



GREATER
CWC

Greater CWC Chamber & Visitor Programs
City of Cayce A-Tax FY 22-23 Final Report
July 28, 2023

July 28, 2023

Ms. Amanda Rowan
City of Cayce
1800 12th St.
Cayce, SC 29033

Re: Accommodations Tax Funding Final Report FY 22-23

Dear Ms. Rowan,

The Greater CWC Chamber and Visitor Programs is greatly appreciative of the support and many contributions we have received over the past years from the City of Cayce.

Please find enclosed our Accommodations Tax Final Report for FY 22-23. We look forward to a new year and plan to continue to grow and become more effective and efficient in providing exceptional service to our visitors, tourists and residents.

Thank you for your partnership. Please let us know if you have any questions regarding our final report.

Sincerely,

Christina West
Greater CWC Chamber
Membership and Events Coordinator

GREATER CWC CHAMBER & VISITOR PROGRAMS

1006 12th Street, Cayce, SC 29033 | P 803-794-6504 | CWCCHAMBER.COM | VISITCWCSC.COM



Accommodations Tax Grant 30% Financial Report

Due: July 31, 2023

for grant funds expended July 1, 2022 – July 31, 2023.

Organization: Greater CWC Chamber & Visitor Programs

Contact: Christina West

Phone: 803-794-6504

Email: christina@cwcchamber.com

Report Notes:

- Agencies receiving FY23 A-Tax funds must complete and submit this form even if no FY23 A-Tax grant funds were spent prior to July 31, 2023.
- Final Reports should be submitted after fourth quarter payments are received.
- Final Reports should be submitted to the City of Cayce and include a detailed report of how funds were spent, copies of all receipts, and details of any funds that were not expended.

FY23 A-TAX GRANT FINANCIAL ACTIVITY

\$ 112,858.98 Amount of County A-Tax funds spent between July 1, 2022 and July 31, 2023. This number must equal the total of amount of expenses listed on your itemized list of expenditures that is a required attachment to this report.

\$ _____ Amount of FY23 A-Tax funds requested from Cayce between July 1, 2022 and July 31, 2023.

\$87,500, awarded \$20,000

REQUIRED ATTACHMENTS

Grant Expenses List- Please attach an **itemized list of grant expenditures** that includes vendor name, amount, expense purpose, and date paid. Grantees must submit an itemized list of all A-Tax expenses between July 1, 2022 and July 31, 2023.

profit/loss report included, sufficient per Mendy
but please call if more is needed.
☒ **Copies of valid invoices and proof of payment for each item in the itemized A-Tax Expenditure list.** Proof of payment is a copy of a canceled check, bank statement showing a cleared check or credit card receipt. All grant expenses must tie to expenses outlined in the application budget.

Failure to produce completed, accurate reports may result in withholding of future grant allocations.

ORGANIZATION SIGNATURE:

Provide signature of the Authorizing Official within organization, verifying accuracy of above statements and attachments.

Christina West

Name

Christina West

Signature

Membership & Events

Title

7/31/23

Date

For questions, please call Taylor Gray at 803.550.9545.

Email: tgray@caycesc.gov



Accommodations Tax Grant Final Report Form

Funds Received FY July 1, 2022 – June 30, 2023
Due: July 31, 2023

Organization: Greater CWC Chamber & Visitor Programs
Contact: Christina West
Phone: 803-794-6504 Email: christina@cwccchamber.com
Project Name: Visitor Programs Project Date(s): July 1, 2022 - June 30, 2023
Grant Amount: \$ 20,000 Amount Expended: \$13,820.77

Please answer the questions below. You may add as many extra lines as needed in order to give a complete, yet concise answer. Reports should not be hand-written.

PROJECT OUTCOMES

1. Were you able to complete the project as stated in your original application? ☒ Yes ☐ No
Describe project success and state any problems you encountered.
Please see attached.

2. How has this project increased tourism and visitation to Cayce?
Please see attached.

3. Briefly describe the marketing efforts to promote your program. Be sure to include how you reached out to tourists.
Please see attached.

4. Please describe the economic impact your project/event had on Cayce. Please attach an additional sheet if needed.
Please see attached.

5. How did your organization determine attendance figures (see below)? Describe methods of tracking attendance and tourism numbers. Describe methods of for determining meals and overnight numbers. **If you have zip code summary data, please attach or email to tgray@caycesc.gov.**

Please see attached.

PROJECT SUMMARY DATA:

Provide two years of financial data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
1	Total Amount of Expenditures (total cost of producing program in which you applied for)	\$83,008.20	\$112,858.98
2	Amount funded by Cayce A-Tax	\$36,069.97	\$20,000
3	Amount funded by A-Tax from other jurisdictions	\$42,774.86	\$88,717.00
4	Amount funded from all other sources (grants, sponsors, donations for the project in which you applied for not including A-Tax funds received)	n/a	n/a
5	Amount of income generated from the program in which you applied (food/beverage sales, ticket sales, etc.)	\$0	\$0
6	Total Cash Income Generated (Add lines 2, 3, 4, and 5)	\$0	\$0
7	Value of In-kind Donations for the project outlined in the grant (please provide back-up detail)	\$0	\$0
8	Total Revenue (Add lines 6 and 7)		

TOURISM DATA:

Provide two years of attendance and tourism data for the project(s) outlined in your application even if you did not receive A-Tax funding in the previous fiscal year. If FY23 is your first program year, mark the FY22 column with N/A.

		FY 2021-2022	FY 2022-2023
9	Total number of hotel rooms/overnight stays booked as a result of your program/event		
10	Total tourists (those who traveled from outside the County)		
11	Total number of attendees from Cayce area		
12	Total Attendance (Add lines 9, 10, and 11)		

REQUIRED ATTACHMENTS

- ☒ **Grant Expenses List** - Attach an **itemized list of expenditures** that includes vendor name, amount, expense purpose, and date paid.
- ☒ **Copies of valid invoices and proof of payment** for each grant expenditure. Proof of payment is a copy of a cancelled check, bank statement showing a cleared check or credit card receipt. All grant expenses must tie to expenses outlined in the application budget. **All expenditures should match up to payment requests and original grant budget.**
- ☒ **Samples of acknowledgement of Cayce's funding support.**

ORGANIZATION SIGNATURE:

Provide signature of official within organization, verifying accuracy of above statements. Failure to produce completed, accurate reports may result in withholding of future grant allocations.

Christina West

Name

Christina West

Signature

Membership & Events

Title

Coordinator

7/31/23

Date

For questions, please call Taylor Gray at 803.550.9545.

Email: tgray@caycesc.gov



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Project Completion:

Our goal as the Greater CWC Visitor Programs for FY22-23 was to increase the visibility of our platform and our social media reach to further promote all the great things City of Cayce has to offer as well as increase stays in local accommodations.

We have used our social media to promote tourism in Cayce via boosted ads and using our high-traffic events such as Parade Day in the CWC to encourage visitors to come to area, stay for a weekend and enjoy all that Cayce has to offer.

Social media teams tracked local events in the area and targeted ads to reach visitors. Our goal was to use events such as the USC Baseball Games to encourage visitors to cross the river and enjoy dinner and shopping before the game, and promote our local hotels such as the Country Inn & Suites – Airport and Courtyard by Marriott for weekend stays.

High-traffic events such as our Parade Day in the CWC offered a highly engaged platform on social media for us to not only thank City of Cayce for its partnership, but encourage visitors to hop on our Business Shuttle and check out the local businesses in our area. Our Facebook reach during Parade Day was over 42,000. We spent months leading up to the event on advertising and promotion to encourage folks from neighboring cities to visit for the weekend and stay in our area hotels.

We continue to update our Visit Cayce-West Columbia page and QR code on a weekly basis with the most up to date events, specials, and happenings in our community. These QR codes can be found on storefronts, in restaurants and more.

Our SC Welcome Centers are up to date with our latest Visit Cayce-West Columbia brochure and we plan to restock in the coming months with all of the great holiday activities our area has to offer such as the Tartan Day South, Soiree on State, and of course, Parade Day in the CWC.

We believe these efforts have increased tourism to the area via targeted ads, consistently updated information and increasing the visibility of our community events.

Project Success:

We have found great success in our growth over the last year. With that, we have also had our struggles and moments to learn. We hope this year to extend our advertising to better reach those 50 miles away. We began our “Weekend Getaway” campaign this year and plan to continue to promote weekend activities specifically targeted to those more than 50 miles away. Our first few Weekend Getaway social media posts reached over 10,000 people and the ad was placed with the local 6AM city organizations in Asheville, Raleigh and Greenville. This was a great opportunity for us to promote local City of Cayce events.

In the last year we underutilized our opportunities to create Billboard Ads, commercials, neighborhood information booklets and plan to use our newly awarded funds to increase visibility of our Visitor

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Programs. We also plan better utilize the Holiday Parade of Lights as a draw for tourism and promotion for local businesses. We began last year with Parade Day in the CWC – we see where we could have done

better as far as advertising, but also found that a lot of our ideas worked. For example, we plan to increase the number of Holiday Shuttles for our Parade Day and incorporate our Chamber partners such as COMET and our local hotels.

Economic Impact:

As a Chamber and Visitor Programs, we truly believe that tourism and the viability of our business community go hand in hand. We saw this most evidently in our recent Parade Day in the CWC. While the Holiday Parade of Lights has been around for decades, we wanted to be sure 2023 that the reason for the parade was first and foremost to support and advertise the business community. Our main focus was to encourage visitors and residents to not only enjoy the parade, but also visit the local shops, restaurants and lodgings throughout the holiday weekend.

The day of the Parade, we had over 40 businesses, a large majority of them in the City of Cayce, participate in our Holiday Business Shuttle which provided guests an opportunity to hop on and hop off at local businesses and enjoy shopping, activities and more leading up to the Holiday Parade of Lights. We had an estimated 21,000 people along 12th St. and we were glad to see a wonderful turnout for our inaugural Parade Day and visitors to the “North Pole”.

This is just one example of our efforts as a Visitor Programs to further the mission of supporting our local businesses and promoting our community as the best play to shop, dine, explore, and stay.

Attendance Tracking:

Attendance for the Visitor Programs is hard to track as it is not a singular event or experience. To know how effective our strategy is, we rely on the tracking of the event organizers and media estimates. We do hope in the future to find ways to be more efficient and effective in tracking tourists to accommodations and events we expend time and funding promoting.

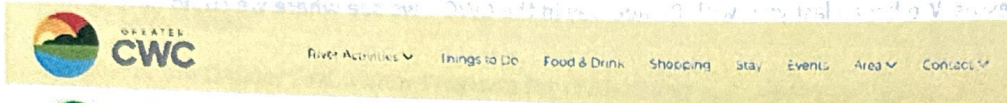
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River Activities

Get Wet!

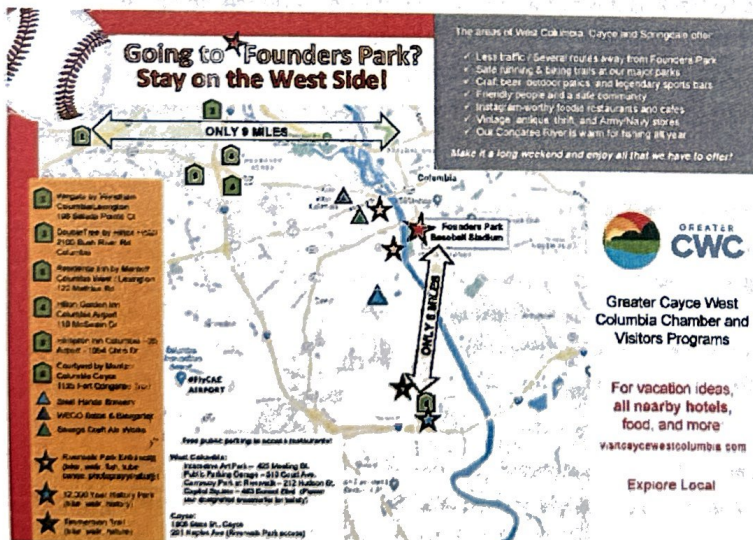
- Tubing
- Kayaking
- Whitewater Clinics
- Fishing (see below)

To rent kayaks or tubes please visit
or call (803) 404-8254

For a complete
listing of nearby
hotels, click here.

We make it easy for visitors to plan their stay by having quick access to the hotels listed on our Visitors Page including all City of Cayce accommodation options. All area hotels are equally promoted as a place to stay for a weekend in our community.

For Example – when promoting our area's greatest natural attraction, our rivers, or promoting places to stay to visitors via targeted ads during USC baseball games, we are sure to add an easy to find link to direct visitors to accommodations in the area such as the Courtyard by Marriott and Country Inn & Suites.



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love local

GREATER CWC Chamber & Visitor Programs

shopdinegatherexplore



All printed, media and online advertising includes a direct link or QR code to the Visitor Programs website, showcasing local restaurants and shops. Especially during the Fall, we love also promoting the great outdoor activities, festivals and local businesses.

- All you can eat **Crab Legs** at **Vella's Restaurant and Tavern** - Located at: 829 Knox Abbott Dr., Cayce, SC



- Visit and buy some amazing art at **State of the Art Gallery** - Located at: 2007 State St., Cayce, SC



- Local Neighborhood Coffee Shop **Piecewise Coffee** - Located at: 2001 State St., Cayce, SC



- Cayce Fall Fest: October 7th/12pm to 6pm.
Details: Cayce Fall Fest Details



- Nashville Nights at Steel Hands Brewing: Every Friday June 2 to August 11
Location: Steel Hands Brewing



The Greater CWC Love Local QR Code can be found all over the City of Cayce.

visitcaycewestcolumbia.com

visitcaycewestcolumbia.com



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JOIN US ON PARADE DAY!

HOSTED BY THE GREATER CWC CHAMBER & VISITOR PROGRAMS
SATURDAY, DECEMBER 10TH

THE NORTH POLE @ 1006 12TH ST

HOLIDAY PARADE OF LIGHTS AT 5:30 PM
SPONSORED BY:



Greater Cayce-West Columbia Chamber & Visitors Program
December 21, 2022

Thank you all for making the 2022 Greater CWC Parade of Lights an Amazing event, thousands of people lined the streets of City of Cayce and City of West Columbia, SC, as more than 200 units paraded the street. Truly an exciting time of the year!

Thank you Dominion Energy, City of Cayce, City of West Columbia for making the parade possible. Each entry was fantastic, and our community is greatly appreciative of all who entered, and the Chamber Judges have selected several winners. See more.



fb Jb Beckett, Ciji Miconi and 16 others

Like

Comment

Share



Write a comment...

Holiday
PARADE OF LIGHTS
CAYCE | WEST COLUMBIA



Tentative Business Shuttle Route:
Begin at the "North Pole" with stops including Triangle City, the River District, Parkland Plaza, State St. Art District, Steel Hands Brewing and the Cayce Historical Museum.
Holiday Parade of Lights Route:
Cayce City Hall along 12th St to Meeting St. in West Columbia
North Pole:
Greater CWC Chamber Office
1006 12th St., Cayce



Visit Cayce-West Columbia flyer in all SC
Welcome Centers – either mailed or dropped
off in person.

The Holiday Business Shuttle ran from
10:00 am to 4:00 pm, allowing visitors to
hop on and hop off at several stops in
Cayce.

Advertising during Parade Day in the CWC
consistently recognized City of Cayce for
its funding contribution for our
community's largest event. We had an
estimated 21,000 visitors along 12th St in
December 2022.



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Greater Cayce West Columbia Chamber & Visitors Program
Looking for the perfect weekend getaway? Visit the Greater Cayce West Columbia South Carolina
So much to do:
March 24-25: Bull Bash South Congaree RODEO
March 25: Soiree on State City of Cayce
March 30 - April 2: Tartan Day South
April 22: West Columbia's 4th Annual Kinetix Derby Day featuring NASCAR STEAM (City of West Columbia SC)
Visit www.visitcaycewestcolumbia.com for more things to do and places to stay in the CWC.

Weekend Getaway
Ads – targeted to
those in Greenville,
Asheville, Raleigh,
and other locations
more than 50 miles
away.



Greater Cayce West Columbia Chamber & Visitors Program
This weekend in City of Cayce!!!
Enjoy.

This Weekend in Cayce
Saturday, March 4th

- 9 AM - March for Meals with Senior Resources at the Timmerman Trail
- Noon - Grand Opening of the Tobacco in Tow Mobile Cigar Lounge at Steel Hands Brewing
- 1 PM - Fort Congaree and Fort Granby History Walk at the 12,000 Year History Park

The Countdown Is On! **Soiree ON STATE MARCH 25th**

Have an event to feature in This Weekend in Cayce?
Email our PIO at ahunter@empastrategies.com

City of Cayce
Another fun weekend in Cayce! This Saturday marks THREE WEEKS until our Soiree on State (and we can't wait!)
On March 4th the morning kicks off with the Marc. See more

Weekend Getaway Ads – targeted to those in
Greenville, Asheville, Raleigh, and other
locations more than 50 miles away (below).

Promotion of City of Cayce's largest events was the focus of our Visitor Programs in the Spring of 2023. For example, continuous promotion of Soiree on State and Tartan Day South before, during and after the events. All done while still promoting local community events, attractions and restaurants visitors can add to their weekend itineraries such as the a pottery session at SOTA or lunch at Henry's.

Social media advertising focused getting visitors to our city's events – For example, we used our social media platform to promote Soiree on State and Tartan Day South via organic and boosted ads, and direct visitors to the main event page.

Weekend GETAWAY
GREATER CAYCE-WEST COLUMBIA

March 24-25: BULL BASH BULLS & BRONCS
March 25: Soiree ON STATE
March 30-April 2: TARTAN DAY SOUTH
April 22: Kinetix Derby Day

love local
Cayce-West Columbia, SC
www.visitcaycewestcolumbia.com



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Visitor Center

Profit and Loss

July 2022 - July 2023

	TOTAL
Revenue	
Total Revenue	\$0.00
GROSS PROFIT	
Expenditures	
2710.01 Retirement Expense-VC	894.25
2711 Administration Tourism Director	56,868.02
2714 Advertising -TV	2,180.25
2714.01 Advertising- Web	9,856.97
2715 Re-branding	4,600.48
2730 Bank Charges-	100.00
2760 Dues & Subscriptions	6,455.49
2805 Miscellaneous-	100.00
2815 Office Supplies-	2,657.66
2816 Insurance-Vc	2,520.40
2825 Printing-	156.60
2828 Promotional Materials -	897.15
2835 Public Relations-	100.00
2838 Rent-	3,840.00
2848 Spring Rhythm on the River-	14,349.92
2872 Taxes -Payroll	4,477.19
2885 VC Utilities	2,048.40
2888 Website	756.20
Total Expenditures	\$112,858.98
NET OPERATING REVENUE	\$ -112,858.98
NET REVENUE	\$ -112,858.98

Mayor
Elise Partin

Mayor Pro-Tem
James E. Jenkins

Council Members
Phil Carter
Tim James
Hunter Sox

City Manager
Tracy Hegler

Deputy City Manager
Jim Crosland
Assistant City Manager
Michael Conley



December 6, 2022

Ms. Christina West
Greater CWC Chamber & Visitor Program
1006 12th Street
Cayce, SC 29033

Dear Ms. West:

Your organization has been designated to receive a portion of the 30% Advertising and Promotion Special funds for FY 22-23. For FY 22-23 your organization will receive an estimated amount of \$20,000 based off revenues from the FY 21-22 year and will be contingent upon maintaining the estimated funding level. The first payment is included with additional payments following quarterly.

Funds received should be used for marketing that drives tourism to Cayce as listed in the following:

- Social media costs and staff in the amount of \$2,000
- Targeted out of state ads in the amount of \$2,000
- Print and magazine advertising in the amount of \$6,000
- Rack card printing (to be placed 50+ miles away) in the amount of \$6,000
- Website advertising in the amount of \$4,000

As stated in the attached guidelines, recipients of funds are required to list the City of Cayce as a sponsor of your promotional efforts and events and must submit a final written report with proper attachments on the success of your marketing efforts and how it affected tourism in Cayce. Further, City of Cayce Council has requested applicants provide specific information about return on investment and other pertinent success data that may be helpful to the City. The final report must be submitted within 60 days from the close of the fiscal year.

Thank you for supporting the City of Cayce with your promotional efforts and we look forward to receiving your report.

Sincerely,


Tracy Hegler
City Manager

TH/ar

Enclosures