More! Plus, present the attached card to save an additional \$100 when you schedule a Free no-obligation pre-measure. Hurry, this preferred customer event is for three days only!

**MAIN STREET flooring**

123 AnyStreet • Wheeling, WV 26001  
800-444-2222 [www.mainstreetflooring.com](http://www.mainstreetflooring.com)

On Purchases of \$500 or more made between 4/25/16 and 4/27/16. One gift card per customer. Can not be combined with any additional financial offers. See store for additional details.

**3 BIG DAYS! APRIL 25 - APRIL 27, 2016**

**FEATURED MANY COLORS \$199 SQ. FT.**

**DALTYLE 12" TILE MANY STYLES TO CHOOSE FROM AS LOW AS \$119 SQ. FT.**

**MANNINGTON MANY STYLES TO CHOOSE FROM AS LOW AS 99¢ SQ. FT.**

**MAIN STREET FLOORING'S SPRING FLOORING Professional Customer SAVINGS EXTRAVAGANZA!**

**\$100 off**

WHEN YOU SCHEDULE A FREE NO-OBLIGATION PRE-MEASURE

EXCLUSIVELY FOR **JESSICA SAMPSON**

**3 BIG DAYS! APRIL 25 - APRIL 27, 2016**

**\$100 off**

WHEN YOU SCHEDULE A FREE NO-OBLIGATION PRE-MEASURE

EXCLUSIVELY FOR **JESSICA SAMPSON**

**CHECK OUT THESE PREFERRED CUSTOMER OFFERS!**

**12 MONTHS FINANCING**

On approved credit. Cannot be combined with any other offer. Offer valid on 4/25/16 and 4/27/16. See store for more details.

**FREE PAD UPGRADE**

Bring this coupon in and receive a free pad upgrade on your purchase of \$500 or more. One coupon per purchase. Cannot be combined with any other offer.

## Resources:

Cities across the country are drawing visitors in with holiday celebrations –

[http://liherald.com/stories/Holiday-events-aim-to-draw-visitors-to-Long-Beach,51560?page=2&content\\_source](http://liherald.com/stories/Holiday-events-aim-to-draw-visitors-to-Long-Beach,51560?page=2&content_source) <http://www.icic.org/connection/blog-entry/cities-bringing-holiday-cheer-to-urban-business-districts>

McAddenville – Christmas Town USA - Small town outside of Charlotte. In December had over 150,000 hits to website and 600,000 visitors to the city. Their population is under 1000.

<http://www.mcadenville-christmastown.com/>

Examples of Interactive Lights Map –

<http://nocache.azcentral.com/ic/news/projects/lightsmap/lightsmap.html>  
<http://www.chicagotribune.com/suburbs/naperville-sun/ct-nvs-naperville-christmas-decorations-st-1206-20151203-story.html>

Impressive Business Décor – While we may not be able to rival NYC storefronts, Cayce businesses can shoot for the moon.

<http://www.timeout.com/newyork/things-to-do/holiday-windows-in-new-york-city>

The Great Christmas Light Fight - \$50,000 Grand prize.

<http://www.azcentral.com/story/news/local/gilbert/2015/12/15/gilbert-neighborhoods-light-display-wins-abcs-great-christmas-light-fight/77332724/>

A Smaller Version: County wide contest in Nashville.

<http://www.newschannel5.com/news/holiday-lights-finalists-named>

Small Cities with Big Holiday Spirit –

[http://www.huffingtonpost.com/2013/11/29/christmas-celebrations\\_n\\_4343803.html](http://www.huffingtonpost.com/2013/11/29/christmas-celebrations_n_4343803.html)

[http://www.huffingtonpost.com/smartertravel/10-best-small-towns-for-t\\_b\\_6335660.html](http://www.huffingtonpost.com/smartertravel/10-best-small-towns-for-t_b_6335660.html)

<http://www.travelandleisure.com/slideshows/americas-best-towns-for-the-holidays>