



# **RICHLAND COUNTY COUNCIL**

## **ADMINISTRATION AND FINANCE COMMITTEE**

Kit Smith	Greg Pearce	Joyce Dickerson, Chair	Kelvin Washington	Valerie Hutchinson
District 5	District 6	District 2	District 10	District 9

**DECEMBER 22, 2009  
6:00 PM**

**2020 Hampton Street  
Council Chambers**

### **CALL TO ORDER**

### **APPROVAL OF MINUTES**

1. Regular Session: November 24, 2009 [pages 4-6]

### **ADOPTION OF AGENDA**

### **ITEMS FOR ACTION**

2. \$100,000 Hospitality Tax Allocation, Public Information [pages 8-22]
3. Approve Match Amount/DNA Backlog Reduction Grant from Sheriff's Department [pages 24-25]

4. Charge for Copies of Documents Subject to Council or Staff Review [pages 27-28]

5. Transportation Work Sessions [pages 30-32]

#### **ITEMS FOR DISCUSSION / INFORMATION**

6. Increase the Capacity of Bed and Breakfast lodging to make them more affordable [page34]

7. Phone Tree Messaging Software Update [pages 36-37]

8. Video System for Council Chambers [pages 39-40]

#### **ADJOURNMENT**



# Richland County Council Request of Action

## **Subject**

Regular Session: November 24, 2009 [pages 4-6]

## **Reviews**

# MINUTES OF



## RICHLAND COUNTY COUNCIL ADMINISTRATION AND FINANCE COMMITTEE TUESDAY, NOVEMBER 24, 2009 6:00 P.M.

*In accordance with the Freedom of Information Act, a copy of the agenda was sent to radio and TV stations, newspapers, persons requesting notification, and was posted on the bulletin board located in the lobby of the County Administration Building.*

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### MEMBERS PRESENT

Chair: Joyce Dickerson  
Member: Valerie Hutchinson  
Member: L. Gregory Pearce, Jr.  
Member: Kit Smith  
Member: Kelvin E. Washington, Sr.

**ALSO PRESENT:** Paul Livingston, Damon Jeter, Norman Jackson, Bill Malinowski, Gwendolyn Davis Kennedy, Michielle Cannon-Finch, Milton Pope, Tony McDonald, Sparty Hammett, Roxanne Ancheta, Randy Cherry, Larry Smith, Daniel Driggers, Dale Welch, Stephany Snowden, Jennifer Dowden, Tamara King, Sara Salley, Rodolfo Callwood, Monique Walters, Michelle Onley

### CALL TO ORDER

The meeting started at approximately 6:03 p.m.

### APPROVAL OF MINUTES

**October 27, 2009 (Regular Session)** – Ms. Hutchinson moved, seconded by Mr. Pearce, to approve the minutes as distributed. The vote in favor was unanimous.

Mr. Pearce moved, seconded by Ms. Hutchinson, to reconsider the minutes. The vote in favor was unanimous.

Ms. Hutchinson moved, seconded Mr. Pearce, to approve the minutes as amended. The vote in favor was unanimous.

## ADOPTION OF AGENDA

Ms. Hutchinson moved, seconded by Ms. Dickerson, to adopt the agenda as amended. The vote in favor was unanimous.

## ITEMS FOR ACTION

**AT & T Leased Line Connections—Countywide** – Mr. Pearce moved, seconded by Ms. Hutchinson, to forward this item to Council with a recommendation for approval. A discussion took place.

The vote in favor was unanimous.

**Business Service Center—Policies Approval** – Ms. Hutchinson moved, seconded by Mr. Pearce, to forward this item to Council with a recommendation for approval. A discussion took place.

The vote in favor was unanimous.

**Business Service Center—Records Retention Schedule** – Ms. Hutchinson moved, seconded by Mr. Pearce, to forward this item to Council with a recommendation for approval. The vote in favor was unanimous.

**Hospitality Tax County Promotions Grant Guidelines and Application Changes** – A discussion took place.

Ms. Hutchinson moved, seconded by Mr. Pearce, to forward this item to Council with a recommendation for approval with the following changes to the guidelines and application: **Round One**: For projects occurring and continuing between July 1, 2010 and June 30, 2011. On March 17, 2009, County Council passed an amendment to the ordinance to temporarily reduce the H-Tax to 1% (one percent) in the unincorporated areas of Richland County through June 30, 2011.

The vote in favor was unanimous.

## ITEMS FOR DISCUSSION/INFORMATION

**\$100,000 Hospitality Tax Allocation Recommendations, Public Information** – Ms. Hutchinson moved, seconded by Mr. Pearce, to forward this item to the December A&F Committee meeting for action. The vote in favor was unanimous.

**FY10—Hospitality Tax Budget** – This item was received as information.

**Phone Tree Messaging Software Update** – Mr. Washington moved, seconded by Mr. Pearce, to forward this item to the December A&F Committee meeting for action. The vote in favor was unanimous.

**ADJOURNMENT**

The meeting adjourned at approximately 7:00 p.m.

Submitted by,

Joyce Dickerson, Chair

The minutes were transcribed by Michelle M. Onley

# Richland County Council Request of Action

**Subject**

\$100,000 Hospitality Tax Allocation, Public Information [pages 8-22]

**Reviews**

## Richland County Council Request of Action

**Subject:** 100,000 Hospitality Allocation Recommendations, Public Information

**A. Purpose**

Richland County Council is requested to approve a recommended hospitality tax allocation for \$100,000 for the marketing and promotion of tourist related activities in unincorporated Richland County

**B. Background / Discussion** -In June of 2009, Richland County Council appropriated \$100,000 in hospitality taxes for the marketing and promotion of tourist-related activities in unincorporated Richland County. Richland County Public Information Staff was requested to present council with a comprehensive promotions plan in the fall, with the allocation being contingent upon approval of the recommendations.

**C. Financial Impact**

The \$100,000 was included in the council's approved fiscal 2010 budget. Attached is a comprehensive list of events/promotions recommended for funding

**D. Alternatives**

Council may choose to:

1. Approve the hospitality request as recommended
2. Not approve the hospitality request as recommended

**E. Recommendation**

It is recommended that council approve the request to approve the allocation and recommendations for the hospitality tax monies. The attached list is comprehensive and takes into consideration all regions of unincorporated Richland County.

Recommended by: Stephany Snowden  
Date: November 11<sup>th</sup> 2009

Department: Public Information

**F. Reviews**

(Please **SIGN** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

**Finance**

Reviewed by: Daniel Driggers

Date: 11/13/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Recommendation is based on available funding. It is council discretion on which events/promotions are funded. We would recommend that all funded events/promotions meet the current Council requirements for agencies awarded funding from hospitality tax funds.



**Legal**

Reviewed by: Larry Smith

Date: 11/20/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Left to Council's discretion.

**Administration**

Reviewed by: Milton Pope

Date: 11-20-09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Recommend that the Committee review the enclosed draft and provide feed-back to staff. The information gathered can then be incorporated into the overall plan for action at next month's Committee meeting.

J. Milton Pope  
County Administrator

<b>Project</b>	<b>Description</b>	<b>Requested Allocation</b>	<b>Recommended Allocation</b>	<b>Geographic Area (Community)</b>
Marketing Plan for Jim Hamilton-L.B. Owens Airport	Enhanced opportunity to market the airport to the pilot/business community nationally with brochures and enhanced website etc.	\$12,000	\$8,000	Downtown
Columbia City Ballet	Proposal to bring three performances to Northeast Richland County	\$20,000	\$15,000	Northeast
Cultural Arts Council of Richland-Lexington	Proposal to promote Decker Boulevard as Richland County's International Corridor	\$32,000	\$19,000	Decker Boulevard
Richland County Memorial Day Event at Village at Sandhill	A memorial day event featuring music, fireworks and family activities. This event would be marketed throughout the Carolinas	\$20,000	\$15,000	Northeast
Harbison Kids Triathlon	Marathon event which will attract families and youth throughout South Carolina	\$10,000	\$6,000	Harbison/Northwest
Diamond Day Cultural Arts Celebration	Spring visual and performance art festival held at Lower Richland High School. Event attracts performers and participants from	\$15,000	\$4,800	Southeast/Lower Richland County

	throughout South Carolina			
Three Kings Day Parade January 9 <sup>th</sup> 2010	Latino/Hispanic cultural parade and fair intended to increase cross cultural awareness of Richland County's Latino/Hispanic community	\$3,500	\$3,500	Decker Boulevard
Palmetto Half Marathon	Marathon event that will be held on April 10 <sup>th</sup> 2010. The race will begin and end at the Village at Sandhill.	\$20,000	\$10,000	Northeast
Council of Village Elders	Lower Richland Farmer's Market		\$5,000	Southeast/Lower Richland County
Richland County Government	Promotional Brochure of Richland County Cultural Attractions		\$10,000	Richland County Government Cultural/Promotional Brochure
Leisure Fun Magazine	Customized online calendar of community events for Richland County to increase visibility to the cultural attractions to the county	\$7,500	\$3,700	Richland County

# Request for Funding

## Of

### The Jim Hamilton – L.B. Owens Airport Marketing and Outreach Initiative

#### **Background**

The Richland County Council allocated 100,000 in hospitality funding in order to help market and promote Richland County as a destination for business, recreation, and entertainment. In turn, the Public Information Office has asked for recommendations from various departments and entities regarding specific programs and areas in which this money could be used to have a profound and positive impact thus fulfilling the intent of the Richland County Council.

#### **Discussion**

The Jim Hamilton – L.B. Owens Airport Marketing and Outreach Initiative is an excellent example of how these funds can be used to generate interest in this region of the Midlands and to showcase one of the primary tools available to Richland County for continued economic development and for promoting recreation and tourism in the area.

#### **Quick Facts**

- Columbia’s Downtown Airport has been in existence since 1938
- The Airport experienced substantial growth over several decades and is now home to over 115 aircraft and supports over 55,000 aircraft operations annually making this airport one of the busiest general aviation airports in South Carolina and a reliever airport to Columbia Metro
- Regular airport activities include flight training, recreational flying, law enforcement, medical transport, Civil Air Patrol, traffic reporting, business charters, and various other services related to the health, welfare, and safety of the community.
- The Hamilton – Owens Airport continues to play a vital role in supporting many of the region’s business and government-related travelers by providing a downtown destination to over 50,000 itinerant visitors annually
- The activity at the Jim Hamilton – L.B. Owens Airport is directly responsible for nearly \$15 million annually in total economic impact to the local area

#### **Request for Funds**

The Airport Director respectfully requests \$12,000 to help fund the Jim Hamilton – L.B. Owens Marketing Initiative. The program consists of three major areas: enhanced web presence, print media and advertising, and community outreach.

The details of this request are as follows:

- Enhanced Web Presence - \$4,000
- Print Media and Advertising - \$4,000
- Community Outreach - \$4,000

**COLUMBIA CITY BALLET**  
WILLIAM STARRETT ARTISTIC DIRECTOR

**Columbia City Ballet: Proposal for Richland County Funding**

Project: Sunday Ballet at the Village at Sandhills during the 2009-2010 Season

Amount Requested: \$20,000 for 8 outdoor performance events highlighting the 2009-10 Season

Description: Patrons of the Village at Sandhills will be treated to stars of the Columbia City Ballet's professional company performing excerpts of the season's productions approximately 2 weeks prior to the Koger Center performances.

Technical Director and crew will provide a marley dance floor, sound equipment, and other needed props at the Village at Sandhills in a high-traffic area intended to accommodate a large crowd. Dancers will be supported by their Artistic Director, William Starrett, Company Manager, and costume staff. Administrative staff will have comprehensive promotional packets and season information for patrons, and will hold contests or raffles for giveaways such as ballet tickets and t-shirts.

Dancers will perform two 35-minute excerpts from the upcoming Columbia City Ballet production beginning at 3pm and 4pm.

Performance dates:

January 24, 2010: **Selections from the critically acclaimed Cleopatra**

March 7, 2010: **The FIRST Glimpse of the World Premiere of The Little Mermaid**

February, 2010 : **Black History Month Presentation – Off The Wall and Onto the Stage**

The Columbia City Ballet would love to be a part of promoting the Village at Sandhills and the arts and culture that the community has to offer. Dancing excerpts from The Nutcracker at the Village at Sandhills in the past seasons has been extremely successful, and patrons were delighted to see the dancers up close and previews of performances before they premiere at the Koger Center. We believe these special performances will be an amazing booster for the Village at Sandhills, especially the Nutcracker performances on the busiest shopping day of the year.

As a part of promoting these events, the Columbia City Ballet staff will supply logos, pictures, and other information for any promotional advertising by the Village at Sandhills or Richland County. We will add these performances to our website with any applicable links and keep our interactive web community abreast of performances via Facebook and Twitter. In addition, these performances will be promoted in our newsletters, which go out in advance of each production to a mailing list of approximately 17,000 residents.

A grant for \$20,000 will allow the Columbia City Ballet to bring these special performances to the Village at Sandhills for the enjoyment of the community. Our mission continues to be arts education and entertainment for adults and children, and we strive to bring the best in professional ballet to the community with the growth and cultural advancement of Richland County each season.

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**Discovering Decker Celebration 9/2009  
Richland County's International Corridor**

**Income**

<b>Government Contributions/Grants</b>	32,500.00
<b>Total Income</b>	32,500.00

**Expense**

			<b>New total cost</b>	
<b>Festival Expense</b>				
<b>Management Services</b>	10,000.00			
<b>Cultural Performances</b>	5,000.00	-1500	3500	
<b>Food Vending Expense</b>	00.00			
<b>PA System</b>	500.00			
<b>Security</b>	500.00	-500	0	(can county sheriff do this at no cost)
<b>Festival Expense - Other</b>	<u>0.00</u>			
<b>Total Festival Expense</b>	16,000.00			
<b>Contract Labor</b>		2,000.00		
<b>Supplies</b>				
<b>Office</b>	500.00			
<b>Supplies</b>	<u>25.00</u>			
<b>Total 7590 - Supplies</b>		525.00		
<b>Telephone</b>		00.00		
<b>Postage and Delivery</b>		850.00	-350	
<b>Equipment Rental</b>				
<b>Computer Repairs</b>		100.00		
<b>Festival Display Setup</b>				
EXHIBIT BOOTHS - \$25.00 ea 30 x \$25-	750.00			
UNSKIRTED TABLES- \$8.00 ea 50 x \$8 -	400.00			
STEPS FOR STAGE - \$25.00 ea 2 x \$80 -	160.00			
SKIRTING FOR STAGE - \$80.00 1 x \$80-	80.00			
CURTAINS FOR STAGE - \$ 180.00 1 x \$180-	180.00			
CHAIRS <u>250 x \$1-</u>	<u>250.00</u>			
Sub-total		1,720.00		
STAGE - 1 x 250		250.00		
<b>TOTAL EQUIPMENT RENTAL</b>				
<b>Printing and Reproduction</b>		3,000.00	-2000	1000
Festival Committee/Reception		1,500.00	-1500	0 donated
reception				
Advertising/Promotion		5,000.00	-2000	3000
Banners		1,000.00		
Miscellaneous Expense	465.00			
Fire Marshall Fees	<u>90.00</u>			
<b>Total Other Expenses</b>			<u>.555.00</u>	
<b>Total Expense</b>		32,500.00		

Cuts = 7850 new total = 24650

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## **FY 2010 Hospitality Tax Grant Proposal to Richland County Government**

**ORGANIZATION:** Village at Sandhill/Kahn Development Company

**TYPE OF EVENT:** Free Memorial Day Event

**EVENT NAME:** Sandhill Beach Blast featuring Swingin' Medallions and Memorial Day Fireworks

**DATE:** Sunday, May 30, 2010

**TOTAL PROJECT COST:** \$40,000

**CONTACT NAME:** Stephanie White

**TITLE:** Marketing Manager

**ADDRESS:** 481 Town Center Place, Suite 2  
Columbia, SC 29229

**CONTACT PHONE:** 803-419-0235

**E-MAIL:** swhite@kahndevelopment.com

### **GENERAL DESCRIPTION OF PROJECT:**

The Sandhill Beach Blast is designed to bring Northeast Columbia residents and the surrounding regions together for a day of family fun. Activities will include local artists, family activities and entertainment. This free event will feature national recording artists and South Carolina natives, Swingin' Medallions followed by a spectacular fireworks display by East Coast Pyrotechnics, a South Carolina Company.

## Harbison Recreation Kids Triathlon

- Four years running that brings one-hundred plus kids statewide to Columbia.
- A triathlon offers a fun and safe environment designed to introduce children to the sport of triathlon
- Encourages a healthy and fit lifestyle
- Inspires children to believe they can achieve the extraordinary.
- The participants range from three through fifteen years old.
- Helps children learn to compete in the spirit of good sportsmanship
- Everybody's a winner.

### The Race To the River

- The race has been put on for eleven years.
- Showcases Harbison State Forest, the largest urban green space on the east coast.
- Brings two to three-hundred mountain bike races from Virginia to Florida.
- Key race in the South Carolina mountain bike state championships.
- Brings at least fifteen hotel stays and plenty of area restaurant business.
- It helps the State Forest with increase number of annual memberships.
- Aids the non-profit organization, Friends of Harbison State Forest.

## The Palmetto Half Marathon Proposal for Funding

### General Information

The first annual Palmetto Half Marathon will be held on April 10<sup>th</sup>, 2010 at the Village of Sandhills in Northeast Richland County. The Palmetto Half Marathon is the product of a very successful 5k (3.1 miles) running event hosted by North Trenholm Baptist Church in May, 2009. The Sunrise 5k was used to build community relationships within Columbia and proceeds benefited Hannah House, a transitional housing facility that offers food, shelter, job skills training, life skills classes and one-on-one mentorship relationships to women and their children who find themselves circumstantially homeless. It was our first race event and we had more than 220 participants (most inaugural 5k races expect only 100-150 participants). Due to the success of this event, this year we are expanding our efforts to create a premier half marathon event. The half marathon, which is 13.1 miles in distance, is currently the fastest growing race distance in the country. While most small to mid-size cities in the country will hold two or three marathon/half marathon events each year, Columbia only has one half marathon event, the Governor's Cup, held in late Fall. We have recognized the need for another half marathon running event in Columbia, and coupled with our



desire to build new and strong community relationships, we are taking this opportunity to bring a new, premier half marathon event to the Columbia area. The Palmetto Half Marathon will consist of a Half Marathon, 5k, Kids' Fun Run, and Expo. The race will begin at 7am on April 10, 2010. The racecourse will start at PLEX Indoor Sports, run through several of Northeast Columbia's neighborhoods, and finish at the fountain at Town Center inside the Village of Sandhills. The Kids' Fun Run (1 mile or less) will be held exclusively on the grounds of the Village of Sandhills. The Expo, held the Friday night before, will offer runners early race packet pick-up, a spaghetti dinner to fuel for the next days' events, fellowship with other runners, children's games, and vendors, community partners, highlighted charities, and sponsors showcasing their organizations.

### **Purpose and Goals**

The purpose and goals of The Palmetto Half Marathon is multi-level. First, North Trenholm Baptist Church (NTBC) wants to build relationships within our community. It is important to us to be an integral part of the Columbia community and building various relationships with multiple organizations is key. We believe that through these relationships, we can provide better support for Columbia residents. It is our hope that by bringing together many different organizations and groups to collaborate to help make this event a huge success, a stronger community bond will form. We have organized our race committee to include a team dedicated to building community relationships and helping get other organizations involved in the process of planning, organizing, and conducting the event.

Second, according to Facing Facts 2009, a community assessment based on an analysis of responses from residents and community leaders, four central issues were identified in Richland and Lexington counties. The number one issue is poverty and the struggle to meet basic human needs (food & shelter) with transportation closely following. Other issues included access to affordable healthcare and education that provides workforce skills. Between 10-12% of all residents were below the federal poverty line in Richland and Lexington counties according to the 2007 US Census Bureau. With the recent economic downturn, these numbers are increasing in Columbia. While building stronger community relations is our primary interest, we also hope to bring awareness to these key issues facing our community. This year, proceeds will go to benefit basic human needs: food & shelter. The charities and organizations that were screened and selected as benefactors of the race cater to one or more of these at-risk populations locally in Columbia. By building stronger bonds in the community, North Trenholm Baptist Church hopes to assist in building and supporting its community neighbors.

This year, the race will benefit four local non-profit organizations: Harvest Hope Food Bank, St. Lawrence Place, Alston Wilkes Society Veterans Home and the Family Shelter. St. Lawrence Place provides support services, life skills and transitional housing to enable homeless families to achieve independent living as productive members of the community. The Alston Wilkes Society Veterans Home not only provides the essentials of food and shelter to homeless veterans, they also help reaffirm veterans' self worth and give them a chance to contribute to the community and society overall. Family Shelter is a private, non-profit organization that provides emergency transitional services for families with children who have been made destitute by crisis. The mission of Harvest Hope Food Bank is to provide for the needs of hungry people by gathering and sharing quality food with dignity, compassion and education and is one of the largest food banks in our area. These organizations are an integral part of our community by providing food and shelter for all age groups and backgrounds that may be falling on hard times. A successful event could raise as much as \$5,000 or more for each of these four agencies.

### **Recreation and Tourism Benefits**

It is our goal to bring attention to the Northeast Columbia area this year by hosting our event at the Village of Sandhills. There are approximately 750,000 plus people who complete a half marathon each year across the United States. Many of these runners will travel to destinations other than their own hometown to participate in these events. Based on previous research on

inaugural races and our successful 2009 5k numbers, our goal is to have a total of 750-1000 participants, although the event could be much larger. In an economic impact study conducted by the organizers of the Mt. Rushmore Marathon, a similar sized race to what we expect for the Palmetto Half Marathon, the overall economic impact of the event was expected to be approximately \$1.6 million. Including the family and spectators that accompany most participants, we anticipate 2000-3000 people to attend the event. We expect 20-30% of the race participants and spectators to be from outside the Columbia area, including: Greenville, Myrtle Beach, and Charleston, SC; Charlotte, Raleigh, and Asheville, NC; Augusta and Atlanta, GA; Florida; Tennessee; and a few from distant states. When you take into consideration the hotels, restaurants, and retail shopping many of these participants will partake in, there is the potential for an economic boost in the area from a premier running event like the Palmetto Half Marathon. We will be partnering with hotels close to the race site to provide discounted rates and encourage more people to participate in the race who may be coming from out of town. As the event grows each year, the economic impact would also grow.

This race event will also have many recreational health benefits. South Carolina's estimated 2007 population was approximately 4.4 million with over 3.3 million adults. Of these adults, 35% are considered overweight and another 29% are considered obese, according to 2007 Behavioral Risk Factor Surveillance System data. Over a quarter of South Carolina adults, approximately 825,000 people, report no leisure time physical activity. It is our goal, as we did for the Sunrise 5k, to promote running groups with various organizations in hopes that people will become more active. We plan to continue our own "couch to 5k" running group in addition to incorporating into other organizations, such as Strictly Running, for those who want to train for the longer distance. These running groups will help bring together those with similar interests and also build a healthier community.

**Requested Promotional Funding**

Adequate advertising and marketing is imperative for any inaugural event. In order to properly advertise and market a race such as the Palmetto Half Marathon, we ideally request \$20,000. These funds would go to a variety of marketing and promotional material, including radio, TV, print ads, Internet and marketing materials, such as flyers, posters, signs, etc. Our marketing material will target the running community and recreational joggers and walkers – locally, within SC, and in surrounding states (NC, FL, GA, TN), in order to attract a larger scope of participants.

A general breakdown of how the funds would be used is as follows:

<b>Marketing Type</b>	<b>Funds Allocation (ideal)</b>	<b>Funds Allocation (alternative)</b>
Radio advertising	\$4,000	\$3,000
TV advertising	\$7,000	\$6,000
Internet	\$1,000	\$1,000
Print advertising (magazines, newspaper, etc)	\$6,500	\$3,500
Marketing materials (flyers, posters, signs, etc)	\$1,500	\$1,500
<b>TOTAL</b>	<b>\$20,000</b>	<b>\$15,000</b>

**Conclusion**

We are very honored to be in consideration to receive funds that are available for promoting events in Richland County and would like to thank you for giving us the opportunity to submit our proposal. We know that an event like this can only provide value in the Columbia area by building stronger community bonds, bringing awareness to key issues our community faces and building revenue for the northeast Columbia area. In order for us to be successful in our inaugural event, it is imperative that we market and advertise the event locally and beyond. We look forward to hosting a wonderful half marathon event in April 2010 and watching this event grow in subsequent years.

**Contact Information**

**Race Director:** Ken Calcutt

**Phone:** (803) 348-7895

**Race Marketing & Media:** Anna Schroll

**Phone:** (803) 206-3126

**Email:** palmettohalfmarathon@hotmail.com

**Director of Community Involvement, NTBC:** Tricia Richardson

**Phone:** (803) 727-9965

## Request for Funding

### Diamond Day – Lower Richland County

**Background**

Diamond Day is an annual celebration of the visual and performance arts of Lower Richland County. The event is held at Lower Richland High School. Participants include students and Diamond Day is advertised in the State Newspaper, the Lexington County Chronicle, the Sumter Newspaper, the Star and various other state media outlets. The budget for the event is approximately \$15,000 and we would appreciate any assistance that the county may be willing to provide.

## Request for Funding

### Three Kings Day Parade

**Statement of Purpose**

Latino Communications, LLC (partnering with the Cultural Council of Richland and Lexington Counties) is requesting grant monies to strengthen the relationship between the residents of Columbia, specifically Richland County, and the Latino community by funding an anticipated day of outreach entitled Three Kings Day Parade. The funding will be utilized to cover planning, development and implementation costs of organizing this event. The purpose of this festival is two-fold; 1<sup>st</sup> to create an environment of cultural awareness and understanding to combat hatred and racial disharmony, 2<sup>nd</sup> to empower individuals by providing information regarding home ownership, predatory lending, credit repair, banking products, small business start up, work force re-entry and basic healthcare. These topics

and more will be discussed and information disseminated by community based not-for-profit organizations, local Bankers, Palmetto Health Mobile Unit and others.

### **Goals and Objectives**

It is our goal that The First Annual Three Kings Day Parade will provide the community at large a window into the Latin culture with a better appreciation of our cultural differences and a discovery of our cultural similarities. This festival will lay the groundwork to dismantle various negative stereotypes and misconceptions that exists between cultures. Currently, in Richland and Lexington Counties combined there is an estimated population of 21,418 Latinos, this event will be the first of its kind in the Midlands to bring cultural awareness. With the advent of Decker Blvd. being renamed Richland County's International Corridor we thought what better place to have such an event such as ours.

### **Festival Activities**

The First Three Kings Day Parade will be held on January 9, 2010. It will commence at 11:00 am and conclude 3:00 pm beginning at the 1900 block of Decker Blvd and ending at the 2500 block of Decker Blvd. Festival attendees will be able to partake in live music, children's entertainment, educational services, health services and door prizes all provided at no cost. We will also have vendors on site providing a variety of traditional foods.

There will be various health related information and testing available including Blood Screenings for Cholesterol and Diabetes, Heart Awareness, Sickle Cell Awareness and Dental Check-ups for the children.

### **Conclusion**

The First Annual Three Kings Day Parade will be a fun, educational and entertaining event. The festival's focus on Unity, Health, Fitness, and Financial Well Being will lay the groundwork to building a bridge between our cultures, bringing about a greater understanding of one another thereby eliminating the ignorance, removing the fear and diffusing the hate. This festival will be the first event of its kind and one that will continue to grow and expand through the years.

**PLEASE MAKE ALL CHECKS PAYABLE TO: CULTURAL COUNCIL OF RICHLAND & LEXINGTON COUNTIES WITH THREE KINGS DAY IN THE "MEMO" LINE**

## Request for Funding

### Hopkins "downtown" Farmer's Market

#### **Background**

The Council of Village Elders is herein requesting consideration to receive a grant from funds originally set-aside in the 2009 Hospitality Grants funding process.

We have begun a re-vitalization project in the "downtown" Village of Hopkins, SC, 214 Hopkins Road, Richland County, District 10, for the purpose of promoting tourism. Our efforts will include a Lower Richland Heritage Corridor Farmers' Market, Historical Museum & Trade Shop and 1930's Train Depot replication. We also plan to attract local licensed food vendors and entertainment. We would utilize the funds for advertising, promotions, recruiting, signage, etc., in order to attract tourists and develop the Market & Museum to their full potential.

Over the past October weekends, we have recruited local farmers to sell their crops in the downtown Village on a trial basis and realized successful responses. We had visitors/purchasers to visit the market from Columbia and surrounding counties. Another example of a viable tourism base was evidenced by one group of market customers being out-of-county Congaree National Park tourists. Since this location is bordered on one side by a highly traveled road (Lower Richland Boulevard) and is easily accessible when traveling Garners Ferry and the Bluff Roads, we are certain that this endeavor will be a successful tourist attraction for Richland County, as well as the State of South Carolina.

We are available to provide further information and plans immediately. The Council of Village Elders appreciates any assistance you can provide on this matter and is hopeful that our request shall receive a positive response.

## Request for Funding Brochure Promoting The Cultural Amenities of Richland County, South Carolina

### **Background**

The Richland County Office of Public Information is requesting \$10,000 to be used to create an eight page brochure that would highlight the cultural facilities and amenities of Richland County, South Carolina. The brochure would be well produced and placed as visitor centers throughout the Midlands and would be a guide for visitors wishing to experience the best that Richland has to offer its guests. The Office of Public Information would work with the hospitality association, as well as the Convention and Visitor's Bureau to determine which amenities and facilities to highlight.

### **Online Community Calendar for Richland County**

Leisure Fun is proposing to develop and maintain a customized online calendar of community events for Richland County to help increase visibility and attract visitors to your county. This online calendar would be designed as a sub-website to augment and interface with your county's existing website so that it would appear to the user to be a part of your website.

Your online calendar of events would include the following special features and services:

- An extensive calendar of events
- Area attractions in Richland County
- Website links to each listing
- Customized appearance to make the calendar compatible with Richland County's site
- A search tool enabling users to search by date or city

- Content development, updates and maintenance provided by Leisure Fun so no additional work required by RC
- A banner link for Richland County on LeisureFun.net

Cost: \$7,500 for 12 months of service

# Richland County Council Request of Action

**Subject**

Approve Match Amount/DNA Backlog Reduction Grant from Sheriff's Department [pages 24-25]

**Reviews**

## Richland County Council Request of Action

**Subject:** Approve match amount/DNA Backlog Reduction Grant/Personnel

### A. Purpose

County Council is being requested to approve a grant match amount that was not included in the Grant Budget Request for 2009-2010.

### B. Background / Discussion

The Richland County Sheriff's Department has received the 2009 DNA Backlog Reduction Grant in the amount of \$104,767. This grant was approved during the regular budget process. When the grant budget request was submitted, no match was included, since it was not required by the solicitation. Richland County normally receives between \$140,000 and \$150,000, which would cover the salaries and supplies included in the project. When the 2009 application was submitted, match had to be included as the amount awarded by formula would not be sufficient to cover the salary amounts on the grant. This was an unforeseen development at the time of application submission. The amount provided to Richland County, which is determined by the National Institute of Justice and State Law Enforcement Division, was much less than anticipated. There was a significant delay in setting up this grant budget for use; therefore we are now requesting this be approved as soon as possible.

### C. Financial Impact

Grant Program	Costs	Match
<u>2009 DNA Backlog Reduction</u>	<u>\$104,767</u>	<u>\$18,707</u>
<u>Total Grant Budget Request</u>	<u>\$104,767</u>	<u>\$18,707</u>

### D. Alternatives

1. Approve the request to fund the needed match amount for use in the DNA Laboratory.
2. Do not approve, forfeit funds, and decrease likelihood for future funding.

### E. Recommendation

It is recommended that Council approve the request to approve match for the DNA Backlog Reduction program.

Recommended by: \_\_\_\_\_ Department: \_\_\_\_\_ Date: \_\_\_\_\_  
Chief Deputy Dan Johnson, Richland County Sheriff's Department November 23, 2009

### F. Reviews

(Please ***SIGN*** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

Item# 3



**Finance**

Reviewed by: Daniel Driggers

Date: 12/07/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Approval would require the identification of a funding source. We would recommend the use of existing funds budget for countywide grant match.

**Grants**

Reviewed by: Sara Salley

Date: 12/07/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Legal**

Reviewed by: Larry Smith

Date: 12/08/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Administration**

Reviewed by: Sparty Hammett

Date: 12/09/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

# Richland County Council Request of Action

**Subject**

Charge for Copies of Documents Subject to Council or Staff Review [pages 27-28]

**Reviews**

## Richland County Council Request of Action

**Subject:** Charge for Copies of Documents Subject to Council or Staff Review

### A. Purpose

County Council is requested to charge any individual, group, or entity not working within Richland County Government for any additional copies of documents the submitter requests that Richland County staff make for review or action.

### B. Background / Discussion

The following motion was made at the Tuesday, November 17<sup>th</sup> 2009 regular council meeting by Mr. Malinowski:

Any individual, group, agency or government entity not working within Richland County Government must provide all necessary copies of materials they wish to provide to Richland County Council or Richland County staff for review or action. If Richland County is requested to make any additional copies, the submitter will be billed at a commercial rate for such work.

### C. Financial Impact

Staff will no longer spend County dollars on making these copies, as the cost burden will shift to the non-county individual, group, or entity.

### D. Alternatives

1. Approve the request to charge any group, individual, or entity not working within Richland County Government for additional copies they request that County staff make.
2. Do not approve the request to charge any group, individual, or entity not working within Richland County Government for additional copies they request that County staff make.

### E. Recommendation

It is recommended that Council approve the request to charge any group, individual, or entity not working within Richland County Government for additional copies that they request County staff make.

Recommended by: Councilman Malinowski      Date: November 17, 2009

### F. Reviews

(Please ***SIGN*** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

#### Finance

Reviewed by: Daniel Driggers

Date: 12/07/09

Recommend Council approval

Recommend Council denial

Item# 4

Attachment number 1  
Page 1 of 2

Comments regarding recommendation: It is Council discretion to establish fees for services. Approval would allow the county to recover cost of copies in these situations.

**Legal**

Reviewed by: Larry Smith

Date:

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Council discretion

**Administration**

Reviewed by: Tony McDonald

Date: 12/10/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

# Richland County Council Request of Action

**Subject**

Transportation Work Sessions [pages 30-32]

**Reviews**

# Richland County Council Request of Action

**Subject:** Transportation Work Sessions

**A. Purpose**

County Council is requested to provide direction to staff with regards to the scheduling of transportation work sessions.

**B. Background / Discussion**

The following occurred at the November 17, 2009 Regular Session Council Meeting:

**Schedule several transportation work sessions [HUTCHINSON]:** The item was forwarded to the A&F Committee.

At the October 6, 2009 Council Meeting, Council approved the following:

**Transportation Sales Tax Recommendations**

- a. **Project(s):** Council approved the pursuit of transit, roadway, and greenway / bike projects for the Transportation Sales Tax.
- b. **Amount:** Council approved the pursuit of the ½ penny and penny options for the Transportation Sales Tax.
- c. **Timeline:** Council approved up to, and including, the permitted maximum of 25 years for the Transportation Sales Tax.

Towards that end, staff contacted Parsons Brinckerhoff (PB), who completed the Richland County Transportation Study in May 2008. PB has agreed to revise the previously completed transportation study with the aforementioned parameters (a – c).

The scope of services, which was approved at the November 17, 2009 Council Meeting, along with third reading of the budget amendment which provided funding for the study revision (\$40,000), will update project costs and revenue forecast information presented in the Richland County Transportation Study in light of current economic conditions.

PB will take the following steps in order to update the information provided in the 2007-2008 report:

- PB will review the original project cost and revenue forecasts as presented in the Richland County Transportation Study. This will include review of existing funding sources and also the study-recommended “local options transportation sales tax”.
- PB will work with Richland County and SCDOT to obtain latest sales tax information and local construction cost information to update the cost and revenue estimates.
- PB will estimate revenue stream over a twenty-five (25) year period (2010 – 2035). PB will work with Richland County to develop a reasonable revenue forecast by developing a range of low-medium-high forecasts through sensitivity analysis of tax rates.

- PB will update and provide project cost information in 2009 Dollars. Project estimates will be developed for individual funding categories including roadway, transit, and greenways/ bike.
- PB will assist Richland County to develop project timelines to match revenue forecasts over the 25-year period.

PB will complete the study revision within 60 work days, or no later than February 2010.

It is recommended that Council approve a presentation by PB at the 2010 Council Retreat (January 21, 22), and that afterwards, Council schedule follow up work sessions as needed.

**C. Financial Impact**

Not applicable.

**D. Alternatives**

1. It is recommended that Council approve PB to give a Richland County Transportation Study revision update to Council at the 2010 Council Retreat, and afterwards, schedule follow up work sessions as needed.
2. Schedule work sessions regarding this matter.

**E. Recommendation**

It is recommended that Council approve PB to give a Richland County Transportation Study revision update to Council at the 2010 Council Retreat, and afterwards, schedule follow up work sessions as needed.

Recommended by: J. Milton Pope      Date: December 7, 2009

**F. Reviews**

(Please replace the appropriate box with a ✓ and then support your recommendation in the Comments section before routing on. Thank you!)

**Finance**

Reviewed by: Daniel Driggers      Date: \_\_\_\_\_  
 Recommend Council approval       Recommend Council denial  
 No recommendation  
 Comments regarding recommendation: \_\_\_\_\_

**Legal**

Reviewed by: Larry Smith      Date: \_\_\_\_\_  
 Recommend Council approval       Recommend Council denial  
 No recommendation  
 Comments regarding recommendation: \_\_\_\_\_

**Administration**

Reviewed by: J. Milton Pope

Recommend Council approval

No recommendation

Comments regarding recommendation:

Date: 12-10-09

Recommend Council denial



# Richland County Council Request of Action

**Subject**

Increase the Capacity of Bed and Breakfast lodging to make them more affordable [page34]

**Reviews**

**From:** ANNA ALMEIDA  
**Sent:** Thursday, December 03, 2009 9:35 AM  
**To:** MILTON POPE; GEO PRICE  
**Cc:** Sparty Hammett  
**Subject:** RE: B&B Motion

Bed and Breakfast establishments are permitted outright in the (RU, OI, NC, GC & M-1) districts and are limited to 9 rooms or less. In the (RR, RM-MD, RM-HD, RC) Districts the following special requirements must be adhered to:

- B&B's shall be located a minimum of 1,500 feet from any other B&B ;
- The owner or manager of the home/inn must reside on the property;
- Maximum of 5 guest rooms in the B&B.
- Activities and functions for the guests must take place within the principle structure; (not garden wedding etc.)
- Off-street parking must be provided on the same lot as the B&B and must be located in the rear of the lot and screened with vegetation from adjacent properties and the road;
- In residential districts, signage shall be limited to a single sign not to exceed 3 square feet and no internal lighting and must be attached to the building;
- Exterior lighting must be residential in nature and not directed toward adjacent properties;
- No meals may be served to anyone other than staff and guests;
- No exterior alterations, other than those necessary to ensure safety and accessibility of the structure shall be made to any building for the purpose of providing a B&B.

Anna F. Almeida , AICP  
Deputy Planning Director  
Richland County Planning & Development Services  
2020 Hampton Street  
Columbia, South Carolina 29202  
(803) 576-2168 Fax: (803) 576-2182

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**From:** MILTON POPE  
**Sent:** Thursday, December 03, 2009 8:49 AM  
**To:** GEO PRICE  
**Cc:** Sparty Hammett; ANNA ALMEIDA  
**Subject:** FW: B&B Motion  
**Importance:** High

What are the zoning requirements for a Bed and Breakfast?

**J. Milton Pope**  
**County Administrator**  
[popem@rcgov.us](mailto:popem@rcgov.us)  
Richland County, South Carolina  
2020 Hampton St./PO Box 192  
Columbia, SC 29202  
Phone:(803)576-2054

# Richland County Council Request of Action

## **Subject**

Phone Tree Messaging Software Update [pages 36-37]

## **Reviews**

**From:** DALE WELCH  
**Sent:** Tuesday, November 24, 2009 12:35 PM  
**To:** ROXANNE ANCHETA  
**Cc:** JANET CLAGGETT  
**Subject:** Phonetree update and my talking points for A&F

With the help of Phonetree support IT spent approximately 55 hours over 6 weeks working with 2 separate Phonetree callback systems trying to get them to work properly.

There were 2 problems:

1. Loud humming sound in the background
2. The recording would frequently get cut off while the called party was listening.

Neither of these problems could be resolved and it was concluded that the system had a compatibility problem with our fully VoIP (Voice over Internet Protocol) county-wide phone system. The Phonetree system was sent back before the 30 day trial was up and we are awaiting a \$1600 refund.

IT has been looking into other phone callback systems since Phonetree didn't work properly. In trying to keep costs down we settled on hardware based systems housed locally versus web based hosted systems. The hardware systems had an upfront cost plus a cost based on the volume of calls. The web based systems charge per call only and there is no hardware needed however the cost was substantially higher than the hardware based system and would cost much more per year to use.

2 systems have been reviewed so far: Synrevoice, and Spitfire. We participated in online demos for both systems.

Synrevoice Cost \$8495 for the entry level system (which is similar to the capabilities of the Phonetree system we tested at \$1600). If configured similar to Phonetree with capacity to call the majority of households in the county within 4 days the Synrevoice system would cost \$41,600 versus \$14,100 for Phonetree. Synrevoice has an annual maintenance fee of \$3,600

Spitfire cost \$1,600 for the entry level system, same as Phonetree. Configured similar to Phonetree with capacity to call the majority of households in the county within 4 days the Spitfire system would cost \$9,500, well under the \$14,100 for Phonetree. Spitfire does not have an annual maintenance program. Service hours would be purchased on an as needed basis.

When we contacted both vendors about a 30 day trial period neither of them offered it. When we asked what our recourse was if their system did not work with our VoIP system we received the following response:

- o Spitfire (they would not give a yes or no answer):
  - We will work with you until we get it to work,
  - We have thousands of these systems running all over the world.

- We will go through a pre-install with you before we ship to make sure everything will work,
- Then we will walk you through the setup, remote install & training (all included with the price)
- Synrevoice
  - Has a satisfaction guarantee

We have been unable to locate another vendor that will allow us a 30 day trial period. We will need direction from Council on how to proceed.

Note: School District One uses a callback phone system called "School Messenger" and it is a web based system. They can contact 12,000 students per day and cost them approximately \$40,000 annually.

*Dale Welch  
Network/Telecom Div Chief  
Richland County IT Dept  
803-576-2017*

# Richland County Council Request of Action

## **Subject**

Video System for Council Chambers [pages 39-40]

## **Reviews**

## Richland County Council Request of Action

**Subject:** Video System for Council Chambers

**A. Purpose**

Richland County Council is requesting an estimate of what the cost would be to have the ability to re-broadcast council meetings, to include committee, zoning public hearings etc.

**B. Background / Discussion**

At the direction of Richland County Council, the Office of Public Information has done preliminary research of the cost to provide a HD video system for council chambers which would consist of three high definition robotic broadcast cameras and with a remote control, a high definition switcher with integrated multi-viewer and wall mounted broadcast HD monitor and a universal format converter allowing the signals to be down converted for recorded broadcast.

**C. Financial Impact**

It is important to that this preliminary estimate includes only the cost of the video system that would need to be needed to re-broadcast council meetings. It is currently estimated that the council meets for approximately 15 hours a month and consideration would need to be given for the cost of storing and archiving meetings. A request has been made to Richland County IT to begin researching the costs involved in adequately archiving council meetings. The preliminary estimate for the equipment costs is \$69,394.00.

<b>EQUIPMENT NEEDED</b>
<b>ROBOTIC CAMERA SYSTEM – 3 CAMERAS</b>
<b>MONITOR/SWITCHER WITH MULTI- VIEWER</b>
<b>INCLUDES TRAINING AND PARTS AND LABOR WARRANTY</b>

**D. Alternatives**

1. The alternatives are to that council may direct staff to move forward with further researching the total cost of re-broadcasting council meetings to include archiving and storage costs and staff to work with procurement to secure requests for proposals. The alternative is that council may determine that staff should not move forward with researching this endeavor.

**E. Recommendation**

It is the recommendations of the Richland County Office of Public Information that Council review the proposal as information and give PIO time to build a cable television platform that would support such a future endeavor. Staff is currently working with Richland County Procurement to purchase equipment to begin broadcasting on Time Warner Cable Channel 2.

Recommended by: Stephany Snowden                      Department: PIO                      Date: 12/09/09

**F. Reviews**

(Please ***SIGN*** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

**Finance**

Reviewed by Daniel Driggers:                      Date: 12/10/09  
 Recommend Council approval                       Recommend Council denial  
Comments regarding recommendation: Approval would require the identification of funds either in the current budget or through a budget amendment.

**Procurement**

Reviewed by: Rodolfo Callwood                      Date: 12/10/09  
 Recommend Council approval                       Recommend Council denial  
Comments regarding recommendation: No recommendation:

**Legal**

Reviewed by: Larry Smith                      Date: 12/10/09  
 Recommend Council approval                       Recommend Council denial  
Comments regarding recommendation: No recommendation: Council discretion

**Administration**

Reviewed by: J. Milton Pope                      Date: 12-10-09  
 Recommend Council approval                       Recommend Council denial  
Comments regarding recommendation: I recommend that the funding portion of this issue be forwarded to the FY10/11 budget process **if** Council approves a policy position of televising public meetings.