

## Basic Information for Your Organization

Your Organization	
Name	City of Rock Hill Parks, Recreation & Tourism
Address (Street or PO Box)	PO Box 11706
Address (City, State, Zip)	Rock Hill, SC 29731
SCEIS Vendor Number (Determines remittance)	7000142572
Organization website address	<a href="http://www.cityofrockhill.com/prt">www.cityofrockhill.com/prt</a>
Organization type (nonprofit, local government, etc.)	local government

Organization Contact	
Name	John Taylor
Position	Director, Parks, Recreation & Tourism
Telephone	803-329-5620
Email	<a href="mailto:john.taylor@cityofrockhill.com">john.taylor@cityofrockhill.com</a>

State Contribution	
Amount	\$500,000
Earmark Name	City of Rock Hill - UCI BMX Racing World Championship
Project Summary	2024 UCI BMX World Racing Championships
State Agency Providing Contribution	SCPRT

Person Completing this Report	
Name	Rebekah Ardis
Position	Executive Assistant

## Governing Board and Executive Officer - Nonprofit Organizations Only

For nonprofit organizations only, provide below the names of the individuals who serve on your organization's governing board and, if applicable, their board position. Please also provide the name and title of your organization's executive officer.

Members of Your Organization's Governing Board	
Name	Board Position, if applicable
John Gettys	City Council, Mayor
Derrick Lindsay	City Council, Ward 1
Kathy Pender	City Council, Ward 2
Kevin Sutton	City Council, Ward 3
John A. Black, III	City Council, Ward 4
Perry Sutton	City Council, Ward 5
Jim Reno	City Council, Ward 6

Your Organization's Executive Officer	
Name	Title
David Vehaun	City Manager
Jimmy Bagley	Deputy City Manager
Steven Gibson	Deputy City Manager
John Taylor	Director, Parks, Recreation & Tourism

## Accounting of how the funds will be spent

Provide below an accounting of how the state funds will be spent\*. Total expenditures should equal the total appropriation received. Expenditure descriptions similar to those used in your organization's accounting records should be used to maximize comparability of this budget to your organization's accounting of actual expenditures. For any category exceeding 10% of the total state contribution, provide additional details or subcategories of expenditures.

\* Per Proviso 11-9-110, a contribution must not be made to an organization until it agrees in writing to allow the contribution to be audited by the State Auditor.

Description	Budget
Opening Ceremony	\$ 45,000.00
Closing Ceremony	\$ 25,000.00
Awards	\$ 35,000.00
Promotional Items	\$ 20,000.00
Public Relations	\$ 16,000.00
Media Relations	\$ 1,000.00
Advertising Campaigns	Billboard Campaign
	\$ 50,000.00
	Social Media Ad Campaign
	\$ 15,000.00
	Digital Ad Campaign
	\$ 15,000.00
	Video Pre-Roll Campaign
Print Deliverables	\$ 10,000.00
	TV Commercial Campaign - CN2
	\$ 5,000.00
	Audio/Radio Ad Campaign (Local/Charlotte iHeart)
	\$ 40,000.00
	Ad in York County Visitor Guide
	\$ 5,000.00
Print Deliverables	Overview Publication, Venue Highlights, etc. (For Rider Packs)
	\$ 800.00
	Official Event Posters
	\$ 4,000.00
	Postcards / Direct Mail Piece
	\$ 7,500.00
	School Distribution Piece (Elementary, Middle, High)
Digital Deliverables	\$ 5,000.00
	Official Event Program
	\$ 25,000.00
	Window Clings
	\$ 500.00
	Fact Sheet Rack Card
	\$ 1,200.00
BMX Site Banners/Signage	Printed Fence Banners (Mesh Screen on specific fences at Track)
	\$ 8,000.00
	Digital Deliverables
	\$ 20,000.00
	BMX Site Banners/Signage
	\$ 50,000.00
	Audio/Visual Deliverables
Exhibits - Welcome Center/Airport	\$ 19,000.00
	BMX Site Banners/Signage
	\$ 50,000.00
Starting Hill Logos	\$ 20,000.00
	\$ 7,000.00
<b>Grand Total</b>	<b>\$ 500,000.00</b>

Insert additional lines if needed. Grand total should



## Success Measures

List the success measures that will determine the effectiveness of the use of the state funds to be received. Success measures should be stated in a way that can be measured. At least one success measure is required, but if there are more success measures than lines provided, copy and paste the last line as needed to expand the list.

Measure	Description
1	Estimated Direct Economic Impact to reach \$30m, which will exceed the 2017 UCI BMX World Championships by \$1m.
2	Attendance to reach 25,000, which will surpass the 2017 UCI BMX World Championships by 28%.
3	Room nights to exceed the 2017 UCI BMX World Championships by 5%, which would equate to approximately 4,500 room nights.
4	<p>Social media and all other marketing efforts to exceed the 2017 UCI BMX Championships impression results.</p> <ul style="list-style-type: none"> <li>• KPIs for Social Media and Digital Advertising will include: Reach, Impressions, Engagement, and Click Through Rate to the website.</li> <li>• We will also be counting website visits/locations/site movement and pixel tracking to social media.</li> <li>• Hotel Bookings through the website might be another performance indicator however, most of the reach for advertising will be done to Markets within driving distance so that data may not be conclusive of Ad campaign results.</li> <li>• Billboards will be measured in impressions.</li> <li>• Radio measured in reach x frequency. We may have the ability to capture conversions via phone/device listen confirmation and device geolocation.</li> <li>• Local TV will be measured in reach.</li> <li>• YouTube and Video Pre-roll will be measured in # of views/impressions.</li> <li>• Any magazine ads will be measured in reach and (possibly) QR code CTR to the website and/or social media.</li> </ul>

*At least one success measure is required. If additional lines are needed, copy and paste Measure 15.*

## Goals accomplished

List the goals to be accomplished with the state funds to be received. Goals should be stated in a way that can be measured. At least one goal is required, but if there are more goals than lines provided, copy and paste the last line as needed to expand the list.

Goal	Description
1	<i>Marketing</i>   To increase the awareness of the State of South Carolina and the City of Rock Hill to viewership; all the while, increasing the interest in the sport domestically and internationally by: <ul style="list-style-type: none"><li>• Attract at least 3,500 BMX riders to the event</li><li>• Promote the event as high energy, family-friendly, affordable entertainment.</li><li>• Foster a sense of community pride in Rock Hill, 2nd time this prestigious world event is hosted in Rock Hill.</li><li>• Promote Rock Hill as a premiere destination for sports tourism</li><li>• Attract audiences to the racing events and downtown festival.</li><li>• Sponsor placement in selected advertising and media.</li></ul>
2	<i>Safety</i>   To ensure the safety of all participants, staff, volunteers, as well as spectators and dignitaries while in attendance.
3	<i>Medical</i>   To provide the highest level of medical care for guests and riders through partnerships with Atrium Health and Piedmont Medical Center.

*If additional lines are needed, copy and paste Goal 15.*