Please click the link below to join the webinar:
https://us02web.zoom.us/j/81401681462?pwd=dGhNQUxkZGYrYUFGdHdJblpXQWl5UT09
Passcode: 597534 Meeting ID: 814 0168 1462 Phone In # 1+312+626+6799

CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070

CITY COUNCIL WORKSESSION AGENDA
October 20, 2020

STATEMENT OF MEDIA NOTIFICATION

"In accordance with South Carolina Code of Laws, 1976, Section 30-4-80(d), as amended, all local media was duly notified of the time, date, place and agenda of this meeting."

WORKSESSION - Electronic Meeting - 5:00 PM

Please note, this meeting will be conducted electronically via Zoom and broadcasted via livestream on Facebook. You can view the meeting live via Facebook at the City's page City Beaufort SC

I. CALL TO ORDER

A. Billy Keyserling, Mayor

II. PRESENTATION

A. Local Hospitality Tax (1.1%) Appropriation Proposals - Beaufort Area Hospitality Association

B. Local Hospitality Tax (1.1%) Appropriation Proposals - Downtown Beaufort Merchants Association

III. DISCUSSION ITEMS

A. Proposed amendment to Flood Damage Prevention Ordinance

B. Downtown Holiday Weekend Re-imagined due to COVID-19

IV. ADJOURN

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/16/2020
FROM:	Kathy Todd and Linda Roper		
AGENDA ITEM TITLE:	Local Hospitality Tax (1.1%) Appropriation Proposals - Beaufort Area Hospitality Association		
MEETING DATE:	10/20/2020		
DEPARTMENT:	Finance		

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: *Discussion*

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Public Notice	Backup Material	10/16/2020
Proposal	Backup Material	10/16/2020

PUBLIC NOTICE

CITY OF BEAUFORT

CALL FOR LOCAL HOSPITALITY TAX APPROPRIATION PROPOSALS

REQUESTS FOR PROPOSALS FOR APPROPRIATION OF LOCAL HOSPITALITY FUND FOR FY 2021. Each year during the budget process, City Council appropriates 1.1% of the anticipated local hospitality tax funds in accordance with City Ordinance Section 7-13003, which stipulates that the allocation will be awarded by the City Council based on budget presentation of non-profit organizations invited by City Council. The City is requesting proposals from non-profit agencies that focus on advertising to increase tourism and revitalization of the Downtown economy that best achieve City Council's strategic goals and purposes. The FY 2021 allocation is budgeted for $22,050. Following City Staff review of all submitted proposals, City Council will invite the top three proposers to present their proposal. The presentations will occur during work session on September 22, 2020 with the allocation or allocations approved by City Council on October 13, 2020.

PROPOSALS ARE DUE SEPTEMBER 4, 2020

And should be emailed to Kathy Todd – ktodd@cityofbeaufort.org
Or delivered to: City Hall, 2nd Floor City Manager's Suite
1911 Boundary Street, Beaufort, SC 29902

LOCAL HOSPITALITY TAX APPROPRIATION PROPOSAL

ACTIVATE DOWNTOWN BEAUFORT

Presented by Ashlee Houck
Executive Director of
The Beaufort Area Hospitality Association

DEFINITION

EVENT VS **ACTIVITY**



Event | Special Event:

Something that is planned and only takes place for a limited amount of time, typically a planned public or social occasion. Something with an agenda.

Activity:

Something that engages people, and is ongoing,
and has no agenda: no planned timelines.
It must be interactive: not something to look at.

Collaborating and creating synergy among local organizations and the downtown business community will be key in planning routine activities as well as events to balance and create a vibrant downtown.

"Our vision for the treasured downtown Beaufort economy that house so many of our hospitality businesses from merchants to restaurants to attractions, is to transform it into a welcoming beacon of activity, igniting our area economy in turn producing a vibrant bustling downtown. The goal here through routine programming is to make downtown Beaufort nothing less than an attraction and destination for both residents and visitors alike."

BEAUFORT AREA HOSPITALITY ASSOCIATION

INTRODUCTION

The Beaufort Area Hospitality Association proposes the local hospitality tax appropriation be utilized for the activation of downtown Beaufort through routine programming activities and advertising. BAHA's proposal adheres, as suggested by the City's request, to the revitalization of the downtown economy in line with the city's strategic goals and purposes.

Why now?

Not only is downtown Beaufort important to the community and tourists, it is highly important to the local economy. While we are presenting with a "new normal", we must pivot and become innovative in the way we not only utilize funds, but showcase our area all while supporting our merchants, restaurants, attractions and downtown economy as a whole through advertising and routine programming.

What one thing could Northern Beaufort County do to become a better or world-class destination?

More vibrant downtown; retail evening hours, music and activities in the Waterfront Park

The Three Statistics That Every Downtown Should Live By per the **Destination Development Association**

The 7-8-7 rule indicates the three most important statistics that make a downtown a successful and vibrant destination.

Are they beautiful?
Do they feel safe?
Are there things to do after 6:00 pm?

APPEAL

70% of first-time sales at restaurants, retail shops, lodging facilities, and attractions can come from curb appeal. Beautification, or curb appeal, will always be an investment with a tremendous return.

SAFETY

Women account for **80% of all consumer spending.**

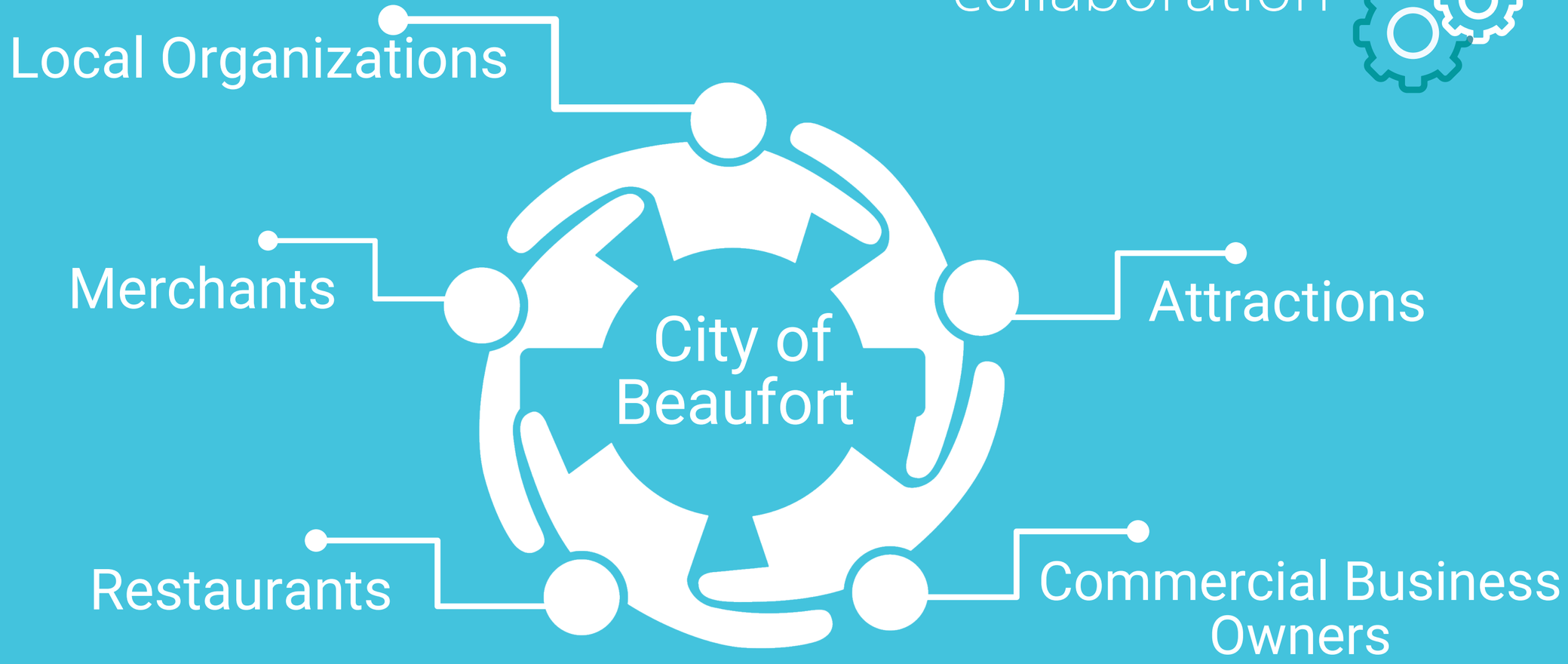
Women also account for 70% of all travel decisions including places to stay and eat, and “must see” attractions and safety.

HOURS

70% of all consumer retail spending takes place after 6:00 pm.

Are you open?

Creating Synergy through collaboration



ACTIVATE DOWNTOWN BEAUFORT
ROUTINE PROGRAMMING EXAMPLES

1

GAMES

Giant Chess & Checkers | Corn-hole Boards | Outdoor Ping Pong or Foosball Tables (all activities that can be rearranged and in temporary locations). ***Hold sponsored tournaments at restaurants and throughout downtown.***

2

ARTS & ENTERTAINMENT

Hold live art activities outside the many art galleries or open mic sessions. Have a street piano placed in downtown common areas to play. Invite local artists and musicians to fill the downtown area on slower evenings or Sundays. **These activities will support future engagement and support of the arts and entertainment such as the Art Walk event.**

3

COLLABORATE

Engage with local merchants and businesses to hold a "How to..." street fair outside their businesses on slower days such as Tuesdays. "How to pour wine or shuck oysters." "How to make soap or perfume." etc. "***How to Tuesday's in Downtown Beaufort"*** *or weekly themed nights.*

4

CELEBRATE

Celebrate "National Day's of..." and themed months with a specific activity related to that day. ***"A butterfly release on Earth Day"*** or ***"Chocolate Lovers Day for Valentines Day"*** *or* ***"Monday's are for Family - Night"***

The whole idea: To make downtown Beaufort the community living room and to monetize it by collaborating with the business community and engaging them to participate.

Per the **Destination Development Association**

THE FOUR INGREDIENTS TO AN OUTSTANDING, VIBRANT DOWNTOWN

1. An intimate, attractive setting
2. An orchestrated business mix
3. Life after 6:00 pm
4. Year-round activities - sorry, not events

Focusing on **Advertising** to increase **Tourism & Revitalization**

ROUTINE PROGRAMMING

Plan activities, embed non-permanent gaming & art throughout the downtown and collaborate on initial planning with stakeholders.

ENGAGE & COLLABORATE

Work with downtown operations, the downtown business community and other organizations to produce and delegate activities as well as supported events to create routine programming

ADVERTISE

Advertise and Market Downtown Beaufort as a key destination and attraction bustling with activity and a vibrant personality full of unique businesses.

Activate Downtown Beaufort.

BUDGET ANALYSIS

CONTINUOUS ACTIVITIES

Giant Outdoor Chess $600
Giant Outdoor Checkers $600
6 Corn Hole Boards $1800
Outdoor Foosball Table $600
Street Piano $500

MARKETING & DEVELOPMENT

Programming & Planning $5000
An average of 2-3 hours of programming, planning and development per week for 2021

Marketing & Advertising $5000
Social Media Marketing, Web-development (if needed), Visitor Guide Advertisement, Targeted Advertising, Graphic Design Services

Supportive Costs for Programming and Activities $6000

Examples of Activities and Supportive Costs
Butterfly Release $500
SC Forestry Commission Seedlings $500
Additional Street Games $1000
Entertainment $3000
Activate Downtown Flyer $1000

ROUTINE PROGRAMMING

Family Night Downtown Beaufort - Every Monday
52 Mondays in a year (Restaurant specials, merchant specials and sponsored activities such as balloon animals & face-painting. Playground and games.)

How to Tuesday's in Downtown Beaufort - Every 1st and 3rd Tuesday of the Month. 26 Tuesdays.
How to pour wine or shuck oysters at local restaurants or how to make soap or perfume at participating merchants shops. How to tie a tie or make jewelry etc.

Arts and Entertainment - featuring local artists and musicians every last Wednesday of the month. 13 Wednesdays.
Live entertainment featured around town (sponsored by downtown businesses 13 Wednesdays out of the year. Local artists and musicians.)

*Programming and planning would all be through partnership and cooperation with the City of Beaufort - Downtown Operations, Greater Beaufort-Port Royal Convention & Visitor Bureau, The Downtown Beaufort Merchants Association, Beaufort Area Hospitality Association, Downtown Business Community and sponsors or other organizations that would like to be involved with Activate Downtown Beaufort.

Communication and Collaboration with Visit Beaufort will be key in advertising and marketing the downtown Beaufort as a major attraction outside of Beaufort.

Total Local Hospitality Tax Appropriation Requested: $20,100

CREATING A VIBRANT DOWNTOWN **BEAUFORT**







through routine programming that supports a consistent vibrant downtown economy



“

Thank you

We are better and stronger together...
Let's ***Activate Downtown Beaufort together.***

Ashlee Houck
Beaufort Area Hospitality Association

BAHA
Beaufort Area
Hospitality Association

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/16/2020
FROM:	Kathy Todd and Linda Roper		
AGENDA ITEM TITLE:	Local Hospitality Tax (1.1%) Appropriation Proposals - Downtown Beaufort Merchants Association		
MEETING DATE:	10/20/2020		
DEPARTMENT:	Finance		

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: *Discussion*

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Proposal	Backup Material	10/16/2020

DOWNTOWN BEAUFORT MERCHANT ASSOCIATION

Request
For Appropriation Of Local Hospitality Funds
For FY 2021

Partnership Request with City of Beaufort

September 28, 2020

DOWNTOWN BEAUFORT MERCHANT ASSOCIATION

The year ahead. Planning and budget for the nonprofit association of Downtown Merchants that guide the way to a more community minded and vibrant destination for locals and visitors.



FIRST FRIDAY

Now in it's sixth year, First Friday has become an event that has brought the community together and helped our downtown to thrive. Whether raising money for Wounded Warriors, Relief for Hurricane victims or just providing live music and a street festival atmosphere , the event always brings people together in a fun, family friendly environment.



THE ROAD AHEAD

As Downtown Beaufort Merchant Association continues to grow, we get closer to being the self funded nonprofit we long to be. Our partnership with the City has helped fuel this growth and we are very grateful for their support.

Being good stewards of the taxpayers money has always been our focus when budgeting for the future. DBMA is 100% volunteer run and every dollar is spent for the benefit of helping our community and small businesses thrive.

Due to cancelled and modified events this past year, we are able to carry forward over $13,000 to reduce our needed fund for the upcoming year. We have also procured a $500 sponsorship to help reduce our budgeted needs. We are asking for $8,600 to continue to provide events and support for the greatest small town in the world.

Thank you,

Eric Thibault





EVENTS

Along with our monthly First Friday, Downtown Beaufort Merchant Association each year plans and supports other events that help bring people into our sweet downtown.

1.) Annual Sidewalk Sale
2.) Small Business Saturday
3.) Art Walks
4.) Romantic Weekend in Beaufort
5.) Scavenger Hunts
6.) Holiday Window Contest







BUDGET FORECAST SEPTEMBER 2020- AUGUST 2021

Description	Annual Amount
Entertainment for Events	12000
Administrative (taxes, fees, office supplies	2500
Website Hosting	1000
Social Media Marketing	12000
Misc. Advertising & Promotions	2000
Total Annual Budget	29500
Account Balance Sept. 1, 2020	-13200
Membership Dues	-7200
Sponsorship	-500
Total Requested Funds	**8,600**

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:** 10/16/2020
FROM:	Bruce Skipper, Building Official	
AGENDA ITEM TITLE:	Proposed amendment to Flood Damage Prevention Ordinance	
MEETING DATE:	10/20/2020	
DEPARTMENT:	Community and Economic Development	

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: *Discussion*

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Memo	Backup Material	10/16/2020

Memo

City of Beaufort

TO: William (Bill) Prokop

FROM: Bruce Skipper

CC: David Prichard

DATE: October 20, 2020

Re: New flood maps and minimum flood elevations

On June 30, 2017, the City of Beaufort received its preliminary flood maps from FEMA and SCDNR. The preliminary map review process has continued at the state level until recently. We received notification on September 24, 2020 to begin our ordinance update so that the maps can become effective on March 25, 2021.

The City's staff have reviewed the preliminary maps and would like to recommend the following:

- Maintain the current level of protection provided by the current flood maps by establishing a minimum flood elevation of base flood elevation of 13' (1988 Datum). This would include the required 1' free board as required by the CRS program to reach our desired rating.
- The minimum elevation of 13' would also be required in the X and Shaded X zones to make flood protection consistent throughout the City.

The City's staff feel, that maintaining the current level of protection that we have been required by the 1986 maps, will provided be the best for the City's residence. The new maps show a reduction in the minimum flood elevations of up to 4 feet in some area. We do not feel it would be in the citizen's best interest to allow such a reduction. We feel that a 13' minimum flood elevation through out the city would provide the best protection, will be the easiest to comprehend and enforce, and will protect against potential high-water events.

I will make myself available to answer any questions you may have.

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/16/2020
FROM:	Linda Roper, Downtown Operations Director		
AGENDA ITEM TITLE:	Downtown Holiday Weekend Re-imagined due to COVID-19		
MEETING DATE:	10/20/2020		
DEPARTMENT:	Downtown Operations		

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: *Discussion*

REMARKS: