



State of South Carolina Fiscal Year Spending Report

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act of 2022 and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution for the designated organization. The state agency providing the contribution should use this form to collect fiscal year spending information from the designated organization.

Contribution Information

Amount	State Agency Providing the Contribution	Earmark name
P280 -	Department of Parks, Recreation, and Tourism	City of Rock Hill - UCI BMX World Championship

Organization Information

Entity Name	City of Rock Hill Parks, Recreation & Tourism
Address	PO Box 11706
City/State/Zip	Rock Hill, SC 29731
Entity Type	Municipality

Organization Contact Information

Contact Name	Mark Sexton
Position/Title	Director, Parks, Recreation & Tourism
Telephone	803-329-5620

Accounting of how the funds have been spent:

Description	Budget	Expenditures				Total	Balance
		Fiscal Year 2024	Fiscal Year 2025	Fiscal Year 2026			
Opening Ceremony	\$ 45,000.00	\$18,690.46				\$18,690.46	\$26,309.54
Closing Ceremony	\$ 25,000.00	\$0.00				\$0.00	\$25,000.00
Awards	\$ 35,000.00	\$27,756.21				\$27,756.21	\$7,243.79
Promotional Items	\$ 20,000.00	\$44,838.61				\$44,838.61	-\$24,838.61
Marketing	\$ 200,000.00	\$72,790.05				\$72,790.05	\$127,209.95
BMX Site Banners/Signage	\$ 50,000.00	\$19,614.44				\$19,614.44	\$30,385.56
Community Banners/Signage - Billboards	\$ 50,000.00	\$60,583.00				\$60,583.00	-\$10,583.00
Exhibits - Photo Booth/Selfie Station	\$ 20,000.00	\$9,371.43				\$9,371.43	\$10,628.57
Media/TV Production	\$ 175,000.00	\$309,391.25				\$309,391.25	-\$134,391.25
Starting Hill Logos	\$ 20,000.00	\$13,830.00				\$13,830.00	\$6,170.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	\$640,000.00	\$576,865.45	\$0.00	\$0.00		\$576,865.45	\$63,134.55

☐ Project is underway ☒ Project is complete, funds are exhausted

Project completion date May 19, 2024

☐ Project yet to be started Estimated start date _____

Estimated completion date _____

Please provide a detailed spending summary, goals that were accomplished, and how the expenses benefit the public. If project is yet to be started, provide an explanation.

The City of Rock Hill Parks, Recreation & Tourism is the city's Destination Marketing Organization (DMO). Our mission is to provide a wholesome program of leisure, recreational, tourism, and cultural opportunities and facilities to enhance the quality of life for Rock Hill residents and visitors.

The 2024 UCI BMX Racing World Championships, held in Rock Hill, SC, from May 12 to 18, 2024, had 43 countries represented. According to the industry standard Destinations International Event Economic Impact calculator, it garnered approximately 55,700 in unique attendance and generated an estimated \$30.1m in economic impact. The cultural impact this event had on Rock Hill benefited the community. 43 different countries were immersed in our society, and some countries were here for months while they practiced. Students within the Rock Hill Schools' World Language Immersion Program were able to assist with translations and witness the cultural diversity they had been studying. The community also benefited from the Opening Festivities, where Rock Hill welcomed the riders and spectators of the 2024 UCI BMX World Racing Championships. The event was one of the largest our downtown area has experienced.

Partnerships within the community were vital to hosting an event of this magnitude. Welcoming and hosting the world to Rock Hill, SC, required the support of partnerships within the city departments, as well as community partnerships, involvement, and volunteers. The City of Rock Hill was proud to partner with Rock Hill Schools, Winthrop University, Clinton College, York Technical College, Atrium, and Piedmont Medical Center. These partnerships provided essential services and further strengthened bonds for future events.

Through targeted campaigns domestically and internationally, the City of Rock Hill was able to utilize social media, media advertising, and partnerships to promote the 2024 UCI BMX Racing World Championships in Rock Hill, South Carolina. Content creation provided unbelievable visibility, including preparation videos, athlete interviews, and behind-the-scenes racing footage. For example, one YouTube video alone garnered over 57,000 views, with Discover SC in a large percentage of the visibility. The event's mobile app had over 5,500 downloads/users during the event, and the event's website garnered almost 120,500 views and over 66,000 users. Complete marketing efforts from television and radio broadcasting, airport marketing, and billboards are still being gathered and reviewed for effectiveness.

Organization Certifications

The Organization certifies that the funds have been expended in accordance with the plan provided to the agency providing the distribution and for a public purpose.



Organization Signature

Parks, Recreation & Tourism Director
Title

Mark Sexton
Printed Name

6/26/2024
Date