



Greater CWC Chamber of Commerce
City of Cayce
A Tax Final Report 24-25

August 12, 2025

City of Cayce
Steven Gaither
Grant Manager
1800 12th St.
Cayce, SC 29033

Dear Steven,

On behalf of the Greater CWC Chamber and Visitor Programs, we greatly appreciate the continued support and funding opportunities provided to us by the City of Cayce. Please find attached the Final Report for Fiscal Year 2024-2025.

This information has been reviewed and approved by the Greater CWC Treasurer and finance consultant with Burkett, Burkett, Burkett CPAs.

If you have questions or need additional information, please call us at the Chamber Office at 803-794-6504.

Thank you,


Christina Nelson
Membership & Events Coordinator



FY25 Accommodations Tax Grant Final Report Form

Funds Received FY July 1, 2024 – June 30, 2025

Due: July 31, 2025

Organization: Greater CWC Visitor Programs

Contact: Christina Nelson, Membership & Events Coordinator

Phone: 803-794-6504 Email: christina@cwccchamber.com

Project Name: Greater CWC Visitor Center & Programs

Grant Amount: \$ 19,237.50 Project Dates: July 1, 2024 - June 30, 2025

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.

See attached.

2. How has this project increased tourism and visitation to The City of Cayce?

See attached.

3. Describe how your project worked with businesses that collect A-Tax in The City of Cayce.

See attached.

4. Briefly describe the marketing efforts to promote your program. Be sure to include how you reached out to tourists.

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 Sgaither@caycesc.gov.

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 FY25 is your first program year, mark the FY24 column with N/A.

		FY 2023-2024	FY 2024-2025
1	Total Amount of Expenditures (total cost of producing program in which you applied for)	\$125,211.71	\$117,522.39
2	Amount funded by The City of Cayce A-Tax	\$14,078.00	\$19,237.00
3	Amount funded by A-Tax from other jurisdictions	\$95,339.00	\$95,369.00
4	Amount funded from all other sources (grants, sponsors, donations for the project in which you applied for not including A-Tax funds received)	\$0.00	\$0.00
5	Amount of income generated from the program in which you applied (food/beverage sales, ticket sales, etc.)	\$0.00	\$0.00
6	Total Cash Income Generated (Add lines 2, 3, 4, and 5)	\$0.00	\$0.00
7	Value of In-kind Donations for the project outlined in the grant (please provide back-up detail)	\$0.00	\$0.00
8	Total Revenue (Add lines 6 and 7)	\$109,447.00	\$111,577.00

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 FY25 is your first program year, mark the FY24 column with N/A.

		FY 2023-2024	FY 2024-2025
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 City)		
11	Total attending from The City of Cayce and Lexington County		
12	Percentage of attendees for the project(s) outlined in your application beyond a fifty (50) mile radius		
13	Total attending from less than fifty (50) miles (Includes City of Columbia, Forest Acres, Arcadia Lakes Red Bank, Irmo & Blythewood)		
14	Percentage of attendees for the project(s) outlined in your application within the Midlands; Aiken, Barnwell, Chester, Fairfield, Edgefield, Newberry, Kershaw etc. areas		
15	Total Attendance (Add lines 10, 11, 12, 13 and 14)		

REQUIRED ATTACHMENTS

☐ Grant Expenses List - Attach an Itemized list of expenditures not included in the Mid-Year report 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 The City of Cayce's support and complete the 30 Percent required (Nonprofit DMO) Budget Form.

Per confirmation with the City of Cayce staff, we have provided our FY24-25 Profit/Loss Report in lieu of expenses and invoices as we are a Visitors Center and not a specific event.

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 Nelson

Name



Signature

Membership and Events Coordinator

Title

8/12/25

Date

For questions, please call Steven Gaither, Grants Manager at 803-550-9545.

City of Cayce Grant Department P.O. Box 2004 Cayce, SC 29033 Fax: 803-739-5386 Email: Sgalthier@caycesc.gov

Visitor Center

Profit and Loss

July 2024 - June 2025

	TOTAL
Revenue	
2515 Accommodations Tax	0.00
2515.1 A- Tax - Lexington	15,157.45
2515.2 A- Tax - West Columbia	80,369.62
2515.3 A-Tax City of Cayce	22,113.65
Total 2515 Accommodations Tax	117,640.72
2920 Miscellaneous Income--	750.00
Total Revenue	\$118,390.72
GROSS PROFIT	\$118,390.72
Expenditures	
2710.01 Retirement Expense-VC	1,457.11
2711 Visitor Program Payroll	51,842.64
2713 Advertising - Print	9,573.38
2714.01 Advertising- Web	4,927.39
2714.02 Advertising -Radio	900.00
2717 Office Equipment -Computer	583.74
2718 Software Fees and Dues-	367.00
2730 Bank Charges-	33.00
2760 Dues & Subscriptions	3,169.23
2785 Insurance-Vc	1,837.00
2790 Interest-VC	1,335.02
2800 Meals & Entertainment-VC	609.01
2805 Miscellaneous-	1,344.58
2815 Office Supplies-	803.23
2817 Software Fee and Dues	508.55
2820 Postage-	97.59
2825 Printing-	1,990.54
2827 Professional Fees-	2,571.90
2828 Promotional Materials -	445.11
2838 Rent-	4,440.00
2840 Repairs & Maintenance-	258.32
2848 Spring Rhythm on the River-	14,092.75
2872 Taxes -Payroll	9,690.01
2875 Telephone VC	1,317.64
2875.1 Internet Expense VC	829.65
2888 Website	2,498.00
Total Expenditures	\$117,522.39
NET OPERATING REVENUE	\$868.33
NET REVENUE	\$868.33

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



July 11, 2024

Greater CWC Visitor Programs
1006 12th Street
Cayce, SC 29033
Attn: Christina Nelson

Re: 2024 City of Cayce Accommodations Tax Grant Application

Dear Ms. Nelson,

The City of Cayce is pleased to inform you that your application for grant funding from the Cayce Accommodations Tax Fund was approved!

As recommended by the City's Accommodation Tax Committee, City Council has approved for your organization to receive a portion of the 30% Accommodations Tax Advertising and Promotional Funds for Fiscal Year 2024-2025. Based on anticipated Accommodations Tax Revenues for FY2024-2025, funding for your organization is estimated to be \$19,237.50 and should be used solely for social media, targeted outside advertising, print advertising, and online advertising as listed on your submitted Accommodations Tax grant application for FY2024-2025.

As stated in the Accommodations Tax grant 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 impacted tourism in Cayce. Please submit this report within 60 days from June 30, 2025.

Congratulations on receipt of an Accommodations Tax Fund grant. We wish you much success! If you have questions about the grant, please contact me at 803-550-9541 or kmcmullen@caycesc.gov.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kelly McMullen", with a stylized flourish at the end.

Kelly McMullen

Amanda Rowan <arowan@caycesc.gov>

8/1/2023 8:47 AM

RE: Greater CWC Chamber A Tax Report FY 22-23

To Christina West <christina@cwchamber.com>

Good morning,

I just did a cursory glance, but it appears to be sufficient. Thank you for getting it in!

Amanda Rowan

Amanda Rowan
Administrative Coordinator
Special Events Organizer
803-550-9520
arowan@caycesc.gov
caycesc.gov



From: Christina West <christina@cwchamber.com>
Sent: Monday, July 31, 2023 4:49 PM
To: Amanda Rowan <arowan@caycesc.gov>
Cc: Tim James <tim@cwchamber.com>; Mendy Corder <MCorder@cityofcayce-SC.gov>; Dylan Michiaels <dmichiaels@burkettcpas.com>
Subject: Greater CWC Chamber A Tax Report FY 22-23

Good afternoon Amanda,

Please find attached the final Accommodations Tax Report for FY 22-23. Thank you so much for all that you do - I do not envy your job to go through all of this information.

I was working today with our treasurer to finalize some line items and had a quick question about one of the line items. I had chance to speak with Mendy as you were out today. We submitted our annual profit/loss report for the Visitor's Center for the line item - grant expenses. Mendy mentioned this should be sufficient in lieu of providing the invoice reports since we are the Visitor's Center and not an individual event. After reviewing our report, if you find that you need more information please don't hesitate to give us a call.

Thank you!

Have a wonderful afternoon,

Christina