

FINANCE
(Standing Committee of Berkeley County Council)

Chairman: Mr. Dennis L. Fish, District No. 5

Members: Mr. Phillip Farley, District No. 1
Mrs. Judith K. Spooner, District No. 2
Mr. William E. Crosby, District No. 3
Mr. Charles E. Davis, District No. 4
Mrs. Judy C. Mims, District No. 6
Mr. Caldwell Pinckney, Jr., District No. 7
Mr. Steve C. Davis, District No. 8
Mr. James H. Rozier, Jr., Supervisor, ex officio

A **meeting** of the **COMMITTEE ON FINANCE**, Standing Committee of Berkeley County Council, will be held on **Monday February 28, 2005**, in the Assembly Room, Berkeley County Office Building, 223 North Live Oak Drive, Moncks Corner, South Carolina, at **6:00 pm**.

AGENDA

INVOCATION

PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA

APPROVAL OF MINUTES

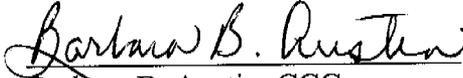
January 24, 2005

EXECUTIVE SESSION to discuss matters relating to the discussion of employment, appointment, compensation, promotion, demotion, discipline, or release of an employee, a student, or a person regulated by a public body and the receipt of legal advice where the legal advice relates to a pending, threatened, or potential claim and other matters covered by the attorney – client privilege.

- A. Ms. Ellen K. Adkins, CPA, Bryan, Truesdale, Adkins & Williams, PA, Re.:**
Presentation of Berkeley County Audit.
- B. Mr. Oliver W. Buckles, Berkeley County Accommodations Advisory Committee,**
Re: Presentation.
- C. Consideration** prior to **First Reading** of an **ordinance** amending Section ii of Ordinance No. 03-10-63, which granted a non-exclusive franchise renewal to Berkeley Cable Television, Inc., to expand the franchise coverage area within the unincorporated area of Berkeley County.

D. Consideration prior to First Reading of an ordinance consenting to the transfer of that certain agreement for Fee-in-Lieu of tax payments between Berkeley County, South Carolina, and **American Commercial, Incorporated**, of an arrangement under Title 4, Chapter 12 of the code of Laws of South Carolina 1976, as amended, (The "Title Act") to an arrangement under Title 12, Chapter 44 of the Code of Laws of South Carolina 1976, as amended, (The "Non-Title Act").

February 23, 2005


Barbara B. Austin, CCC
Clerk of County Council

COMMITTEE ON FINANCE
(Standing Committee of Berkeley County Council)

Chairman: Mr. Dennis L. Fish, District No. 5

A **meeting** of the **COMMITTEE ON FINANCE**, Standing Committee of Berkeley County Council, was held on Monday **February 28, 2005**, in the Assembly Room of the Berkeley County Office Building, 223 North Live Oak Drive, Moncks Corner, South Carolina, at 6:05 p.m.

PRESENT: Mr. Dennis L. Fish, Council Member District No. 5, Chairman; Mr. Phillip Farley, Council Member District No. 1; Mrs. Judith K. Spooner, Council Member District No. 2; Mr. William E. Crosby, Council Member District No. 3; Mr. Charles E. Davis, Council Member District No. 4; Mrs. Judy C. Mims, Council Member District No. 6; Mr. Caldwell Pinckney Jr., Council Member District No. 7; Mr. Steve C. Davis, Council Member District No. 8; Mr. James H. Rozier, Jr., Supervisor, ex officio; Mr. D. Mark Stokes, County Attorney; and Ms. Barbara B. Austin, Clerk of County Council.

In accordance with the Freedom of Information Act, the electronic and print media were duly notified.

During periods of discussion and/or presentations, minutes are typically condensed and paraphrased.

Chairman Fish called the meeting to order. Council Member Pinckney led in the Invocation, and Council Member Spooner led in the Pledge of Allegiance to the flag of the United States of America.

APPROVAL OF MINUTES

Chairman Fish asked for approval of minutes from the meeting of the Committee on Finance held January 24, 2005.

It was moved by Council Member Pinckney and seconded by Council Member Spooner to approve the minutes as presented. The motion passed by unanimous voice vote of the Committee.

EXECUTIVE SESSION

It was moved by Council Member Spooner and seconded by Council Member Crosby to enter into Executive Session to discuss matters relating to the discussion of employment, appointment, compensation, promotion, demotion, discipline or release of an employee or a person regulated by a public body, and the receipt of legal advice where

the legal advice relates to a pending, threatened or potential claim and other matters covered by the attorney – client privilege. The motion passed by unanimous voice vote of the Committee.

The Committee entered into Executive Session at 6:07 p.m., and returned to Committee Session at 6:58 p.m.

Mr. D. Mark Stokes, County Attorney, reported that Council entered into Executive Session for reasons stated in the motion, and no formal action was taken.

A. Ms. Ellen K. Adkins, CPA, Bryan, Truesdale, Adkins & Williams, PA,
Re: Presentation of Berkeley County Audit

Supervisor Rozier announced that the presentation of the Berkeley County Audit would be postponed until the second Monday of March.

B. Mr. Oliver W. Buckles, Berkeley County Accommodations Advisory Committee, Re: Presentation

Mr. Oliver Buckles addressed the Committee and stated that in 1996, motels and fish camps in Berkeley County requested a two percent accommodations fee be imposed, with proceeds to be used for promotional purposes. Since that time, there has been a steady increase in those revenues, which reflect the number of overnight stays in Berkeley County. In addition, six new motels have been established, and two existing hotels have had major expansions. At the present time, Berkeley County has nineteen motels, ten fish camps and one bed and breakfast, totaling 1,441 rooms and 120 campsites.

Mr. Buckles continued by stating Berkeley County, in 1996, received \$149,074.00 in state accommodation funds. As some Berkeley County hotels are located in the town limits of Summerville, \$73,047.00 was allocated to the Town of Summerville. In 2004, Berkeley County received \$343,418.11. The Town of Summerville (from Berkeley County motels) received approximately \$225,000.00. The monies received by Berkeley County are used to promote the County through trade shows, market places, community drive markets, film guides, direct mail campaigns, sports blitzes, videos, and magazine and newspaper ads. Agencies (i.e., Summerville Family YMCA – Flowertown Festival and Hell Hole Swamp Festival) requesting additional accommodations tax monies from Berkeley County must first complete documentation required by the state. This documentation identifies the dollar amount of overnight stays. Berkeley County has a \$500.00 cap on additional monies requested from those agencies per event/festival, and receipts from overnight stays must total \$25,000.00 to recover that \$500.00.

In conclusion, Mr. Buckles presented five vignettes promoting Berkeley County. A total of 150 Berkeley County volunteers participated in the creation of these commercials. (A copy of Mr. Buckles' presentation is attached hereto, and by this reference is made a part hereof.)

C. Consideration prior to First Reading of an ordinance amending Section ii of Ordinance No. 03-10-63, which granted a non-exclusive franchise renewal to Berkeley Cable Television, Inc., to expand the franchise coverage area within the unincorporated area of Berkeley County.

Chairman Fish stated that he had received complaints from area residents who do not receive cable service.

Mr. Rob Helmly, Vice President, Berkeley Cable Television, responded that 30 homes per mile would be required in order to service areas that do not presently receive cable. If allowed to use existing telephone infrastructure, Berkeley Cable is able to service less dense areas.

It was moved by Council Member Spooner and seconded by Council Member Crosby to approve consideration, prior to First Reading, an ordinance granting a franchise renewal to Berkeley Cable Television. The motion passed by unanimous voice vote of the Committee.

D. Consideration prior to First Reading of an ordinance consenting to the transfer of that certain agreement for Fee-in-Lieu of tax payments between Berkeley County, South Carolina, and **American Commercial, Incorporated**, of an arrangement under Title 4, Chapter 12 of the Code of Laws of South Carolina 1976, as amended, (The "Title Act") to an arrangement under Title 12, Chapter 44 of the Code of Laws of South Carolina 1976, as amended (The "Non-Title Act").

Mr. John Scarborough, Director of Economic Development, stated that this item pertained to Mikasa, located in the Cainhoy area. The law allows for a non-transfer of real estate title under a fee-in-lieu, which was not available at the time the original fee-in-lieu was formed. This proposed ordinance would create a change to a non-title transfer fee-in-lieu of taxes.

It was moved by Council Member Steve Davis and seconded by Council Member Pinckney to approve consideration, prior to First Reading, an ordinance consenting to the transfer of agreement for fee-in-lieu of tax payments. The motion passed by unanimous voice vote of the Committee.

It was moved by Council Member Crosby and seconded by Council Member Steve Davis to adjourn the Committee on Finance Meeting. The motion passed by unanimous voice vote of the Committee.

Meeting adjourned at 7:31 p.m.

March 28, 2005
Date Approved

UPDATE ON ACCOMMODATION TAX

Info received from SC State treasurer's office. For Berkeley County Accommodations tax revenue. This figure represents the monies returned to the county and municipalities.

2003-2004	\$343,418.11
2002- 2003	\$325,812.39
2001 -2002	\$270,599.18
2000- 2001	\$231,604.99

2003-2004 Over night Stays in Berkeley County grossed \$17,170,905.90, does not include food, gas, entertainment or retail sales. To receive \$500.00 for promotion we have to have Visitors to spend \$25,000.00 in over night stays.

In 1996 Berkeley County Council by request of the Hotel and Fish Camp Owners place additional 2% accommodation fee to be used for promotion. Berkeley County's state collection for the year 1995 -1996 was \$149,074.00 with \$73,047.00 going to the Town of Summerville. This year Berkeley County received \$343,418.11 in state accommodation tax The Town of Summerville from Berkeley County hotels received approximately \$150,000.00 plus they have added an additional one cent so they have collected approximately \$225,000.00 from Berkeley County hotels. Our Chamber received \$317,429.99 from Berkeley County for promotion.

Berkeley County was a receiver county in 1996; now Berkeley County is 13th in the State in collection of overnight stays and climbing.

Since 1996 Berkeley County has added the following motels:

Hampton Inn Daniel Island	Econo Lodge St. Stephen
Days Inn Goose Creek	Sleep Inn Summerville
Comfort Suites	Country Inn & Suites

*Expansions: Holiday Inn Express Moncks Corner
Berkeley Motel

Berkeley County now has 19 motels, 10 Fish Camps and 1 Bed and Breakfast totaling 1441 rooms and 120 campsites.

BERKELEY COUNTY ACCOMMODATIONS FINANCIAL REPORT
July 2003- June 2004

Starting Balance	\$	82,953.92
Berkeley County Accommodation Monies Tax & Fee		317,429.99
Interest		199.97
Other Funds		8,813.74
	Total	<hr/>
		\$ 409,337.62
Expenses	-	343,840.03
Ending Balance as June 30, 2003	\$	65,497.59

Trade Shows	46,220.11
Brochures	26,280.53
Equipment/Displays	2,554.54
Magazine Advertisements	98,376.74
Television Advertisements	29,500.00
Newspaper Advertisements	2,277.80
Advertising Company Service	27,957.85
Service Contracts	1,351.39
Familiarization Tours	1,035.00
Membership & Dues	3,730.00
Shipping & Postage	12,668.59
Printing	6,261.21
Web Page	7,179.60
Supplies	2,948.92
Berkeley Chamber	15,983.02
(Mileage, per Diem, telephone, postage)	
Equipment Rental	1,329.97
Community Blitzes	27,800.00
Sport Blitzes	15,429.70
Direct Mailing	3,640.00
Video	11,315.06

2003-2004

Trade Shows:

- Atlanta Outdoor Show
- Cincinnati Hunting & Fishing
- Southeastern Wildlife Expo
- Charlotte Hunting & Fishing Show
- Palmetto Sportsmen's Classic
- Greenville Boat & RV Show
- Capital Sport Show- Virginia

Market Places:

- African American Travel Council
- Louisiana Motor coach Association
- Virginia Motor coach Association
- Georgia Motor coach Association
- Alabama Motor coach Association
- National Tourism Association/Cross Sphere
- America Bus Association
- North Carolina Motor coach Association
- South Carolina Motor coach Association

Community Drive Markets:

- Raleigh, NC
- Washington DC/Baltimore MD
- Greenville, SC
- Charlotte, NC
- Augusta, GA
- Atlanta, GA
- Columbia, SC
- Wilmington, NC
- Winston/Salem, NC

Film Guides

- Southeast Coast Film Guide
- SC Film Office's SC Production Guide

Direct Mail Campaign

- Fisherman's Guide (over 1000 leads)
- Outdoor Sportsman

Sports Blitzes:

South Carolina

North Carolina

Georgia

Videos

Updated "Always an Adventure"

"Berkeley County Nature Base Educational Opportunities!"

Magazine Ads

Family Circle Cup

Senior Citizens Voice

Golf World

Golf Digest

Where Charleston

Southern Biker Magazine

South Carolina Smiles

Gateway Publications

Conventions & Meetings of the South

Gardner Publication

Louisiana Sportsman

North Carolina Sportsman

Group Tour Magazine

Group Tour Travel Leader

Shoreline Creations

Carolina Youth Alliance

Courier (NTA Magazine)

Charleston Area Visitors Guide

Discover Charleston

Southern Sporting

Charleston Group Planner

In Fisherman

Virginia Motor coach Magazine

Tennessee Motor coach Magazine

Maryland Motor coach Magazine
Pennsylvania Motor coach Magazine
Georgia Motor coach Magazine
North Carolina Motor coach Magazine
South Carolina Motor coach Magazine

*Various Newspapers in location where we have trade shows also The State Newspaper, and the Greenville Newspaper.

**REPORT OF REQUESTS
FOR
ACCOMMODATIONS TAX MONIES**

Agency	Amount Requested	Amount Approved
Clarendon County Chamber of Commerce Bass Master CITGO Tour	\$ 2,500.00	-0-
Hell Hole Swamp Festival	\$ 3,000.00	\$ 500.00
Berkeley Museum Tractor Show	\$ 8,000.00	\$ 500.00
Summerville Family YMCA Flowertown Festival	\$13,824.00	\$ 500.00

2004- 2005 Strategic Plan

1. Continue to build on group programs.
 - Discount packaging (Passport)
 - Incorporate more educational programs
 - Build on sport blitzes and incorporate recreational departments and YMCA
 - Promote county as a meeting and a retreat destination
 - Continue to address the growing African American Market
 - Joined "Student and Youth Travel Association of America"

2. Multiple campaigns in our feeder markets:
 - Atlanta, Ga. *
 - Charlotte/Gastonia, NC
 - Detroit, MI
 - Washington, DC *
 - Wilson Salem, NC*
 - Baltimore, MD*
 - Raleigh, NC
 - Greenville/Spartanburg, SC
 - Columbia, SC
 - Charleston, SC

**Planned for first part of 2005*

In the campaigns we will personally call on prequalified leads for groups, sports, educational opportunities and retreat potential.

3. Deeper name recognition through commercials in areas we have conducted campaigns.

Multiple stays, multiple nights, and multiple times.
Create new niche markets, cannot continue with same and continue to compete. We have rooms available every night.....