ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING
2nd COMMITTEE MEETING

MONDAY, NOVEMBER 2, 2026, 6PM
CITY HALL - COUNCIL CHAMBERS
5 EAST BUTLER ROAD, MAULDIN, SC 29662

COMMITTEE MEMBERS
Taft Matney (Chair), Mark Steenback, and Carol King

AGENDA

1. **Call to Order**

2. **Public Comment (Agenda Items)**

3. **Reading and Approval of Minutes**
   - **a.** August 3, 2026 [Pages 2-3]

4. **Reports or Communications from City Officers**
   - **a.** Seth Duncan, City Administrator
   - **b.** Greg Saxton, Assistant City Administrator

5. **Unfinished Business**
   There is no unfinished business.

6. **New Business**
   - a. A-Tax Grant Recommendations [Pages 4-18]

7. **Public Comment (Non-Agenda Items)**

8. **Committee Concerns**

9. **Adjournment**

All meetings are streamed live at https://cityofmauldin.org/your-government/meeting-minutes-agendas/.
A quorum of Council may be present.

MINUTES
ECONOMIC PLANNING & DEVELOPMENT
MONDAY, AUGUST 3, 2026, 6PM
2nd COMMITTEE MEETING

Committee members present: Taft Matney (Chair), Mark Steenback and Carol King

Others present: City Administrator Seth Duncan, and Assistant City Administrator Greg Saxton

1. Call to Order- Chairman Matney

2. Public Comment (Agenda Items)- None

3. Reading and Approval of Minutes

a. May 4, 2026

Motion: Councilwoman King made a motion to approve the minutes with Councilman Steenback seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

a. Seth Duncan, City Administrator

Mr. Duncan reported Amp'd Up Fridays finished the season last Friday with fireworks. Pippin is the next production for the Mauldin Theatre Company and will start August 14th.

b. Greg Saxton, Assistant City Administrator

Mr. Saxton advised committee that after Pippin, the Theatre Company will perform "Our Town." Sooie BBQ Festival will be held September 11-12th.

5. Unfinished Business

There is no unfinished business.

6. New Business

a. Mauldin Art Trail

Ms. Melinda Hoffman, a Mauldin resident and accomplished artist, has submitted proposals for the Public Art Trail on several occasions. Recognizing both her artistic talent and her connection to the community, staff invited Ms. Hoffman to develop a concept inspired by the City's new brand identity. Specifically, she was asked to create a sculpture that reflects the spirit of the new City of Mauldin logo while also serving as an interactive piece that encourages public engagement. Ms. Hoffman has submitted a piece she calls "A Gathering."

Motion: Councilwoman King made a motion to send this item to Council with a recommendation of approval. Councilman Steenback seconded the motion.

Vote: The vote was unanimous (3-0).

7. Public Comment (Non-Agenda Items)- None

8. Committee Concerns- None

9. Adjournment- Chairman Matney adjourned the meeting at 6:14 p.m.

Respectfully Submitted,
Cindy Miller
Municipal Clerk

Mauldin
SOUTH CAROLINA

Economic Planning & Development Committee

AGENDA ITEM

MEETING DATE: November 2, 2026

AGENDA ITEM: Allocation of State Accommodations Tax Special Fund

TO: Economic Planning & Development Committee

FROM: Director of Business & Development Services, David Dyrhaug

SUBJECT: Allocation of State Accommodations Tax Special Fund

I. ABOUT THE STATE ACCOMMODATIONS TAX

The state imposes a 2% tax on all accommodations (i.e., stays at lodging facilities such as hotels and inns) statewide. The S.C. Department of Revenue collects this tax and distributes it back to the cities and counties based on the location where the tax was collected. The State of South Carolina provides a very specific formula for how these funds are to be used. A specified amount is assigned to the City's general fund, another specific amount is assigned to a visitor bureau or similar organization, and the remainder is assigned to a special fund for tourism-related expenditures. A municipality that receives more than $50,000 in revenue from the state accommodations tax is required to appoint an advisory committee to make recommendations for the allocation and expenditure of the remaining funds that are assigned to this special fund.

II. AMOUNT OF FUNDS AVAILABLE

In the state accommodations tax special fund designated for tourism-related expenditures, the City of Mauldin currently has $104,925.16 available. This includes both the allocation for this year as well as the carryover from the previous year. The City of Mauldin has established a program to accept applications from eligible entities for the use of the funds in this special fund.

III. APPLICATIONS RECEIVED

After advertising for applications for the use of the funds in the special fund for tourism-related expenditures, the City of Mauldin received the following applications:

PROJECT	APPLICANT	AMOUNT REQUESTED
Bridgeway Station Event Series	Bridgeway Station	$20,000.00
Visit Mauldin Tourism Campaign	City of Mauldin	$50,000.00
*Tourism Strategic Plan	City of Mauldin	$34,925.16
		$104,925.16

* After applications had been received, it was noted that the amount requested was below the amount of funds available. There was still $34,925.16 in funds not requested. Therefore, the City Administrator submitted a request to the Mauldin Accommodations Tax Advisory Committee requesting the balance of funds to develop a tourism strategic plan as part of the Visit Mauldin Tourism Campaign.

See attached applications for more information. In all cases, the applicants meet the eligibility criteria for the assignment of these funds. And all applications represent an acceptable use of the funds as defined by state law.

IV. ACCOMMODATIONS TAX ADVISORY COMMITTEE RECOMMENDATION

At their meeting on October 15, 2026, the Mauldin Accommodations Tax Advisory Committee reviewed all applications. The committee unanimously voted to recommend allocation to each applicants as requested, including $20,000 to Bridgeway Station for their event series and $84,925.16 to the City of Mauldin for their Visit Mauldin Tourism Campaign and Tourism Strategic Plan.

V. RECOMMENDED MOTION

Forward the recommendation of the Mauldin Accommodations Tax Advisory Committee to City Council with a recommendation of approval to allocate $20,000 to Bridgeway Station and $84,925.16 to the City of Mauldin.

VI. ATTACHMENTS

Applications

APPLICATION
MAULDIN ACCOMMODATIONS TAX GRANT PROGRAM

ORGANIZATION: Bridgeway Station Owners Association, Inc

Organization Type: ☐ Governmental Agency ■ Non-profit Organization ☐ Other: _____

Federal Employee Identification Number (FEIN): #[redacted]

Address: 506 Hidden Hills Drive

City, State, Zip: Greenville, SC 29605

Contact Name: Secretary/Treasurer

Position/Title: Vice President

Contact Phone: 864-242-2100

E-mail Address: theresa@hughesinvestments.com

NAME OF EVENT/PROJECT: BridgeWay Station Signature Event Series

Location of Event/Project: BridgeWay Station – Mauldin, South Carolina

Date(s)/Time(s) of Event/Project Completion: March 12-13, March 28, July 3, Dec. 10-12

Event/Project Website: BridgeWayStation.com/Events & https://www.instagram.com/bridgewaystation/

Event Type: ☐ First-time event ☐ One-time event ■ Annual event ■ Multiple occurrences per year

Description of Event/Project: BridgeWay Station's Signature Holiday Event Series includes four large-scale annual celebrations: St. Patrick's Celebration, Easter Celebration, Independence Day Celebration, and Christmas at BridgeWay. Held within BridgeWay's distinctive European-inspired setting, these free events feature live entertainment, family activities, seasonal programming, local vendors, dining, shopping and other experiences that encourage visitors to explore the destination.The series is designed to attract visitors from across the Upstate and beyond, including travelers from 50+ miles away. By expanding regional marketing and enhancing event programming, BridgeWay Station aims to increase tourism, extend visitor stays, support local businesses and generate additional economic activity within Mauldin and the greater Greenville area.

Projected Attendance: 50-55,000 annually across all four events

Projected # of Tourists: 5,000-7,500

How will you track the # of tourists? Placer.ai data, in partnership with the City of Mauldin, will be used to analyze attendance and visitor origin, supplemented by social media activity surrounding each event.

Cost of Admission: $ $0 – Free and open to the public

Projected Revenue: $ 0

Event/Project Total Budget: $ $80,000 (projected based on historical expenditures, with consideration for anticipated increases)

AMOUNT OF FUNDS REQUESTED: $ 20,000

Use of Funds Requested: $10,000 – Public Safety & Law Enforcement: Support for additional law enforcement, security, traffic management and public safety services required to safely accommodate increased tourist attendance during the four Signature Holiday Events. $10,000 – Tourism Marketing & Promotion: Development and implementation of a regional tourism marketing campaign promoting BridgeWay Station's Signature Holiday Event Series to visitors outside the immediate market, with an emphasis on generating awareness and attendance from travelers located 50+ miles from Mauldin.

Describe how the use of these funds for this event/project will promote tourism to the City of Mauldin

These funds will allow BridgeWay Station to expand the regional reach and tourism impact of its four Signature Holiday Events. A targeted tourism marketing campaign will promote Mauldin and BridgeWay Station to visitors outside the immediate area, with an emphasis on attracting travelers from 50+ miles away. Increased marketing will highlight not only the events, but BridgeWay's dining, shopping, entertainment and distinctive European-inspired destination experience. Funding will also support the additional law enforcement, security, traffic management, and public safety resources necessary to safely accommodate increased visitor attendance.

Together, these investments will help attract new visitors to Mauldin, encourage longer stays and spending at local businesses, and establish the Signature Holiday Event Series as a recurring regional tourism draw.

MARKETING AND PROMOTIONS

Please mark each type of media that will be used to promote this event/project

Type	Budgeted funds	Target geographic areas	# of people that will be reached beyond 50 miles
☐ Newspaper Ads			
☐ Magazine Ads			
☐ Radio Ads			
☐ TV Ads			
■ Social Media Ads	5000	Western NC, Columbia + targeted audiences 50+ miles from Mauldin	~450,000 impressions
■ Press Releases	0	Upstate SC & regional media markets	Earned media – reach varies
☐ Direct Mailings			
☐ Billboards			
■ Other: Radio/Podcast Combo	5000	Regional audiences within targeted 50+ mile tourism markets	~200,000 impressions

LODGING IMPACT

1. Projected # of people attending the event/project who will use hotels/inns in Mauldin: 200-400
   Projected average length of stay: 1–2 nights
2. Will you reserve a room block for this event at a hotel/inn in Mauldin? ☐ Yes ■ No
   If yes, # of rooms: n/a Hotel(s)/Inn(s): n/a
3. How will you measure the impact of your event/project on hotel/inn activity in Mauldin (e.g., room block usage information, survey of hoteliers, etc.): Work with the City of Mauldin and local lodging partners to evaluate overnight visitation associated with the event serie
4. Will you negotiate a special rate or hotel/event package to attract overnight stays? ■ Yes ☐ No
   If yes, please describe: BridgeWay will also work with the City of Mauldin and local lodging partners to evaluate overnight visitation associated with the event series.
5. What marketing initiatives will you utilize to promote hotel activity for this event/project?
   Regional digital marketing will promote Mauldin lodging options and encourage overnight stays for visitors traveling 50+ miles.

Note: Priority may be given to those events/projects able to generate overnight stays in the City of Mauldin. Applicants are encouraged to provide historical data for overnight stays generated in prior years.

SUBMITTAL CHECKLIST

Please submit the following with your completed and signed application:

- ☐ Proposed marketing plan for the event/project
- ☐ Detailed budget of all event/project expenditures
- ☐ Detailed budget listing all sources and amounts of income/revenue including, but not limited to, sales, admissions, sponsorships, contributions/donations, grants, etc.
- ☐ Letter from the IRS confirming the organization's non-profit status
- ☐ Confirmation of non-profit organization registration with the S.C. Secretary of State's Office
- ☐ Copy of the organization's most recent audited financial statements (or, if an audited financial statement is not available, your most recent IRS 990 return or S.C. Secretary of State Public Charities Division Annual Financial Report)

APPLICATION DEADLINE: 2:00 P.M. on September 30, 2026

- *Send a PDF copy of your application and materials to Lisa Clark at LClark@MauldinCitySC.com*
- *Large files that are 10 MB or more must be delivered on a USB flash drive to the Business & Development Services Office at 5 E. Butler Rd., Mauldin, SC 29662*

STATEMENT OF ASSURANCES

Should this grant application be awarded, the organization named herein agrees that:

1. Financial records, support documents, statistical records, and all other records pertinent to the funds requested in this grant application shall be retained for a minimum period of three years.
2. All procurement transactions, regardless of whether negotiated or advertised and without regard to dollar value, shall be conducted in a manner to provide maximum competition.
3. Safeguards shall be established to prohibit employees or volunteers involved with the organization from using their positions for a purpose of private gain for themselves or others.
4. All expenditures must have adequate documentation.
5. All accounting records and supporting documentation shall be immediately available for inspection by the City of Mauldin upon request.
6. No person, on the basis of race, color, or national origin, shall be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the event/project funded in whole or in part by the funds requested in this grant application.
7. Employment made by or resulting from the grant of these funds shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
8. None of the funds, materials, property, or services relating to the grant of these funds shall be used for any political activity, or to further the election or defeat of any candidate for public office.
9. Failure to comply with these statements may result in a loss of funding for the project.
10. For this event/project, the organization will promote hotels/inns within the City of Mauldin.
11. A final report will be provided at the completion of the event/project. All information in the final report will be detailed as required.

I do hereby certify that the information provided in this application and the supporting materials is correct. Furthermore, I agree to the statement of assurances provided herein should my request for funds be granted. Finally, I agree to comply with the laws, requirements, and standards of the City of Mauldin and the State of South Carolina pertaining to the use of these funds.

The undersigned represents that he/she has authority to bind this organization to this application and no other signatures are needed.

By: Bethany Gibson
Authorized Representative Signature

Printed Name: Bethany Gibson

Date: 09/30/2026

Title/Position: Property Manager / Authorized Representative

Morgan Blais
Witness Signature

2027 PROPOSED MARKETING PLAN

BridgeWay Station Signature Event Series

Event Series: St. Patrick's Celebration, Easter Celebration, Independence Day Celebration, and BridgeWay Christmas Market

Tourism Marketing Budget: $10,000

Objective

Promote BridgeWay Station's four Signature Holiday Events as regional destination events that attract visitors to Mauldin from 50+ miles away, increase visitor spending, and encourage extended and overnight stays.

Target Markets

Grant-funded advertising will focus on audiences 50+ miles from Mauldin, including Western North Carolina, Columbia, and other regional tourism markets. Targeting may also include audiences interested in festivals, family travel, holiday events, dining, shopping, live entertainment, and weekend getaways.

Proposed Marketing Mix

Type	Budgeted Funds	Target Geographic Areas	Estimated Delivery
Social Media Ads	$5,000	Western NC, Columbia + targeted audiences 50+ miles from Mauldin	~450,000 impressions
Press Releases	$0	Upstate SC & regional media markets	Earned media - reach varies
Radio/Podcast Combo	$5,000	Regional audiences within targeted 50+ mile tourism markets	~200,000 impressions

Total Grant-Funded Marketing: $10,000

BridgeWay Station's website, email database, organic social media, on-property digital screens, and other owned channels will supplement the paid campaign at no additional grant cost.

Campaign Timeline

St. Patrick's Celebration: Launch approximately 4–6 weeks before the event, with heavier promotion during the final two weeks.

Easter Celebration: Family-focused regional promotion beginning approximately 3–4 weeks before the event.

Independence Day Celebration: Regional campaign beginning approximately 4–6 weeks in advance, highlighting entertainment, fireworks, dining, and the destination experience.

BridgeWay Christmas Market: Largest and longest campaign, beginning approximately 6–8 weeks in advance and positioning the multi-day market as a holiday destination and weekend experience.

Tourism-Focused Messaging

Advertising will promote both the individual events and BridgeWay Station/Mauldin as a destination, highlighting BridgeWay's European-inspired setting, restaurants, shopping, entertainment, and seasonal experiences. Campaigns will encourage regional visitors to make a day or weekend of their trip and increase spending at local businesses and lodging properties.

Measurement & Reporting

Campaign performance will be measured through impressions, reach, engagement, website traffic, and geographic audience data. In partnership with the City of Mauldin, Placer.ai visitation and visitor-origin data will also be used to evaluate attendance and visitation from 50+ miles away. Social media geographic analytics will provide additional insight into the regional reach of each event.

BridgeWay Station Signature Event Series – Proposed Budget 2027

Projected based on historical 2025–2026 expenditures and anticipated increases in event-related costs.

Expense Category	St. Patrick's	Easter	Independence Day	Christmas	Series Total
Entertainment & Activities	$4,000	$4,000	$25,000	$10,000	$43,000
Event Staffing	$500	$300	$1,000	$1,500	$3,300
Security & Public Safety	$1,750	$500	$5,750	$2,000	$10,000
Décor & Event Enhancements	$1,000	$1,000	$1,000	$3,500	$6,500
Marketing: Signage & Print	$250	$200	$750	$500	$1,700
Marketing: Tourism Advertising	$1,250	$1,250	$2,500	$5,000	$10,000
Event Operations & Infrastructure	$750	$750	$2,000	$2,000	$5,500
EVENT TOTAL	**$9,500**	**$8,000**	**$38,000**	**$24,500**	**$80,000**

Budget Category Notes

Entertainment & Activities	Bands/DJs, performers, children's activities, inflatables, fireworks/seasonal programming where applicable.
Event Staffing	Event staff, parking attendants, setup/takedown labor and contracted operational support.
Security & Public Safety	Off-duty law enforcement, private security, traffic management and event-specific safety support.
Décor & Event Enhancements	Holiday/seasonal décor, lighting and temporary experiential elements.
Marketing, Signage & Print	Event signage, banners, wayfinding, printed collateral and creative/print assets.
Marketing: Tourism Advertising	Advertising expenses as determined by tourism grant money.
Event Operations & Infrastructure	Portable restrooms, tents, rentals, temporary power, waste services, barricades and related infrastructure.

BridgeWay Station Signature Event Series

Proposed Sources of Funding

Source	Amount	Notes
BridgeWay Station	$55,000	Applicant contribution toward the Signature Holiday Event Series.
City of Mauldin A-Tax Grant Request – Tourism Marketing	$10,000	Requested funding for regional tourism marketing targeting visitors 50+ miles from Mauldin.
City of Mauldin A-Tax Grant Request – Tourism-Related Security/Public Safety	$10,000	Requested funding toward tourism-related security and public safety costs.
Vendor Fees / Event Participation Fees	$5,000	Projected event-generated revenue from vendor and participation fees across the series.
Admission / Ticket Sales	$0	Signature Holiday Events are free and open to the public.
Sponsorships / Contributions	$0	No active 2027 sponsorship agreements are currently in place. Independence Day has historically received sponsorship support; projected sponsorship revenue is subject to change as 2027 partnerships are secured.
TOTAL PROJECT REVENUE / FUNDING	**$80,000**	

APPLICATION
MAULDIN ACCOMMODATIONS TAX GRANT PROGRAM

ORGANIZATION: Mauldin Cultural Center

Organization Type: ■ Governmental Agency ☐ Non-profit Organization ☐ Other: _____

Federal Employee Identification Number (FEIN): #[redacted]

Address: 101 East Butler Road

City, State, Zip: Mauldin, SC 29662

Contact Name: Gina McAtee

Position/Title: Cultural & Tourism Manager

Contact Phone: 864.449.1433

E-mail Address: gmcatee@mauldincitysc.com

NAME OF EVENT/PROJECT: Visit Mauldin Tourism Campaign

Location of Event/Project: City of Mauldin

Date(s)/Time(s) of Event/Project Completion: December 2027

Event/Project Website: cityofmauldin.org

Event Type: ■ First-time event ■ One-time event ☐ Annual event ☐ Multiple occurrences per year

Description of Event/Project: We are seeking funds to launch a tourism campaign to promote the City of Mauldin. Through the project, the City will partner with a professional videography team over a 3-4 month period to capture high-definition video and drone footage of signature community events, local businesses and culinary scene, and sports and recreation. See Project Narrative for more information.

Projected Attendance: _____

Projected # of Tourists: _____

How will you track the # of tourists? The video will be used as advertisement in multiple markets throughout the South Carolina and neighboring States.

Cost of Admission: $ n/a

Projected Revenue: $ n/a

Event/Project Total Budget: $ $50,000

AMOUNT OF FUNDS REQUESTED: $ 50,000

Use of Funds Requested: The requested funds will directly support two areas of the campaign:

1. Video creation ($30,000) - contracting professional videographer to capture, edit and produce flagship video and multiple cut-down ad formats.

2. Advertisement ($20,000) - purchasing ad placement in multiple markets through various mediums including streaming and digital.

Describe how the use of these funds for this event/project will promote tourism to the City of Mauldin

The campaign will drive regional visitation by using high-impact video advertising to position Mauldin as a premier Upstate destination for sports, events, and dining. The videos will be advertised in markets located 50-250 miles outside of Mauldin, including Atlanta, Charlotte, Asheville and Columbia.

MARKETING AND PROMOTIONS

Please mark each type of media that will be used to promote this event/project

Type	Budgeted funds	Target geographic areas	# of people that will be reached beyond 50 miles
☐ Newspaper Ads			
☐ Magazine Ads			
☐ Radio Ads			
■ TV Ads	$12,000	Columbia, Charlotte, Atlanta, Asheville	3million +
■ Social Media Ads	$4,000	Columbia, Charlotte, Atlanta, Asheville	3million +
☐ Press Releases			
☐ Direct Mailings			
☐ Billboards			
■ Other: Digital	$4,000	Columbia, Charlotte, Atlanta, Asheville	3million +

LODGING IMPACT

1. Projected # of people attending the event/project who will use hotels/inns in Mauldin: 300-400
   Projected average length of stay: 1-2 nights
2. Will you reserve a room block for this event at a hotel/inn in Mauldin? ☐ Yes ■ No
   If yes, # of rooms: _____ Hotel(s)/Inn(s): _____
3. How will you measure the impact of your event/project on hotel/inn activity in Mauldin (e.g., room block usage information, survey of hoteliers, etc.): survey of hoteliers, tracking consumer behavior on ads through clicks.
4. Will you negotiate a special rate or hotel/event package to attract overnight stays? ☐ Yes ■ No
   If yes, please describe: _____
5. What marketing initiatives will you utilize to promote hotel activity for this event/project?
   Ads will include call to action which will link to a page that includes links to local hotels for booking.

Note: Priority may be given to those events/projects able to generate overnight stays in the City of Mauldin. Applicants are encouraged to provide historical data for overnight stays generated in prior years.

SUBMITTAL CHECKLIST

Please submit the following with your completed and signed application:

- ■ Proposed marketing plan for the event/project
- ■ Detailed budget of all event/project expenditures
- ■ Detailed budget listing all sources and amounts of income/revenue including, but not limited to, sales, admissions, sponsorships, contributions/donations, grants, etc.
- ■ Letter from the IRS confirming the organization's non-profit status
- ■ Confirmation of non-profit organization registration with the S.C. Secretary of State's Office
- ■ Copy of the organization's most recent audited financial statements (or, if an audited financial statement is not available, your most recent IRS 990 return or S.C. Secretary of State Public Charities Division Annual Financial Report)

APPLICATION DEADLINE: 2:00 P.M. on September 30, 2026

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- *Large files that are 10 MB or more must be delivered on a USB flash drive to the Business & Development Services Office at 5 E. Butler Rd., Mauldin, SC 29662*

STATEMENT OF ASSURANCES

Should this grant application be awarded, the organization named herein agrees that:

1. Financial records, support documents, statistical records, and all other records pertinent to the funds requested in this grant application shall be retained for a minimum period of three years.
2. All procurement transactions, regardless of whether negotiated or advertised and without regard to dollar value, shall be conducted in a manner to provide maximum competition.
3. Safeguards shall be established to prohibit employees or volunteers involved with the organization from using their positions for a purpose of private gain for themselves or others.
4. All expenditures must have adequate documentation.
5. All accounting records and supporting documentation shall be immediately available for inspection by the City of Mauldin upon request.
6. No person, on the basis of race, color, or national origin, shall be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the event/project funded in whole or in part by the funds requested in this grant application.
7. Employment made by or resulting from the grant of these funds shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin.
8. None of the funds, materials, property, or services relating to the grant of these funds shall be used for any political activity, or to further the election or defeat of any candidate for public office.
9. Failure to comply with these statements may result in a loss of funding for the project.
10. For this event/project, the organization will promote hotels/inns within the City of Mauldin.
11. A final report will be provided at the completion of the event/project. All information in the final report will be detailed as required.

I do hereby certify that the information provided in this application and the supporting materials is correct. Furthermore, I agree to the statement of assurances provided herein should my request for funds be granted. Finally, I agree to comply with the laws, requirements, and standards of the City of Mauldin and the State of South Carolina pertaining to the use of these funds.

The undersigned represents that he/she has authority to bind this organization to this application and no other signatures are needed.

By: _____ Printed Name: Gina McAtee
Authorized Representative Signature

Date: 9/30/26 Title/Position: Cultural + Tourism manager

_____
Witness Signature

Visit Mauldin Tourism Campaign

Supporting Documentation

Project Summary:

The Mauldin Cultural Center is requesting the use of A-Tax Grant funds to create and launch a City-wide tourism campaign; a high-impact, visual marketing initiative designed to promote Mauldin as a premier Upstate destination for dining, entertainment, outdoor recreation, and sports tourism.

Through this project, the Cultural Center will partner with a professional videography team over a 3 to 4-month production period. The production crew will document the vibrancy of Mauldin by capturing high-definition video and aerial drone footage across four key pillars:

1. Community Events: City of Mauldin concerts, festivals, theater productions and other local events (i.e. BridgeWay Station, GE Vernova Park).
2. Local Businesses and Developments: local restaurants, breweries, and businesses unique to Mauldin.
3. Sports & Recreation: youth and adult recreation, Greenville Triumph and Liberty teams, park facilities, public art, and trails.
4. Hospitality & Accommodations: local hotel properties, event spaces, and visitor amenities.

The primary video will be a flagship 3-minute tourism promotional video, accompanied by a suite of cut-down ad spots (15-sec, 30-sec, and 9:16 vertical shorts) for targeted distribution through Connected TV/Over-The-Top (OTT) platforms, digital ads, social media, and websites.

The overall objective of the tourism campaign is to drive regional, statewide, and out-of-state visitation to Mauldin, translating directly into increased overnight stays and occupancy, and boosted local Accommodations and Hospitality Tax revenues. In addition, the video assets created through this project will serve as a multi-year marketing foundation for the City of Mauldin. Beyond the paid campaign period, the media library can be repurposed for ongoing web promotion, future event marketing, and economic development.

Marketing Plan:

The campaign will feature multiple video segments to be used on a variety of different platforms targeting markets within a 50 to 250-mile radius. By filming over 3-4 months, the footage will capture the range of Mauldin's offerings demonstrating that Mauldin is not just a pass-through town, but a vibrant destination with a variety of events, restaurants

and places to explore and stay, while also being conveniently located near major interstates and the Blue Ridge Mountains.

Primary Target Markets:

1. Charlotte Metro Area, NC: Focusing on young adults and families seeking weekend road trips and cultural/culinary getaways.
2. Atlanta Metro Area, GA: Focusing on sports families and leisure travelers driving up the I-85 corridor.
3. Columbia & Midlands, SC: Focusing on day-trippers and weekend visitors attending seasonal events or youth sports tournaments.
4. Asheville & Western NC: Focusing on regional travelers looking for dining, theater, and recreational options in the Upstate.

Advertising Mediums:

1. Over-the-Top (OTT) & Connected TV (CTV): Streaming video ads placed on platforms like Hulu, Paramount+, and YouTube TV, geo-targeted strictly to target zip codes in the markets listed above.
2. Targeted Social Media Ads: Geo-targeted Facebook and Instagram video campaigns designed to capture interest in sports travel, dining, outdoor recreation, and regional arts.
3. Programmatic Video & Search Marketing: High-impact digital display and pre-roll video ads running across specified websites.

Each ad will include a call-to-action and will direct viewers to a landing page on the City of Mauldin's website which will feature local hotel links, event schedules, and places to explore, eat, and play.

Budget Narrative:

The requested $50,000 budget for the tourism campaign is split between comprehensive content production ($30,000) and out-of-market paid media placement ($20,000) to ensure both high-quality messaging and broad regional exposure.

Creative and field production accounts for $20,000, covering pre-production planning, shot-list development, 3 to 4 months of multi-day filming across local events, sports facilities, dining, and hotels, as well as aerial drone videography. Post-production and asset creation account for $10,000, encompassing professional editing to deliver a flagship 3-minute video alongside cut-down spots (15-second, 30-second, and 9:16 vertical shorts) to fit various ad specs.

The remaining $20,000 is directly allocated to paid media buys, split between geo-targeted streaming platforms ($12,000 on OTT/CTV) and digital/social channels ($8,000 on Facebook/Instagram and pre-roll videos).

Revenue		
Mauldin A-Tax Grant Funds		$50,000.00
TOTAL		*$50,000.00*
Expenses		
Video pre-production, 3-4 months filming, drone/ariel videography		$20,000.00
Video post-production, asset creation		$10,000.00
Out-of-Market Media Buy (OTT/CTV)		$12,000.00
Digital & Social Media Buy		$8,000.00
TOTAL		*$50,000.00*

MEMO

MEETING DATE: **October 15, 2026**
AGENDA ITEM: 4b

TO: Accommodations Tax Advisory Committee
FROM: Seth Duncan, City Administrator
SUBJECT: **Allocation of Funding**

REQUEST

Accommodations Tax Advisory Committee,

I humbly request that the balance of funding available for distribution for calendar year 2027 be awarded to the **City of Mauldin** for the purpose of creating a **Tourism Strategic Plan** as part of the **Visit Mauldin Tourism Campaign**.

In 2025, Mauldin City Council set forth a goal to build a strong and diverse local economy with an emphasis on attracting high paying jobs, attracting unique commercial and retail establishments and supporting a diverse sports and entertainment tourism industry. To support this effort, a new, dynamic campaign is being planned to help put Mauldin and its fantastic tourism locations (BridgeWay Station, GE Vernova Park, PAR Greenville, and more) on the map. A Tourism Strategic Plan will focus the efforts of the Visit Mauldin Tourism Campaign and serve as an official guide lighting a path in how the City identifies, targets, and measures tourism in our community.

If the Committee is so inclined, I request that the balance of funds, approximately $34,925.16 be allocated for this effort and to implement the strategies identified. Staff have already begun laying the foundation of what this Plan could look like and how it will guide future tourism related expenditures for years to come.

Thank you for your consideration.

Sincerely,

Seth Duncan
City Administrator