

**Hospitality Tax Committee**

**April 19, 2024**

Attending: Stuart Jones, Beth White, Rochelle Smith, Eddie West, Susan Law, Kelly McMullen, Leila Williams, Allison Barrs

Ms. McMullen detailed what hospitality tax funds were and reviewed the guidelines for applying and being awarded hospitality tax funding. Ms. McMullen stated that there was currently approximately \$200,00 available to be awarded and \$196,025 had been requested. Ms. McMullen stated that there were changes in how the City requested awards for City events and the committee would vote on those as well. Ms. White recommended beginning with the City events.

The Committee reviewed the City's requests for Christmas Traditions, Christmas in Cayce, Soiree on State, and Cayce Fall Fest. Mr. Jones recommended approving all together. Ms. Smith seconded the motion was passed unanimously for a total of \$128,000.00

The Committee reviewed the Tartan Day South application for \$32,000. Mr. Jones noted it was a \$500.00 increase from the past year's request. Mr. Jones made a motion to approve the request for \$32,000. Ms. Smith seconded, and the motion passed unanimously.

The Committee reviewed the Hall of Horrors Haunted Attraction request for \$15,000. Ms. White suggested awarding the Hall of Horrors event \$10,000 since it was such a popular event but had sponsors for marketing. Mr. Jones seconded the motion which was unanimously approved.

The Committee reviewed the Woman's Club of Cayce Hot Flash 5K request for \$11,125.00. Ms. McMullen stated the Woman's Club had requested the same amount from both A and H Tax. Mr. Jones recommended removing the cost for advertising since A Tax was covering those expenses. Ms. Smith recommended approving the T-shirt costs if the club would agree to advertise 5 local businesses (restaurants) on the shirts. Mr. Jones made a motion to award the Hot Flash 5K \$4,600 with the condition of advertising the local restaurants. Ms. White seconded the motion which was unanimously approved.

The Committee reviewed the application from the CWC Cares Riverwalk Rabbit Run. Ms. Smith made a motion to approve the request for \$2,000. Mr. West seconded the motion which was approved by unanimous vote.

The Committee reviewed the Greater CWC Visitor Programs Parade Day and Parade application. Ms. White suggested approving \$6,000 to cover advertising expenses. Mr. Jones made a motion to approve \$6,000.00 for the Greater CWC Visitor Programs Parade Day and Parade. Ms. Smith seconded and the motion was passed unanimously.

The total amount approved by the Committee for the Hospitality Tax Grant was \$183,100.00

There being no further business the meeting was adjourned.

Respectfully submitted,

Amanda Rowan