



Georgetown County
Accommodations Tax Advisory Committee
Minutes of November 6, 2025

Committee Members present: Drew Streett (Chair), Billy Nichols (Vice Chair), Theodore Russell, Ebony Hughes, Cheryl Bolin

Committee Members not present: Vanessa Greene, Suzanne King

9:30AM-

Drew Streett announced, "The first order of business is to elect a new chairman."

Billy Nichols motioned to nominate Drew Street for Chairman.

No one seconded this motion.

All council members were in favor of electing Drew Streett as the chairman.

Drew Streett made a motion to elect a vice chair then made a motion to nominate Billy Nichols as vice chair.

Ebony Hughes seconded this motion.

All were in favor and the motion carried.

Second order of business is to approve the last meetings minutes.

Billy Nichols made a motion to approve the minutes as written.

All were in favor.

A statement was made to limit presentations to a maximum of three minutes.

Presentations:

9:49AM- Myrtle Beach Area Hospitality Association was called to present their request for Restaurant Week South Carolina, but no one was present to present the request.

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9:50AM- Murrells Inlet 2020 Inc. was called to present their request for the **2026 Race for the Inlet**. Stacy Johnson approached the stand. This is the 19th annual race. This has become a signature tradition in the area. This event brings people to the area to stay in local accommodations and to enjoy restaurants. They are requesting \$12,800 in funds. This will cover safety, logistics, and visitor services. The total cost is \$14,300.

9:53AM- Murrells Inlet 2020 Inc. was called to present their request for the **2026 Murrells Inlet Oyster Roast**. Stacy Johnson Presented. This is the 22nd annual oyster roast. Over the past five years the event has sold out. Based on data collected at the event, 30% of attendees are tourist. For 2026 they projected a total cost of \$26,605 and the request is for \$24,355.

9:55AM- Murrells Inlet 2020 Inc. was called to present their request for the **Highway 17 Bypass Corridor Maintenance & Beautification**. Stacy Johnson Presented. The requested amount is \$38,400. This project included maintenance of 3.6 miles of medians along Highway 17. This maintenance includes regular mulching, litter pickup, and regular maintenance throughout the year. This also includes 8000sq ft. of straw beds. Research shows there is about 12.7 million vehicles traveling through this area and first impressions matter.

Billy Nichols asked, "Is this the same vendor you have been using for several years, and are you happy with them?"

Stacy Replied with, "Yes"

Drew Streett said, "Thank You."

9:59AM- Litchfield Beaches Property Owners Association was called to present their request for the **Beach Support Project**. John Martin presented their request of \$97,000. This project includes beach trash removal for South and North Litchfield. This includes 22 walkovers. They have done four decades of trash removal from this area and appreciate the ATAX support they receive. They have numerous volunteers that help pick up trash as well, that is organized by walkways. This includes beach sweeps and clean ups.

Ebony asked, "How much has the cost of trash removal increased?"

John Martin replied, "Approximately 3% every contract for the last 2 years."

Ebony asked, "Do you have a plan moving forward on what can be done to reduce the trash?"

John Martin replied, "We have looked at other options over time, how do I tell visitors they can't put trash in trash can. As far as getting volunteers that is an uphill fight."

Ebony asked, "Are all the trash you're seeing pick up or litter mostly?"

John Martin replied, "It is litter and we try very hard to mitigate trash."

Drew Streett asked, "Are y'all's trash receptacles beach side or street side?"

John Martin replied, "Both."

10:08AM- Georgetown Business Association was called to present their **2026 Holiday Events**. Beck Smith presented their request of \$12,813.50. This project includes a skating rink to bring in kids from across the county, hot coco, and Santa Claus meet and greets. The skating rink has increased by \$3,000.

10:09AM- Kiwanis of Pawleys Island Foundation was called to present their request for Art under the Oaks. Ronnie Craig presented their request of \$16,000. This event is a free 2-day arts and craft festival. This festival features art and history from the hammock coast. People come as far as Seattle, Washington, Delaware, and Florida. Any proceeds are invested into literacy for the schools.

Drew Streett stated, "There is no advertising funding from the ATAX money, you will be directed to the TMC for advertisement funding."

Theodore Russell asked, "Was this event held this past weekend?"

Representative replied, "Yes."

Juliet Kelso Stated, "Please state your name when approaching the stand to present."

10:14AM-Georgetown County Sheriff's Office was called to present their request for the **Georgetown County Sheriff's Office Beach Patrol**. Chuck Weaver presented their request for \$638,828.00 accompanied by Sargent Baker. This money will cover a specialized unit of the two original officers plus two additional officers to increased police presence due to increased tourism and people. This also would include new equipment and training for the officers.

Billy Nichols asked, "What kind of equipment is being requested?"

Chuck Weaver replied, "ATVs, Vehicles, and safety equipment. We are asking for some of our equipment to also be updated. All equipment is used to assist anyone coming off the beach."

Drew Streett asked, "What is the lifespan of vehicles?"

Chuck Weaver replied, "With proper maintenance they will last five years due to the salt water before we have to start welding frames."

Drew Streett replied, "Thank You"

10:17AM-Main Street Pawleys Beautification Committee was called to present their request for the **Pawleys Island Raised Median Beautification**. The representative was not present and asked Beth Goodale to present their request of \$50,000. This request is for maintenance of the raised medians on Highway 17. Last year plants were reduced to make it more economical. Part of the funds will be allocated to a landscaping contractor.

Drew Streett stated, "Maintenance has been much better this year."

10:19AM-Litchfield Beautification Foundation was called to present their request for the Litchfield Beautification Foundation **Hwy 17 Corridor Maintenance** project. Ken Dewell presented their request of \$44,000. This request is to maintain a four mile section in the Litchfield area. The request is up from last year's request, but still represents 26% of the total budget. Maintenance includes mowing weekly, trash pickup daily, fertilizer, insecticide, pruning, and trimming. They truly believe it encourages people to come to our area.

10:22AM-Pawleys Island Highway Beautification Program was called to present their request for the **Landscape Beautification for the Highway 17 Medians on the Waccamaw Neck**. Judy Jarvis presented their request of \$41,000. This request is for the maintenance of the south end of highway 17. This includes trash pickup once a week, mowing, and pruning. The only difference from last year is the increase in pine straw cost for Highway medians. All of this is done to provide a pleasing aesthetic.

10:23AM-Brookgreen Gardens was called to present their request for the **US Highway 17 North Corridor Landscape Maintenance**. Miles Arnott presented their request of \$15,000. This project covers maintenance for a section of Highway 17. This includes mowing maintenance, trash pickup, and the planting of 650 annual plants/bulbs. Overall, the total budget for this project is \$21,000.

Billy Nichols asked, "Has anything changed for the East side of the highway?"

Miles replied, "Huntington still maintains of the East side. There is a new park director for the State park now."

Billy Nichols stated, "There is a distinct difference in the corridor."

Drew Streett asked, "Are you just mowing your side of the road?"

Miles replied, "Yes and some of the median."

10:29AM-Friends of the Kaminski House was called to present their request for the **Kaminski House Concert Series**. Sydney Ford and Scott presented their request for \$10,000. This request is for the concert series which has a total budget of \$28,000. The concert series brings heads to beds in the area. The Fourth of July concert brought 3000 people to the area. 50% of the attendees were from out of the area (50 miles or greater). There is also a spring concert and the Holiday concert.

Drew Streett asked, "The funds are for which concert?"

Scott replied, "County funds are for the lighting, tents, and seating for each concert. City funds are used for the grounds not the concert."

10:32AM-Garden City Beach Community Association was called to present their request for the **Highway Median Maintenance**. Jim Allison presented their request for \$35,000. This covers Gateway Road maintenance which includes trash pickup and mowing.

Drew Streett asked, "Does the contractor pick up the trash before they mow?"

Jim Allison replied, "Yes"

Billy Nichols asked, "Just to clarify they are blowing off roads and picking up trash all through Garden City beach and Murrells Inlet?"

Jim Allison replied, "Yes"

10:34AM-Garden City Beach Community Association also requested \$7,000 for the Garden City Beach Street Lighting (Georgetown County). Jim Allison also presented this request. This is requested to keep the lights on and the area safe and secure.

10:34AM-Murrells Inlet Garden City Fire District was called to present their request for the **MIMSI (Murrells Inlet Marine Safety Initiative)**. Chief Gregors and Chief Richards presented their request of \$170,516. This request is for covering the beach side and inlet side. 85% of the people in this area are tourist. We have had zero drownings and death for the 5th year. That is due to our trained staff covering from Thursday thru Sunday. They provide two EMTs on side by sides pulling Jet Ski and same level of treatment on a boat as well.

Drew Streett asked, "Do you request accommodation tax from Horry County?"

Chief Gregors replied, "Yes we do, we request the same amount from Horry County."

10:40AM-Murrells Inlet Garden City Fire District also requested \$59,144 for **Bike Week Medical Coverage**. Last year was fully funded but the request has increased this year. Last year we used more supplies than expected. We also added an additional person. Spring rally we transported 19 individuals and helped 36 additional individuals. Fall rally there was 11 transports and 21 additionally helped. Additionally this year we have CPR training available to teach people how to save a life.

Drew Streett asked, "Do any of the venues provide expense or coverage to be on site at their facilities?"

Chief Gregors replied, "We are not dedicated to a specific site, one of the local businesses lets us place our trailer in their front yard."

10:44AM-Georgetown County Chamber of Commerce TMC was called to present their request for the **Georgetown County Destination Marketing Fiscal Year 2026-2027**. Mark Stevens and Beth Stedman presented their request of \$792,000. TMC is the designated marketing provider for the Hammock Coast and Georgetown County. The tourism they bring generates \$496,000,000 for the Hammock Coast. Last year was the largest year in history for tourism.

Billy Nichols Asked, "Have we ever gotten a breakdown of where this money comes from within the county?"

Beth Replied, "That is part of the next request we are going to present, it will breakdown by council district, we will present this next. It gets tricky with some of the shared zip codes."

Billy Nichols replied, "It was a question asked to me if I ever saw that but I have not so it will be a good thing for everyone to see."

Beth replied, "I think we'll have it ready Monday."

Drew Streett asked, "Do you receive any other funds from any other municipalities within the county any other areas we are marketing as well with county dollars?"

Beth replied, "As the chamber we manage town of Pawleys Island tourism those are separate funds they have to be spent separately, we receive small amount of ATAX from the City of Georgetown to run the visitor center."

10:51AM-Georgetown County Chamber of Commerce TMC also had a request for the **Georgetown County Tourism Research for Fiscal Year 2026-2027**. Beth Stedman and Catherin Dickson presented their request of \$84,600. This request is for research for marketing dollars. Reasearch for tourism is a

vital component in how and where we are marketing. As numbers increase the need for data driven marketing increases. Air DNA tracks visitor economy, also we use Costar and Placer AI. This year they want to add Zartico to analyze visitor spending.

Drew Streett asked, "With the new program, are you trying to get research on where they are spending money in the county or where they're from and spending the money there on marketing dollars?"

Beth replied, "It is both, Zartico will track where they are spending money."

Billy Nichols stated / asked, "We funded last year partially, refresh our memory on what it was and what this is and how it is different or helps continue the research and marketing."

Beth replied, "We filled the gaps last year, we have walked this fine line for years. It is important for us to move forward. I don't know if I answered your question or not."

Ebony Hughes asked, "Is the \$84,000 an annual fee or license, and how does this help?"

Beth replied, "Zartico is only a part of the request. This research really let's use look at those communities that we know we need to market and where there are some opportunities for markets that may not be traditional to the Hammock Coast and how much money they are spending in the community."

Drew Streett stated, "My initial thought was this was a onetime thing, but this is going to be a reoccurring thing."

Beth replied, "Most likely. It is a very important thing to our marketing plan."

Drew Streett asked, "Have you worked with all these events to come up with a standard survey so we can measure the events as a whole?"

Beth replied, "We have not but we are happy to work with anyone within the county."

11:00AM-Friendship Place Inc. was called to present their request for the **Annual Historic Georgetown Bridge2Bridge Run**. Marie Livingston presented their request for \$30,420. (A video was shown) This request is for equipment rentals, porta potty's, and event supplies. Last year there were over 1000 participants, two years ago there were only 400 participants. The growth of this event helps grow the hospitality and accommodations of the area. People are attending this event from out-of-state. ATAX was requested from the City of Georgetown and they were granted \$16,000.

11:04AM-Midway Fire Rescue was called to present their request for the **Midway Fire Rescue Water Rescue Response Improvements**. Chief Clark Gilmore presented their request for \$153,901. This request is to seek to improve response to incidents, equipment, and training. In the past two years there has been 16 fatalities due to lack of access to the beaches.

Drew Streett asked, "Where is the stations located?"

Chief Gilmore replied, "Debordieu, Pawleys Island, And Litchfield"

Drew Streett asked, "You have to respond to both beaches and waterways?"

Chief Gilmore replied, "Yes sir. Our biggest challenge is getting from the roads to the victims."

11:09AM-Harbor Historical Association was called to present their request for the **37th Annual Georgetown Wooden Boat Show**. Hope McFadden presented their request of \$42,105. The total budget of the event is \$240,000. This is the event's 37th annual show. It is the largest free public event that holds between 25,000 to 30,000 attendees. They have over 100 classic boats displayed, family activities, dog parade, live music, DJ, and food. The money would be used for rentals, porta pottys, entertainment, and security. ATAX was also requested from the City of Georgetown.

11:12AM-Winyah Auditorium was called to present their request for the Winyah Auditorium Concert Series. Their representative presented their request of \$40,000. This request was for funds to be used for renovations, AC work, and pushing marketing to bring in people to their concerts. This event has grown by a third. 30% of the attendees stay overnight in Georgetown County. This is a privately owned place.

Drew Streett asked, "Who owns the space?"

Representative replied, "We lease the area from Timmons family."

11:15AM-Favour Corp was called to present their request for the **Georgetown Southern Blues and Line Dance Festival** but no one showed up to represent this event.

11:16AM-Georgetown County Parks & Recreation was called to present their request for the **Garden City/Pawleys Island Beach & Bike Path Cleanup**. Beth Goodale presented their request of \$122,089. This funding would support trash pickup and maintenance of bike paths and areas. Last year's funding was used to invest on new cans and trailers for easier trash collection and pick up. This year they are asking for funding for trailer/street sweeper, pay for staffing, and porta potty rental. (Referred to breakdown of cost)

Drew Streett asked, "With all the capital investments, at what point will we see these numbers come down?"

Beth replied, "We reduced in staffing this year and added more funding to the porta potty cost."

11:21AM-Gullah Geechee Chamber Foundation Inc. was called to present their request for the **Middle Passage Remembrance Historic Marker Unveiling, Georgetown County, SC**. Maryland Hemingway presented their request for \$55,000. This requested funding is for a new Historical marker in Georgetown, a marker revealing event, and marketing. \$5,000 has already been raised for this event.

11:24AM-Georgetown Business Association was called to present their request for the Georgetown Art and Wine Walk. Beth Smith presented their request for \$15,125. This request is for funding to help put on the 4th annual multiday event. This event has an art competition and vendors. This event brings in several thousand visitors. Artists come from all around to attend, such as Alabama and Virginia. This event is anticipated to bring 5,000 visitors, about 50% from outside of the 50 mile radius.

11:28AM-Georgetown Business Association was called to present their request for **Music in the Park**. Will presented their request for \$20,000. This funding is for the Music in the Park Concert series. This includes 5 to 6 different concerts held on Front Street. The funding will go directly toward the cost of

stage and the talent for entertainment. 30% of the attendees are from 50 miles out. This event usually brings 1,000 to 2,000 attendees. The city has awarded them \$5,562.

11:30AM-Georgetown Business Association was called to present their request for the **Georgetown Food Beer and Wine Festival**. Pete Greene presented their request for \$33,000. This request is for the 2nd largest event in Georgetown County. This event provides a lot of food and entertainment. According to Placer AI Data there were 8,000 visitors, of which 6,000 visitors were from out of Georgetown County. The city awarded them \$25,200. Any profits are split with the Friendship Place.

11:32AM-JB's Celebration Park Inc. was called to present their request for the **South Carolina Crawfish Festival**. Cindy Bender presented her request of \$50,000. This event is held on 7 acers and is 100% funded by donations. This event has southern cuisine, live music, local activities, local artisans, family activities, and immerse education experiences.

Drew Streett asked, "This event was here sometime in the past?"

Cindy replied, "Yes sir" (Then proceeded to show us a vintage shirt from the past event)

11:37AM-North Santee Community Action Club was called to present their request for the North Santee Annual Oyster Roast. Ron Livingston presented his request of \$6,800. This is the 22nd annual oyster roast. This event is open to the public, free food and drinks, entertainment, gospel, programs, and bands. There is local law enforcement security. This event brings in visitors from North Carolina, Washington DC, Atlanta, New York, etc.... The visitors that come to this event stay in the local hotels and eat at the local restaurants. The total budget for this event is \$13,600.

11:40AM-Billy Nichols motioned to adjourn the meeting.

11:41AM-All were in favor to adjourn.

11:41AM-Meeting adjourned.

November 6th, 2025