

**TOWN OF MOUNT PLEASANT, SOUTH CAROLINA
ACCOMMODATIONS TAX ADVISORY COMMITTEE
Wednesday, March 7, 2018
Municipal Complex, Committee Meeting Room, 3rd Floor
100 Ann Edwards Lane
Mount Pleasant, SC 29464**

MINUTES

- PRESENT:** Su McManus-Frost, Chair; Jennifer Bagwell, Vice Chair; Cheryl Craven, Laurie Bixler, Shannon Hartman and Rebecca Gosnell
- ABSENT:** Chad Shore
- ALSO PRESENT:** Tom O'Rourke, Council Liaison
- STAFF PRESENT:** Amy Livingston, Business & Tourism Manager, Haley Glover, Business & Tourism, and Rachel Wagner, Budget Manager

Ms. Frost called the meeting to order at 12:01 p.m.

- I. Approval of Minutes from October 4-5, 2017 meetings**
Ms. Gosnell moved for approval of the minutes as submitted; seconded by Ms. Bixler. All present voted in favor.
- II. Public Comments [None]**
- III. Election of Accommodations Tax Advisory Committee Chairman**
Ms. Livingston stated that last year, the bylaws were updated to be in sync with all the Committees in the Town, which includes an annual election of the Chairman. She said Ms. Frost will ask for any nominations which will be voted upon. Moving forward with the remainder of the meeting, that individual will continue as the Chairman and lead the meeting.
Ms. Gosnell nominated Su Frost as Chair; seconded by Ms. Bixler. All present voted in favor.

IV. Financial Statement for period ending February 28, 2018

Ms. Livingston provided ATAC members with a report that includes the expenditures to date this year for the Accommodations Tax fund. She stated that this is State Accommodations Tax. She said what was budgeted was \$2,383,961 and the remaining balance for this year is \$432,922.84 and as a reminder, one of the ways to view this, there is a row that indicates Special Events. This particular line item is where the grant applications will be drawn from.

Ms. Wagner said that what is remaining is in the reserve.

Ms. Livingston stated that what has been spent year to date is \$145,257 and our reserve for projects in this particular fiscal year, which was 2017/2018 is \$261,517. She said that at the last meeting, there were concerns from the Committee about the growing fund balance and what may happen to those funds. She stated one of the items Town Council voted on at the mid-year was for these funds to be provided for the Patriots Point Gateway, which is the road construction and realignment and the Town's component of that transportation portion of that project.

Ms. Gosnell asked about the timeline on the expenditure of the \$900,000 and will this be spent within the next fiscal year or will it go into another fund.

Ms. Wagner responded in the negative and stated that the transfer out has been completed. She said that if \$900,000 was the budget, it was spent during mid-year. She stated that it has been transferred to the Capital Fund where the rest of the expenditures for this project will be.

V. FY 17/18 (January – June) Funding Presentations -

A. Charleston Ocean Racing Association's 2018 Sperry Charleston Race Week

Ms. Livingston stated that when we went to the two funding cycles per year, the Committee noted that should we miss an applicant in

the first year, that a grace period would be offered. She said that Charleston Race Week did miss the funding period and based on the Committee's request to provide a grace period for the first year, the Committee will be hearing a presentation from them, which will come from this year's funding as opposed to next year's funding, which is where all the other presentations will be drawn from.

Randy Draftz, stated that he has provided the Committee with the information on the event. He said as far as sailing events are concerned, it is an incredible international event. He said locally, it is not known how significant the event is internationally. He said they struggle to accommodate all those who wish to attend the event. He said they have a partnership with the SC Ports Authority for the first time this year. He said last year, they added an additional in-shore short course that allowed them to accommodate more boats. He said this event is driving a number of other opportunities for the area as well. He said in May of this year, they will now have two national and one north American championship following the event. He said that they can actually discuss having a Volvo Ocean Race Stopover, which is 75,000 to 100,000 people. He said that it is important to obtain this funding, so they can continue to grow the event. They want it to be the #1 event in North and South America which it currently is. He appreciates the Committee consideration.

Ms. Gosnell said she would like to compliment Mr. Draftz on a very thorough and accurate presentation and package to the Committee. She also wanted to compliment this organization on their ability to build significant sponsorships. She said she would like to further discuss how the Committee can anticipate financially supporting the organization's world championship bid and the Volvo bid.

Mr. O'Rourke stated that he loves the event and is sad that many people do not understand the magnitude of this event. He asked

Mr. Draftz what type of support he receives from the City of Charleston.

Mr. Draftz stated that they have never approached them. He said he went to the City of Charleston with a Volvo Stopover and could have had one here this year. He said he had the Vice President of Volvo and their Marketing Group at the CVC (Charleston Visitors Center), and they said 75,000 to 100,000 people in attendance is the last thing that Charleston wanted to hear about. He said they completely pushed away from this event.

Mr. O'Rourke said that we are the Town of Mount Pleasant, and we have our own funding and that we are funding what is called "Charleston" Race Week and he would urge Mr. Draftz in the future to consider more of a Mount Pleasant presence in this which will justify more funding.

Mr. Draftz stated that he is very loyal to Mount Pleasant and never thought about going to the City of Charleston for funding. He said they are trying to grow the sport and gain the awareness of the sport. He stated that they place ads in international magazines. He said the majority of the participants stay in Mount Pleasant.

Ms. Bixler stated that she owns two homes in Remley's Point which are rented by this group every year, and they stay at least five nights.

Mr. Draftz stated that participants are coming in earlier to train, and their stay is expanding.

Ms. Hartman stated that as the host property, they are booking earlier, have a long length of stay and it is always consistently busy and sold out. She said that it is one of the best events exclusively in Mount Pleasant.

VI. FY 18/19 (July – December) Funding Presentations

A. USS Yorktown Foundation's Fourth of July Blast

Mac Burdette, Executive Director of Patriots Point, accompanied by Jessica Steinberg, who is Mr. Burdette's executive assistant and also the Grants Coordinator, Allison Hunt, who is the new Executive Director of the Yorktown Foundation. He said that they have a number of event partnerships, but the best they have is with the Town of Mount Pleasant. He said the 4th of July Blast has been going on for almost 20 years. He said they are requesting more funding this year because the cost has increased; they do their best to have a break-even proposition at worst and make a small amount at best. He said they are requesting \$33,000. He said they expect a bigger crowd each year and expect approximately 40,000 this year.

Ms. Gosnell stated that when looking at the budget and revenue source at \$97,000 she asked why the sponsorship is only 3% of the budget.

Mr. Burdette stated that Ms. Hunt will hopefully be able to assist.

Ms. Hunt stated that they have not solicited sponsors, but this is a new effort and has been considered a partnership with the Town.

Mr. Burdette stated that Patriots Point is also a State Agency. He said Ms. Hunt works for a foundation board, which is separate from Patriots Point, and they work through a foundation board to find funding from donations and contributions and said he believes there will be a big improvement with Ms. Hunt at the helm. He said he must rely on the foundation, because as a State Agency, he is unable to solicit funding.

Ms. Frost stated that she is aware of all the advertising they do for this event. She asked if Patriots Point is building their social media site.

Mr. Burdette stated that this is handled by their marketing department. He said they have a new Director of Marketing, Rob Clark, and they are moving most of the advertising funding to social media and the technology-driven sites as opposed to traditional

ones. He stated that they are spending close to \$1 million dollars a year in marketing at Patriots Point.

Ms. Gosnell asked Ms. Hunt what their sponsorship goal is for this year.

Ms. Hunt stated that she is trying to build the program and the sponsorship opportunities.

Mr. Burdette stated that this is Ms. Hunt's third day on the job.

B. United Soccer Academy Mount Pleasant's Charleston Select Women's Shootout

Matt Parmer, Tournament Director for both the Women's and Men's Shootout said that he is here for their two fall events hosted the last weekend in September and the second weekend in October. He said that this will be his 7th year coordinating these events; however, the event preceded him by a number of years. He said ATAC helps them every year in recruiting additional teams to grow their event, which in turn goes back to their membership of just under 1,000 players in helping reduce the fees, making soccer affordable for them.

Ms. Gosnell stated that she does not see any significant changes to years past.

Ms. Frost thanked Mr. Parmer for putting in the detailed room nights. She said at the end of these events, is any of the funding used for scholarships.

Mr. Parmer said that the funding received from the Town is not used for scholarships.

C. United Soccer Academy Mount Pleasant's Charleston Select Men's Shootout

[Mr. Parmer address this event with Item B]

D. Mount Pleasant Community Arts Center Committee's Dine & Laugh

Marie Louise Moreto, stated that she is representing the Mount Pleasant Community Arts Center (MPCAC). She is asking the Town to help them plant a seed that will grow into an arts center that will be a destination for local residents and tourists. The proposed *Dine & Laugh Dinner Theater* is an early step toward their ultimate goal of establishing Mount Pleasant as an important destination for the performing arts. A central part of their goal is the establishment of a Community Arts Center that will nurture and spotlight all of the arts, including hosting a resident theater company. Although performed in borrowed space, this will be their first production. They feel Mount Pleasant is on the cusp of becoming a full-developed tourist and residential destination. Projects such as their *Dine and Laugh Dinner Theater* will enhance Mount Pleasant's appeal as a destination site, where visitors can engage in a full range of activities, including the arts. She said they also recognize this is an ambitious goal. Right now, Mount Pleasant's drawing power as an artistic destination is weak and fragmented, despite the fact that our Town is home to a strong, vibrant community of skilled and active artists, both professional and amateur. She stated that they are a valuable resource and help root us in our communities, connect us with our neighbors and drive civic participation. She said there are Mount Pleasant residents who understand and will support a major investment in our Town's artistic life. She said the time is ripe for Mount Pleasant to invest in its artistic sector. She added that *Dine and Laugh Dinner Theater* is not just an event, but a vision, a plan and an important step forward for our Town. They asked the Town to provide funding that will make this next step in our journey possible. They are committed to building an arts scene that reflects what Mount Pleasant could be, what it should be and what our residents and visitors expect and deserve.

Ms. Frost asked if the performances are put on by an amateur group or will they contract with a company that will bring a particular presentation or play.

Ms. Moreto stated that they will act as the producers and will work with other local communities, other like-theatres, actors and directors. She said they already have a list of three potential directors for the play and once that has been established, they will select from a short list of plays. She said they were originally going to do local playwrights but they thought maybe to start with a named playwright until the public and community trusts the quality of the productions. She said they have a list of ten plays and will work with the director.

Mr. O'Rourke asked where the location of the theater is currently.

Ms. Moreto stated that they do not have one and are an arts centers that is without a home. She said they have identified four different sites; two are schools and two are churches. She said if they receive the funding, they can secure a site. She said they are asking for funding to do six performances to be done on two consecutive weekends. She said it would be a Friday and Saturday evening and a Sunday matinee.

Ms. Frost asked if any type of survey has been done insofar as a specific age group or all age groups and if so, what has the response been.

Ms. Moreto stated that they have completed a number of surveys. She said they were at last year's Art Fest and Blessing of the Fleet as well as the Town's Holiday Market and conducted surveys to include demographic information. She said their basic demographic group are people over forty years of age.

Ms. Gosnell stated that her challenges for this application are that there is no sponsorship listed.

Ms. Moreto stated that they are seeking sponsorships and have a meeting this week with a potential sponsor and have also scheduled a fundraiser and part of that funding will go towards this project.

Ms. Gosnell stated that another challenge is that the Mount Pleasant Community Arts Center is asking the Town to contribute 85% of their entire budget. She said additionally, the MPCAC is asking the Town to pay \$23.00 per person for guests to come to the event.

Ms. Moreto said what they are asking is for the Town to fund the entire program because they are a new group, and this is their first project and they believe it is very beneficial to the Town. She said if they did the whole program, it would be \$32,000 so they will need to either make up the difference through sponsorship, or they may be able to cut the costs. She said royalty fees can be from anywhere from \$75 to \$450 to put on a play. She said they will not know until they select a play. She said they budgeted this for five actors. She said the plays they have selected will require a maximum of six actors and most have five or less actors.

Ms. Gosnell said that this is a dinner theater and the ticket prices are \$40 per person. She asked if this included alcohol.

Ms. Moreto stated that it does not, because they were planning on utilizing one of the schools and alcohol is prohibited.

Ms. Gosnell asked if \$40 is the average price for a dinner theater.

Ms. Moreto said not a typical dinner theater, because they are doing a buffet without alcohol. She said \$40 is a typical price for attending a more upscale theater in this area.

Ms. Livingston stated that regarding the \$40 per person, how was the \$48,000 calculated for admission, as it would be \$8,000 per performance.

Ms. Moreto stated that she calculated this on attendance of 200 per performance.

Ms. Frost stated that as a Committee, they realize that over the past 20 years, they have had various theatre groups that had the support of the Town. She said it has been difficult and realizes the

arts are difficult to generate revenue, and there must be other funding in order to support it.

Ms. Gosnell asked how the estimated \$15,000 profit will be utilized if they do realize their attendance mark. She asked how these funds will be invested into their mission and pursuits.

Ms. Moreto said that they will be investing them in additional performances.

Ms. Gosnell stated that the MPCAC is not asking the Committee to fund the concept or arts center, but to underwrite a new theater project.

Ms. Moreto stated that they cannot have a new arts center, which will cost between \$5 and \$10 million dollars. She said they would like to do programs that demonstrate that the public will come out to the theater and not just filling out a survey to say they will support an Arts Center, but that they are actually supporting it. She said they are starting to do programs because Mount Pleasant does not have a theatre, and there is no public museum. She said if you want arts or culture, you must go to either Charleston or North Charleston.

Ms. Bixler asked Mr. Moreto about her own personal history in the arts and business history.

Ms. Moreto stated that she has an extensive background in the theater and is originally from New York. She was a member of the Screen Actors Guilds and the American Federation of Television and Radio Performers. She was also a member of the New York City Ensemble Studio Theater, which is what she would like to base the concept on when they actually get a theater here. She said it was a membership theatre, but you had to be voted in, and included all the arts, actors, writers and the designers. She was also a member of the National Academy of Television, Art and Sciences and one of the Blue-Ribbon judges, who are the people who give out the Emmy Awards. She is also the past President of the Mount Pleasant

Artist Guild and is a mixed media artist. She said that she has a mixture of both backgrounds in performing and in the visual arts.

Ms. Bixler stated that this is very impressive.

E. The Bands of Wando High School Boosters Lowcountry Invitational Marching Festival

Rebecca Imholz, said that she has been with the Bands of Wando High School Boosters for 12 years. She said she believes in all the activities and events and support that that bands do for the community and students. She said this is why she is here today on behalf of the 13th Annual Lowcountry Invitational Marching Festival. This provides out-of-area marching bands throughout South Carolina, North Carolina and Georgia an opportunity to participate in a competition event where they will be judged by nationally ranked adjudicators, who not only judge nationally, but internationally. She said if they went to Bands of America in Atlanta, they would spend thousands of dollars; however, to attend the Lowcountry Invitational Marching Festival here in Mount Pleasant, they pay a \$75 entry fee. They must get themselves to the event and pay their own lodging; however, while they are here, there is an opportunity to build goodwill. During the competition day, there are thousands of spectators and they have local restaurants that provide food throughout the day, with opportunities to do local site-seeing in Mount Pleasant. She said they do bring the judges in, and they stay in Mount Pleasant Hotels. She said they typically come back throughout the year, not only to work with the Wando Band program, but with other high school programs in the area, but they stay in Mount Pleasant. She said they are looking for funding to publicize the event throughout the State of South Carolina. She said this is the first year the event will be held at the new Regional Stadium, and this will also help to offset the cost of the public services that are required to put on such a huge event. She said for the past few years, the event has not been held in Mount Pleasant.

Mr. O'Rourke asked when the event will take place.

Ms. Imholz stated that it is Saturday, October 6th.

Ms. Frost stated that 24 room nights are listed, which she assumes is for the judges, but also mentioned that students come from Georgia and other areas. She asked where they stay, or do they only come in for the day.

Ms. Imholz stated that it is challenging because the cost of hotels and lodging is expensive in Mount Pleasant. She said these children and their families have a very limited budget. She said they have had a great relationship with the Hampton Inn on the IOP Connector and when possible, they do offer discounted rates, which is difficult, because it is tourist season. She said what they are hoping to accomplish this year, with the event being held in the north area, is incentivize them to stay in some of the newer hotels and spend the day at the beach. She said she believes it will be easier this year with the new stadium, because they will be able to accommodate more of their extended family members to attend. She said they will do more outreach to the extended family members, such as grandparents and the older relatives, that come in from out of Town and are more willing to spend the night, because they do not want to drive at night, and dine and enjoy Mount Pleasant.

Ms. Livingston asked if the Bands of Wando High School Boosters has applied for Community Investment and also receiving funding as a supporter of the Blessing of the Fleet.

Ms. Imholz stated that they have applied for the Community Investment Grant. She said the Blessing of the Fleet is new for them and are excited about participating, because they will be volunteers that day. She stated that she is not aware of the status of the Community Investment Grant application.

Ms. Livingston stated that they typically have those next month.

Ms. Gosnell stated that she is very happy to have this event come back to Mount Pleasant and she appreciates the detail provided on their marketing and PR plan.

F. Southcoast Symphony Orchestra's Marketing of Fall Concerts

Timothy All, President introduced Dawn Durst, Executive Director, who has held the position for three weeks and has a wonderful vision. He stated that they held a concert this past Sunday at Christ Church, which was well attended.

Ms. Durst said the concert this past Sunday was well attended with a mix of individuals. She said it was to capacity of approximately 500 people. She stated that it is her understanding from the Orchestra that at the last ATAC meeting, the Committee indicated that the Orchestra needed to reflect the East Cooper community. She stated that on one of the hand-outs, it discusses rebranding the Orchestra's name. She stated that they now have an executive branch in place, and she is a member of the East Cooper Community from Sullivan's Island, and she has listed all the various supporters. She said they are raising approximately \$25,000 and believes she may be able to raise more. She stated that on the islands, she is doing well with fundraising efforts and educational outreach. She added that there are four free concert series and suggested doing a restaurant partnership, either a brunch or dinner, as large groups are going out to eat after their concerts.

Ms. Gosnell stated that it has been exciting to see the Orchestra grow. She asked Ms. Durst to explain her calculation of room nights, because she believes this is still very much a local production.

Ms. Durst stated that these productions are very much for the people of Mount Pleasant. She stated that as a nod to what it is that ATAC does, restaurant partnerships to get the attendees to go out to dinner afterwards or even a brunch before the concert.

Ms. Frost asked if there are any plans to partner with any other symphony elsewhere, so they would come together and play, which would also bring people.

Ms. Durst stated that it is a great suggestion. She said they have partnered with the Summerville Symphony because they have made a huge boost; however, they sell tickets. Ms. Durst added that the SouthCoast Symphony likes doing free concerts. She stated that the idea of partnering is great and added that Summerville would like to partner with SouthCoast.

Ms. Gosnell asked how the symphony feels about the name change.

Ms. Durst stated that she worries about the social media aspect, because Mount Pleasant is a common name and the Mount Pleasant Symphony is used widely on the internet. She stated that she does have to have a domain, and she would like to have a discussion with the Town's marketing professionals. She would like to be inclusive of the East Cooper Community, because so much of her funding comes from the islands (Sullivan's Island and Isle of Palms) and does not want to alienate those communities. She stated that it is very important for them to support the music educators.

Ms. Livingston stated that for clarification, although the concerts are free, the Symphony does collect donations, which is why it shows in the budget.

Ms. Durst stated this past Sunday was their highest amount collected, which was \$950 in the donation basket.

Ms. Bixler asked if any thoughts had been given to other sites once the Symphony outgrows the Christ Church space.

Ms. Durst stated that she does not know where to look. She spoke with Christ our King Church who has a larger space. She said that they have a beautiful children's choir and hopes this space works out. She stated that she is open to suggestions regarding space.

Mr. O'Rourke asked if a large outdoor concert has been considered because that type of space is much easier to find; however, he understands that weather is an important aspect.

Ms. Durst stated that years ago, she played with the Charleston Symphony on top of the Yorktown. She stated that she is happy to collaborate on something fun and wonderful.

G. The Scottish Society of Charleston's 47th Scottish Games and Highland Gathering

Col (ret) Wayne Morgan, thanked the ATAC members for doing the additional research and working through some of the regulatory issues that they believed, as of the fall of last year, that they would no longer be considered appropriate for the ATAC funding. He stated that he has been the Director of the games for the last two years and is now President of the society. He said that this is their 47th year and in 46 years never thought about the fact that they are doing these games at the apex of the hurricane season, the hottest weekend of the year and the rainiest probably in mid-September. He said thanks to Boone Hall, they were able to conduct the games last year; however, they had a four-day window to confirm whether the games would take place. He said it cost them quite a bit of funding and without ATAC, they would have lost quite a bit. He said they barely broke even. He stated that they are an all-volunteer organization and always have been. He stated that financing is critical to them, and they are fortunate to be able to reach out throughout the United States and Canada to draw a fair number of the attending population from that community. He said they were down slightly with pipe bands last year and had a number of vendors that cancelled, last minute, due to the hurricane. He said he worked with Mr. McRae at Boone Hall and were able to move the event into the first weekend in November which is also the height of their wedding season. He said they have also been a society that was not able to gain sponsorships because when they were originally founded they were a 501c4, which is a fraternal

organization and therefore, a corporation cannot write off any donations for tax purposes. He stated that they are approaching the Secretary of State to change their status to a 501c3, and based on this, they will be able to go out into the community for sponsorships. He believes that their outreach now for Canada has increased because they have funding to conduct the Southeastern Gray Three Pipe In Competition Trophy here and should see a significant increase. He stated in the Canadian attendance, they have the first male Highland Dancing trophy that is being offered because males have stopped Highland Dancing, when it is in fact, a warrior's dance. He stated that there will be a number of Canadians attending this event. He stated that they started the Tartan Ball three years ago, and this has increased the attendance significantly which as this ball is on Friday and Saturday night, so people come in on Thursday and leave on Sunday. He said that they have been advised that they will need to share some additional costs from SCDOT, as there were complaints about the traffic. He said that they will need to obtain additional police officers and have signs and barriers in place, which is a cost they did not anticipate.

Ms. Frost said that she is glad they requested more funding this year for the first time because this is a substantial event for the number of people staying overnight.

Ms. Gosnell asked if the fee structure for the clans have been changed.

Col. Morgan stated that it will go up this year. He stated that they want to keep them coming because they are all volunteer representatives and most represent a clan chief in Scotland and act as a great resource for ancestral studies and recognition. He said there were 42 last year, and they feel they can do much better than this. He said they also changed all their tents so that they are all uniform.

Ms. Livingston asked Col. Morgan to discuss their marketing efforts, as the Committee did not receive a marketing plan.

Col. Morgan stated that last year for the first time, they purchased billboards; one at US 17, another at I-26 and one at Boone Hall Plantation. He said a great deal of their advertising is electronic, as well as all of their ticket sales. He said that this works well for them. He said they must advertise in the National Scottish American magazines, as well as the Scottish magazines, because they want to draw in pipe bands as far away as California and Canada. He said one or two years ago, they saw a change where there were more lowcountry attendees than those from out of town. He said that the attendance at the event overall has increased significantly in the last three years, as has the excitement within the society. He said he cannot say enough about the volunteer staff.

Ms. Gosnell stated that her understanding that the amendment from the previous applications from them deleted their donations.

Ms. Livingston stated that what they have been instructed by Ed Riggs is to ensure that the funds that they are provided match exactly what they are using on marketing.

H. Town of Mount Pleasant's Culture, Arts & Pride Commission's Community Art Projects

Nicole Harvey, Special Events Manager, Town of Mount Pleasant, stated that she serves as the staff liaison for the Culture, Arts & Pride Commission, and they have been working very hard over the past few years to bring new projects to life. She said one of the projects is the traffic boxes. She said at the major traffic intersections from Houston Northcutt to Wando High School, there are wraps around the traffic boxes that display local artwork. She stated that another five were just installed. She said the funding they are requesting will not fund just one art project, but several. She said the main purpose of the grant request is to fund a project that is called, "Paint the Town." She said they hesitate to use the word mural, although there will be a mural component. She said the Commission wanted to find ways for the public and visitors to interact with art in new, unexpected and different ways. She said

there are art installations all over the country and the world in various forms. She said the Commission would like to get this program started and begin to market it. She said they have some ideas to tie it into ArtFest next year, as well as Piccolo Spoleto. She said this would be a helpful way to bring people in and show them that the arts are alive and well in Mount Pleasant and thriving. She said we have a great artistic community in Mount Pleasant. She said it would also get people out to see the different art around Town.

Ms. Frost asked if the art would be permanent.

Ms. Harvey responded in the affirmative, but also added that naturally due to weather and other elements, it will begin to fade and need to be redone several years later. She said they envision creating a map of the different murals around the Town and having a component in ArtFest to have the artists onsite to do a mural tour.

Ms. Livingston asked if Ms. Harvey would speak about some of the other creative ideas that CAP came up with to bring this not to just Mount Pleasant residents, but also to visitors.

Ms. Harvey stated that they would do banner ads in Holy City Sinner and Piccolo Spoleto to get the word out so many of the visitors coming to the area that do not necessarily come to Mount Pleasant. She said this may be a way to tie something in Mount Pleasant into Piccolo Spoleto. She said there is also general Town advertising and marketing, which would be regionally and nationally distributed.

Ms. Frost asked if the funding they were requesting was going to be utilized to pay artists to come.

Ms. Harvey stated that it would be used to pay for advertising and project costs.

Ms. Gosnell stated that the current structure for this is that an unpaid intern has been brought on to help drive the production and

administrative needs. She said all the funding is either going to be for marketing or there is a per foot estimate that CAP has been working with the artist on.

Ms. Frost asked where CAP plans to have this event.

Ms. Harvey said that she and CAP have been in discussion with the Town's Administration, as well as her management, and one large blank wall that could use some artwork is the Jones Center pool wall that faces Paul Foster Road, which would be viewed by hundreds of parents waiting to pick up their children from school. She stated that they installed a mural inside the Miriam Brown Community Center approximately 6 years ago for the 25th Anniversary of the Blessing of the Fleet, and it was so well received. She stated that they worked with the Artist Guild, and they enjoyed the project. She stated that they would like to expand this out more and hopefully grow this program.

Ms. Frost stated that a good example would be the murals in Ho Chi Minh City in Vietnam. She said in the city, all the walls all have murals on them.

Ms. Harvey stated that this has been a discussion for several years.

I. Town of Mount Pleasant's 2018 Children's Day Festival

Ms. Harvey stated that she has typically grouped all the Town events together. She stated that they market a majority of these events and some overlap. She stated they do shared advertising. She said the Town put a great deal of time and resources into bringing these four cultural events to life in the Town.

Ms. Frost stated that she listed these items separately; however, they can be addressed as a group (I, J, K and L). which are all Town events.

Ms. Harvey stated that they typically group all the Town events together although they fall into different funding cycle categories,

because they are done with the budget year and there are separate budget items.

She stated that all these events are free to the public. She stated that this is based on parking estimates and police estimates. She said that Children's Day brings in approximately 16,000 to 20,000 people in mid-October, which is the third Sunday in October. She said the Christmas Holidays encompass the whole weekend, including the Holiday Market. She stated that they attempted to bring back the Holiday Movie event in 2017; however, it was rained out, which was the first time in six years. She said it was a very successful event in the past. She stated that the Christmas Parade brings in approximately 20,000 to 30,000 people to Coleman Boulevard for the second Sunday of every December. She stated that the dates for ArtFest fluctuate; however, it is always in March and they partner with Town Center for many years and it is truly art. She said the Mount Pleasant Artist Guild has one of their annual exhibits there as well as an art show. She said there are also performances throughout the event. She said the Blessing of the Fleet and Seafood Festival is always the last Sunday in April and brings anywhere from 18,000 to 25,000 people. She said it is a six-hour event, so it is difficult to estimate. She said shuttle busses run full throughout the day and the parking lot turnover is significant throughout the day. She stated that all four events have not increased their ATAC budget requests, and this will be her eighth year coordinating these events. She stated that their sponsorships have grown through the years and have found other ways to continue to grow the events and keep the public coming back. She stated that she has already turned away five to ten food vendors from Atlanta, GA; Columbia, SC; and elsewhere.

Ms. Gosnell stated that the Town Center location for ArtFest has always been challenging with their evolving construction. She asked if there are any thoughts about its location in the future.

Ms. Harvey stated that this is a discussion that will need to take place after the March ArtFest event. She stated that the location of this event has moved four times in the past five years within the Towne Centre. She stated that this is a discussion they will have with Towne Centre management because they like having the event there.

Ms. Gosnell asked what their financial contribution to the event is.

Ms. Harvey said it used to be 100% matching; however, over the years they typically contribute \$3,000 to \$4,000. She stated that they also pay for some of the marketing and logistical supplies.

J. Town of Mount Pleasant's 2018 Christmas Light Parade

[Addressed in item I]

K. Town of Mount Pleasant's 2019 ArtFest

[Addressed in item I]

L. Town of Mount Pleasant's 2019 Blessing of the Fleet & Seafood Festival

[Addressed in item I]

M. Town of Mount Pleasant's Palmettos on Parade

Ms. Livingston stated that she is representing a request from Councilwoman Guang Ming Whitley and appears to have Council support for a new art initiative for the Town. She said the idea behind this project "Palmettos on Parade" (and names different initiatives from other areas such as Cows on Parade and Horses on Parade), stated that this happens in 50 countries across the world. She said that the Town would also like to participate, which is a great opportunity for tourists and residents alike to participate in the visual arts. She stated that much like a mural, it would be all over Town. This particular proposal has been entitled Phase I, because to do something of this nature appropriately would likely need two phases. She stated that this is something the Town would like to accomplish through its Cultural, Arts and Pride Commission

and has discussed this with the leadership prior to putting this together to ensure that the application fits in with their particular schedule and other events. She stated that the goal is to create an interactive map for the tourists and local like to interact with the public art with hashtags (#) and the vision to eventually see, in phase II, ten of these structures go across the Town. She stated that the current thought is a palmetto of approximately five feet, across Town and designed to be a more permanent installation. She stated that a fiberglass structure will last 15 years. She stated that the first request is to create something that is more of a viability project. She stated that the palmetto will need to be designed and unique to Mount Pleasant. She stated that she has not been able to find a mold that currently exists; therefore, she is looking at the cost of the mold and the cost to produce one of the trees. She that this will allow for the opportunity to partner through CAP and with Council's support, to seek sponsorship funding. She said the name of the sponsor would be placed in front of the project to offset the cost. She stated that this funding request is to get the program off the ground in order to have this fully delivered in the off season of 2019; however, they must have something in order to sell the sponsorships. She said some of the marketing ideas would be similar to what was discussed earlier with the public art and have discussed with CAP, creating a section on the *Experience Mount Pleasant* website that would contain some of these various art projects and create a more interactive way to do this. She said also incorporating some of the staff into our national marketing that we already do, in addition to a map of where they are located and how to interact with them and hoping the palmetto will be place in particular areas that may help drive other businesses to those parts of Town.

Ms. Frost asked if the item that is being created is going to be a Palmetto Tree.

Ms. Livingston stated that this is what is being proposed, but if a more attractive idea were introduced while going through the process, they would be open to it. She stated that they initially thought of shrimp. She said that whatever goes up must have the appropriate look and appeal that fits in with Mount Pleasant.

Ms. Frost stated that her only thought on this is when she thinks of a Palmetto Tree, she thinks of the State of South Carolina, the State Flag, or the tag on her car, which does not really say, "Mount Pleasant".

Ms. Livingston stated that they are open and if someone has a great idea that makes sense in terms of a structure and look aesthetically pleasing, they are open to suggestions. She stated that they currently like alliteration of the Palmettos on Parade. She stated that there is a tie to the row of palmettos that the Town has historically seen on Coleman Boulevard.

Mr. O'Rourke asked if this would be a CAP project and the ATAC is simply funding the project.

Ms. Livingston stated that Nicole Harvey and her team are the staff liaisons of the Town through CAP so they would be leading the project just as they would with any others. She stated that the money that was funded through ATAC would go to CAP to implement this particular project.

Ms. Frost suggested a shrimp boat.

Ms. Harvey stated that there is a great deal of logistical considerations.

Ms. Frost suggested an egret, a pelican or a blue heron.

VII. Adjourn

Ms. Craven moved to adjourn; seconded by Ms. Hartman. All present voted in favor.

There being no further business, meeting adjourned at 1:19 p.m.

Respectfully submitted,

Barbara Ashe

March 7, 2018