



TOWN COUNCIL MEETING

Irmo Municipal Building
7300 Woodrow Street, Irmo, SC 29063

September 16, 2025 @ 6:00 PM

Live streaming will be available from our YouTube channel at:
<https://www.youtube.com/c/TownofIrmo>

AGENDA

- I. Public Hearing
 - A. To receive comments on **ORDINANCE 25-11** to annex three properties totaling approximately 18.92 acres into the Town of Irmo, including 3532 Dreher Shoals Road, TMS R03303-03-03, R03303-03-04, and R03302-01-011 and to rezone said properties from HM, Homestead (Richland Co.) and RT, Residential Transition (Richland Co.) to CG, General Commercial (Town of Irmo).
- II. Call to Order
- III. Pledge of Allegiance
- IV. Invocation
- V. Special Presentation
 - A. Employee of the Quarter
 - B. In honor of the Irmo Little League:
 - 2025 Intermediate Baseball, World Series U.S. Third Place
 - 2025 Majors Baseball, World Series U.S. Third Place
- VI. Approval of the Agenda
- VII. Reading of the Minutes

- A. August 19, 2025 Council Meeting
- B. September 2, 2025 Council Workshop

VIII. Report of Standing

- A. Administrative Briefing
- B. New In-town Businesses:
 - The Classy Cruet Olive Oils & Vinegars - 1085 Lake Murray Blvd, Ste. F
 - Sumo Sushi & Hibachi - 1100 Dutch Fork Road, Ste. H
 - Three Little Birds Hair Salon - 8090 Irmo Drive

IX. Consideration of Communications

- A. Recognition of Tavern on 6 as the September 2025 Small Business of the Month.
- B. School Showcase:
Crossroads Intermediate School, presented by Dr. Erin Doty, Principal
- C. Community Connections:
 - Grief Workshop
 - Okra Strut
 - Swampfest Student Art Contest
 - ICRC Halloween Events
 - Team Hope, Run, Ride
 - Hush No More - Walk, Run, Roll Against Domestic Violence
 - Create & Learn
 - Irmo Town Limits - Motown Night
 - Loan a Mower Program
 - Heads Up, Phones Down

X. Presentation by Citizens (Agenda Items Only)

XI. Unfinished Business

- A. **SECOND AND FINAL READING OF ORDINANCE 25-11** to annex three properties totaling approximately 18.92 acres into the Town of Irmo, including 3532 Dreher Shoals Road, TMS R03303-03-03, R03303-03-04, and R03302-01-11 and to rezone said properties from HM, Homestead (Richland Co.) and RT, Residential Transition (Richland Co.) to CG, General

Commercial (Town of Irmo). This would annex the vacant property southeast of the Walgreens at the corner of Dreher Shoals Road and Dutch Fork Road into the Town limits.

- B. **SECOND AND FINAL READING OF ORDINANCE 25-12** to amend Chapter 22 of the Irmo Municipal Ordinance, Offenses and Miscellaneous Provisions, to add Section 22-72, Hate Intimidation. (Coleman) This will make hate intimidation illegal in the Town of Irmo.

XII. New Business

- A. **FIRST READING OF ORDINANCE 25-13** to create an Economic Development Grant Program for the recruiting, retention, and annexation of new businesses into the Town Limits of Irmo. (Staff) This ordinance also permits the Code Compliance Inspector to issue municipal summons to businesses that are in violation of the business license ordinance.
- B. **FIRST READING OF ORDINANCE 25-14** to regulate vegetation, including vines and shrubbery, on residential and commercial properties to protect public safety, property maintenance, and community appearance. (Staff) This ordinance would limit the size and coverage of vines and bushes with respect to adjacent structures, as well as allow the code compliance inspector to issue municipal summons to property owners who fail to abate a nuisance.
- C. **APPROVAL OF RESOLUTION 25-09** to approve expenditures of revenues generated from the accommodations tax. (Staff)
- D. Approval of a contract with MPA Strategies for public relations, media relations, Public Information Officer services, and general communications consulting services. (Staff)
- E. Approval of a contract with Watershed Consulting Group to develop and execute an annexation plan in accordance with the Town's Comprehensive and Strategic Plans. (Staff)

XIII. Presentation by Citizens

XIV. Discussion

XV. Executive Session

Town Council may act on items discussed in the executive session after returning from the executive session.

XVI. Adjournment

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the Town of Irmo will not discriminate against qualified individuals with disabilities based on disability in its services, programs, or activities. If you need accommodation to attend the meeting, please contact the Town Administrator or Municipal Clerk for assistance at (803)781-7050, M-F between the hours of 8:30 –5:00 (closed most Federal and State Holidays).



TOWN OF IRMO
REGULAR COUNCIL MEETING
August 19, 2025

The Irmo Town Council held a regular meeting on Tuesday, August 19, 2025, in the Municipal Building. In attendance were Mayor Bill Danielson, Mayor Pro-Tem Dr. Barbara Waldman, Councilmember Phyllis Coleman, Councilmember Gabriel Penfield and Councilmember Michael Ward. Others present were Mr. Jim Crosland, Town Administrator; Mr. Doug Polen, Deputy Town Administrator; Police Chief Bobby Dale; Mrs. Danielle McNaughton, Communication/Special Projects Manager; Mr. Whitt Cline, Public Services Director; Ms. Lisa Hancock, Finance Director & Municipal Clerk; and Mr. Will Edwards, Town Attorney.

The agenda was published and posted on Friday, August 15, 2025 to meet FOIA requirements.

REGULAR MEETING

CALL TO ORDER

Mayor Danielson called the regular meeting to order at 6:00 p.m.

PLEDGE OF ALLEGIANCE

Mayor Danielson asked the Irmo Little League's teams to lead the Pledge of Allegiance.

INVOCATION

Mayor Danielson gave the Invocation.

SPECIAL PRESENTATION

A. In honor of the Irmo Little League's Seniors Baseball and Juniors Softball teams. Mayor Danielson stated how proud Irmo was to have players reach the national level. And presented each team member and coach with a glass award.

APPROVAL OF THE AGENDA

Dr. Waldman made a motion to approve the agenda, and Mr. Ward seconded it. The vote for approval was unanimous.

APPROVAL OF THE MINUTES:

Dr. Waldman made a motion to approve the July 15, 2025 Council regular meeting minutes and Mr. Penfield seconded it. The vote for approval was unanimous.

REPORT OF STANDING:

- A. Administrative Briefing – Mr. Jim Crosland, Town Administrator had the following updates:
1. New employee, Elaine Webb has been hired as Accounts Payable Specialist.
 2. We received A-Tax applications last week and the committee will meet September 4th and will make recommendations to Council on October 16, 2025.

3. Doug has finalized the FEMA reimbursement for Hurricane Helene and we should receive approximately \$60,000 as soon as the Feds release the money.
4. Staff is working on the following Ordinances to present at the September workshop to Council:
 - Property Management Ordinance
 - Procurement Policy Ordinance
 - Economic Development Ordinance

B. New In-town Businesses presented by Councilmember Coleman

- Blue Lantern Enterprises LLC - 147 Billsdale Road
- Supreme Produce - 7467 St. Andrews Road (Inside Kroger)
- Yummi Sushi - 7467 St. Andrews Road (Inside Kroger)
- Mate Development Group - 1085 Lake Murray Boulevard
- IK Granite, LLC - 1140 Moseley Avenue

CONSIDERATION OF COMMUNICATIONS:

A. Recognition of Tide Law Firm as the August 2025 Small Business of the Month. Attorney Jason Branham accepted the plaque. The firm was also presented a plaque and recognized as a generous sponsor of the 4th of July laser light show.

B. School Showcase: The District Five Foundation for Educational Excellence, presented by Dr. Matt Boyeson. The foundation provides teacher and emergency grants to assist teachers and families.

C. Community Connections presented by Dr. Waldman

- SC Career Kids Career Club
- Community Blood Drive
- Mary's Mobile Market at Moore Park - Sunday, Sept. 7th 12pm-4pm
- Free Outdoor Movie Night - Friday, Sept. 12th 6:30pm -9:30pm
- Irmo Okra Strut - Sept. 26th 6pm-11pm & 27th 9am-5pm
- Art Under the Oaks Artisan Market various dates and times
- Irmo Town Limits Concert at Moore Park Amphitheater- Motown Night Oct. 24th 7pm
- Trunk or Treat at Moore Park - Friday, Oct. 31st 6pm
- Flood Safety Awareness

PRESENTATIONS BY CITIZENS (Agenda Items Only): None

UNFINISHED BUSINESS: None

NEW BUSINESS:

A. FIRST READING OF ORDINANCE 25-11 to annex three properties totaling approximately 18.92 acres into the Town of Irmo, including 3532 Dreher Shoals Road. TMS R03303-03-03, R03303-03-04, and R03302-01-11 and to rezone said properties from HM, Homestead (Richland Co.) and RT, Residential Transition (Richland Co.) to CG, General Commercial (Town of Irmo). This would annex the vacant property southeast of the Walgreens at the corner of Dreher Shoals Road and Dutch Fork Road into the Town limits.

Mr. Ward made a motion to approve, and Mr. Penfield seconded it.

Mr. Ward stated the annexation is part of the Town's Comprehensive Land Plan and agrees on voting for the annexation. However, his only concern is the rezoning and annexation at the same time. And suggests adding to the agenda of the next Council workshop to discuss the zoning component to have a better understanding of why it will be rezoned GC.

Mr. Penfield asked Doug Polen, Deputy Town Administrator, if he could clarify why the Town would annex property without knowing what will be on it. Mr. Polen stated the applicant does not have a use for the property and would like to annex the property into Town; and market the property as having Town services.

Mr. Polen further explained there are dozens of acres in Town that we have no idea what is going to go on the land but that's why we have a zoning code to determine what can be allowed on annexed property. The Town's zoning code will do a good job to control what is allowed on the property such as the architecture and landscaping. Although we don't know what the property will have on it, the Town will only approve of something that will be attractive, and we can be proud of.

Ms. Coleman has concerns about the rezoning as well as Council has not had an opportunity to discuss prior to this meeting. She stated she is opposed to Mr. Ward's approach of voting on it until they discuss because there is always time to vote it in. Ms. Coleman would also like to discuss in Council's next workshop prior to voting on it.

Dr. Waldman asked for clarification concerning the request for annexation came from the property owner and they want to come into Town. Mr. Polen stated that is correct, the property owner petitioned to come in. And then it went to the Planning Commission, and they requested the zoning General Commercial. Dr. Waldman stated her understanding was that an annexed property should have zoning on it otherwise the decision would need to be made later. Mr. Polen stated annexation, and zoning should go hand in hand so the landowner has an opportunity to make the decision whether they want it zoned a particular way. If the property is zoned at a later time, the landowner has no choice. Dr. Waldman asked if General Commercial fits with the Town's Comprehensive Plan for that vicinity. Mr. Polen stated that it does.

Mr. Penfield asked how long they would have to wait to resubmit. Mr. Polen stated if they had a substantially different plan, it could be sooner. Otherwise, they will have to wait a year to re-submit if Council votes no.

Mayor Danielson stated that not bringing this property in Town basically voids the Town's \$120,000 one-year Comprehensive Land Plan. Mr. Polen stated it would not match the future land use map that was generated for the plan. Mayor Danielson asked if the Comprehensive Plan would then be trash. Mr. Polen replied sure. The Mayor stated he has spoken with Matt at the Municipal Association, and we cannot and should not annex property without a zoning. The Mayor stated Mr. Polen is an expert as a Planner and he agrees with Mr. Polen that zoning and annexation should go together. Mayor Danielson also stated that by zoning the property General Commercial, it would eliminate any residential properties, thus minimizing the density issue that seems to be a concern. The Mayor continued to say that he would not deny someone and their family from realizing the gains from selling a piece of property in this community and tell them no they can't, and they have to settle for a third of the value because it was not zoned properly. The Mayor stated the Town's zoning ordinance limits what can be built and by annexing and zoning General Commercial fits in the Comprehensive Plan.

Mayor Danielson called upon Ms. Hancock for a rollcall vote on the overall ordinance: Mr. Ward voted "Yes", Mr. Penfield voted "Yes", Ms. Coleman voted "No", Dr. Waldman voted "Yes", and Mayor Danielson voted "Yes". The Council approved the motion with four in favor and one opposing.

B. FIRST READING OF ORDINANCE 25-12 to amend Chapter 22 of the Irmo Municipal Ordinance, Offenses and Miscellaneous Provisions, to add Section 22-72, Hate Intimidation. (Coleman) This will make hate intimidation illegal in the Town of Irmo.

Ms. Coleman made a motion to approve, and Mr. Penfield seconded it.

Ms. Coleman stated this ordinance is very important to her. She stated Richland County passed a hate ordinance and since part of the Town is in Lexington County, she felt the Town of Irmo should protect all their residents. Ms. Coleman stated it's a message that the Town of Irmo choses to lean toward the best of humanity which is to protect any and all persons within our Town limits from that kind of behavior. And no child should grow up in a culture that remotely condones hate and intimidation as acceptable behavior because they become the generation that it is practiced as common behavior. And Ms. Coleman stated she was personally impacted by a hate crime when her minister, Reverend Clementa Pickney was killed.

Mayor Danielson stated Ms. Coleman's statement represents the Town and had nothing to add.

Mayor Danielson called upon Ms. Hancock for a rollcall vote on the overall ordinance: Mr. Ward voted "Yes", Mr. Penfield voted "Yes", Ms. Coleman voted "Yes", Dr. Waldman voted "Yes", and Mayor Danielson voted "Yes". The Council approved unanimously.

C. Acceptance of a Bond for the Dutch Fork Road Chipotle (Staff). This will authorize the Town to hold a performance bond for the Chipotle to be located adjacent to 1079 Dutch Fork Road.

Dr. Waldman made a motion to approve, and Mr. Ward seconded it.

The Mayor asked Mr. Polen to discuss. Mr. Polen stated he has been working with Chipotle's developer, Broadstreet Partners on the traffic analysis plan. SCDOT is allowing a full-service access along Dutch Fork Road, however, Salem Church Road is scheduled to be realigned. By the time the realignment occurs, Broadstreet Partners will have sold the property to Chipotle and they will be responsible for the conversion. Broadstreet is seeking to pay the Town of Irmo the cost of the construction plus 25% contingency to hold as a bond. The owners of Chipotle will perform the conversion and then request payment of the bond. If the project is not performed adequately or at all, the Town will have the funds to ensure the conversion is completed.

Mayor stated this is a simple payment performance bond and agrees we should accept it.

Mayor Danielson called upon Ms. Hancock for a rollcall vote on the overall ordinance: Mr. Ward voted "Yes", Mr. Penfield voted "Yes", Ms. Coleman voted "Yes", Dr. Waldman voted "Yes", and Mayor Danielson voted "Yes". The Council approved unanimously.

D. Appointment to Accommodations Tax Committee (Staff). This is one (1) vacancy on the Accommodations Tax Committee. The term will expire June 30, 2028. An application was received from Owillinda Brooker.

Dr. Waldman made a motion to approve, and Mr. Ward seconded it.

Mayor Danielson called upon Ms. Hancock for a rollcall vote on the overall ordinance: Mr. Ward voted "Yes", Mr. Penfield voted "Yes", Ms. Coleman voted "Yes", Dr. Waldman voted "Yes", and Mayor Danielson voted "Yes". The Council approved unanimously.

E. Appointment to the Board of Zoning Appeals (Staff). There are two (2) vacancies on the BZA, with one term ending March, 2028 and one ending March, 2029. An application has been received from Eric Hoh.

Mr. Ward made a motion to appoint Eric Hoh with the term ending March, 2029 and Dr. Waldman seconded it.

Mayor Danielson called upon Ms. Hancock for a rollcall vote on the overall ordinance: Mr. Ward voted "Yes", Mr. Penfield voted "Yes", Ms. Coleman voted "Yes", Dr. Waldman voted "Yes", and Mayor Danielson voted "Yes". The Council approved unanimously.

PRESENTATION BY CITIZENS:

- 1. Henry Martin from Ballentine stated he sent in a notice about Walgreens and was concerned about the infrastructure. And would like the Town to take into consideration Ballentine citizen's wishes when making decisions.
- 2. Lawrence Coleman of Irmo stated the African American Historical Society of Irmo and the South Carolina African American Heritage Commission is inviting the Town to unveil a historical marker that will honor Judge Harold R. Boulware, Sr., civil rights attorney, public servant, and trailblazing jurist. A historical marker will be unveiled in his honor on September 16, 2025, at 10:00 a.m. at 131 Lake Murray Boulevard, Irmo, SC 29063.

DISCUSSION: None

EXECUTIVE SESSION: None

ADJOURNMENT: There being no further business, Dr. Waldman made a motion to adjourn, and Mr. Penfield seconded it. The motion was approved unanimously; therefore, the meeting was adjourned at 7:10 p.m.

ATTEST:

Lisa Hancock, Municipal Clerk

William O. Danielson, Mayor



TOWN OF IRMO COUNCIL WORKSHOP September 2, 2025

The Irmo Town Council held a Workshop on Tuesday, September 2, 2025, in the Municipal Building. In attendance were Mayor Bill Danielson, Mayor Pro-Tem Dr. Barb Waldman, Councilwoman Phyllis Coleman, Councilman Gabriel Penfield, and Councilman Mike Ward. Others present were Mr. Jim Crosland, Town Administrator; Mr. Doug Polen, Deputy Town Administrator; Lisa Hancock, Municipal Clerk/Finance Director; Robert Dale, Police Chief; Whitt Cline, Public Service Director, and Will Edwards, Town Attorney.

The agenda was published and posted on August 29, 2025, to meet FOIA requirements.

Mayor Danielson called the workshop to order at 6:00 p.m.

DISCUSSION ITEMS:

- A. Discussion on Ordinance 25-11 to annex three properties totaling approximately 18.92 acres along Dreher Shoals Road into the Town of Irmo.

The Mayor asked Mr. Polen to discuss. Mr. Polen stated the applicant has asked to come into Town and is asking to be zoned as General Commercial (GC). Mr. Polen stated GC would be appropriate based on the future land use map. At this time, the applicants have no defined commercial project in mind. Rather, they seek to rezone the properties to commercial to make them more attractive to future buyers and developers. At present, two of the properties are zoned HM, Homestead District (Richland County). This provides "lands for low-intensity agricultural and agricultural-supporting uses, such as hobby farms, along with very low-intensity residential development that preserves the rural and natural character of the district. The third property, R03302-01-11, is zoned RT, Residential Transition (Richland County). This district is intended to serve as a transition between very low intensity rural areas and suburban residential areas.

The proposed zoning district, CG, General Commercial, is defined as follows: The CG district is intended to provide for the development and maintenance of commercial and business uses strategically located to serve the community and the larger region of which it is a part the new 2024 Comprehensive Plan.

The Mayor reiterated the property owner asked to come into Town and Council has the right to deny manufacturing and storage facilities.

Ms. Coleman would like to control the natural habitat. Mr. Polen stated the Town has strong buffers to maintain the beautification of the Town as well as tree-mitigation.

Ms. Coleman then asked if we have gotten any input from adjacent neighbors. Mr. Polen stated that the Town has not. Ms. Coleman then asked if we know of any roadway improvements in that area. Mr. Polen stated the Town is conducting a traffic impact analysis in that area and will review the analysis prior to the State. Which gives Council a say in the matter.

Mr. Penfield stated Council has the opportunity to meet with Doug to gain additional knowledge prior to making a vote.

Mr. Ward suggested to zone as Mixed Use. Mr. Polen stated Livingston Place is Mixed Use.

Mr. Polen suggested Councilmembers to ask any questions prior to making any decisions and to familiarize themselves with the Town's Zoning and Land Development ordinances.

B. Discussion of a contract with Watershed Consulting Group to develop and execute an annexation plan in accordance with the Town's Comprehensive and Strategic Plans.

Mr. Polen stated Watershed Consulting would assist the Town in annexing properties. Focusing on the north side of Town near Foodlion. The consulting firm would develop a growth plan and a marketing campaign targeting priority parcel owners.

Mr. Ward stated it's a good idea to have a third party handling the footwork.

C. Discussion on Water Walk concept plan and proposed annexation.

The Mayor asked Mr. Polen to discuss. Mr. Polen stated he has been working with the developer for about a year and a half and they are close to developing a concept plan. The plan consists of 462 residential units with no more than 25% of single family and duplex lots as small as 3,500 square feet. And at least 25% of the lots will be 5,000 square feet. The overall design is attractive and is within the approved zoning. The main issue is the number of duplexes verses the number of single family detached residential units. Mr. Polen has reached out to the developer and they will adjust accordingly.

Mr. Polen said that in addition, the developer of Water Walk has the 22 acres across Dreher Shoals Road under contract and intends to amend the Water Walk plan and development agreement to include this property. No details have been provided to staff at this time, such as the possible mix of uses or number of possible residential units. At this time this item is proposed to go to Planning Commission in October.

Dr. Waldman asked if 50% will be townhomes and how many will be rental units. Mr. Polen stated the developer will adjust the number of townhomes and RD1 are rental units so roughly around 130 single family homes.

D. Discussion on an ordinance to regulate vines and tall bushes, as well as to grant permission to the Code Compliance Officer to write and issue municipal summons.

Mr. Polen explained this ordinance will mainly address a handful properties in Town that are covered in vines. The vines obstruct windows and doors that would hinder law enforcement or firefighters upon entering a residence if needed.

Mr. Crosland stated the Code Compliance Officer would have the ability to issue a municipal summons, if after serving a notice, did not result in the cleaning of the property. This summons shall require the recipient to appear before the Municipal Judge of the Town of Irmo to receive judgment on the status of the abatement and any fines or other penalties deemed appropriate under this ordinance.

E. Discussion on an Economic Development Incentive Grant ordinance.

Mr. Polen explained that in an effort to grow the geographical area of the Town of Irmo, as well as the business community, the Town would establish an economic development incentive grant for new business.

The new businesses eligible for this grant are as follows:

- a. Any business annexed into the Town limits of Irmo.
- b. Any business which is constructed on land annexed into the Town limits of Irmo following the adoption of this ordinance.
- c. Any new, small business established within the Town limits of Irmo.
- d. Any business established within an economic development target region, as designated by Town Council.

The eligible grant amount would be 100% of the annual business license fee for years one through three. And 50% of the annual business license fee for years four and five. All grants will be approved by the Town Administrator or Deputy Town Administrator.

F. Presentation and discussion of a newsletter.

Mayor Danielson asked Dr. Waldman to discuss. Dr. Waldman stated she and the Town Administrator has developed a quarterly newsletter that will be distributed electronically.

Mr. Crosland stated the Town is in talks with the New Irmo News to begin running a monthly one-half page section of upcoming news.

G. Discussion of a contract with MPA Strategies for public relations, media relations, Public Information Officer services for the IPD, and general communications consulting services.

Mr. Crosland stated the assistance of a Public Information Officer is necessary to support Danielle. MPA Strategies will assist with public relations, media relations, and the SC Purchasing and Procurement Digest. They will also serve as Public Information Officer for the Irmo Police Department and provide general communications consulting services.

The Mayor stated Ms. Hunter met with him prior to him speaking to the media about the Irmo Little League.

OPEN DISCUSSION: None

ADJOURNMENT: There being no further items to discuss, Mayor Danielson made a motion to adjourn, seconded by Dr. Waldman The motion was approved unanimously, and the workshop was adjourned at 7:50 p.m.

William O. Danielson, Mayor

ATTEST:

Lisa Hancock, Municipal Clerk

Staff Report

Amendment to the Official Zoning Map

DATES: Planning Commission & Public Hearing: August 11, 2025
Town Council First Reading: August 19, 2025
Town Council Second Reading & Public Hearing: September 16, 2025

TO: Irmo Planning Commission
Irmo Town Council

FROM: Douglas Polen, Deputy Town Administrator

SUBJECT: Annexation Request

SUBJECT 18.92 acres consisting of three lots located at 3532 Dreher Shoals Road, TMS
PROPERTY: R03303-03-03 & -04 and R3302-01-11

ACTION Consider an ordinance to annex real property into the corporate limits of
REQUESTED: the Town of Irmo, to zone said property CG, and to amend the official
zoning map of the Town to so reflect.

Background

The Town has received an application from the owners of the above-named lots to annex into the Town of Irmo. At this time, the applicants have no defined commercial project in mind. Rather, they seek to rezone the properties to commercial to make them more attractive to future buyers and developers.

Current Zoning

At present, two of the properties are zoned HM, Homestead District (Richland County). This provides “lands for low-intensity agricultural and agricultural-supporting uses, such as hobby farms, along with very low-intensity residential development that preserves the rural and natural character of the district.”

The third property, R03302-01-11, is zoned RT, Residential Transition (Richland County). This district provides “lands for low-intensity residential development outside urban and suburban

settings. This district is intended to serve as a transition between very low intensity rural areas and suburban residential areas.”

Proposed Zoning

The proposed zoning district, CG, General Commercial, is defined as follows: The CG district is intended to provide for the development and maintenance of commercial and business uses strategically located to serve the community and the larger region of which it is a part. Toward this end, a wide range of business and commercial uses are permitted herein.

Summary of Adjacent Zoning & Uses

Zone		Present Use
North	HM, Homestead (Richland Co.)	Residential
East	CG, General Commercial and MD, Mixed Use (Irmo)	Vacant
South	HM, Homestead (Richland Co.)	Dutch Fork Church
West	GC, General Commercial (Richland Co.)	Commercial (Walgreens)

Irmo Comprehensive Plan

The new 2024 Comprehensive Plan has a future land use of Neighborhood Center for these lots. As such, the Irmo Comprehensive Plan supports this annexation and rezoning. The Neighborhood Center area is defined as follows:

- Neighborhood Centers are generally located near concentrations of existing or planned neighborhoods, along key roadways or at major intersections.
- These areas have small-scale commercial, service and office uses that are typically less than 25,000 square feet and have a height of 1-2 stories.
- Building and parking design and lighting standards limit impact on existing residential development.

- May include limited areas of residential including a mix of housing types including single family homes, house-scale attached structures (i.e. duplexes), townhomes, live/work units and/or apartments.

Staff Findings

The subject parcels are located in a transitional area between low-density residential south on Dreher Shoals Road and the Ballentine commercial area at the corner of Dreher Shoals and Dutch Fork. As the subject parcel is directly adjacent to Walgreens, Dutch Fork Church, and the businesses of Ballentine Park Road, the requested General Commercial zoning is appropriate for the area.

Likewise, these lots are listed as a Neighborhood Center on the Future Land Use Map. This future land use is described as being located near concentrations of existing or planned neighborhoods, along key roadways, or at major intersections. These parcels meet all of the above, being located in close proximity to Milford Park, Livingston Place, and the Dreher Shoals/Dutch Fork intersection.

Staff recommends **APPROVAL** of the annexation and rezoning.

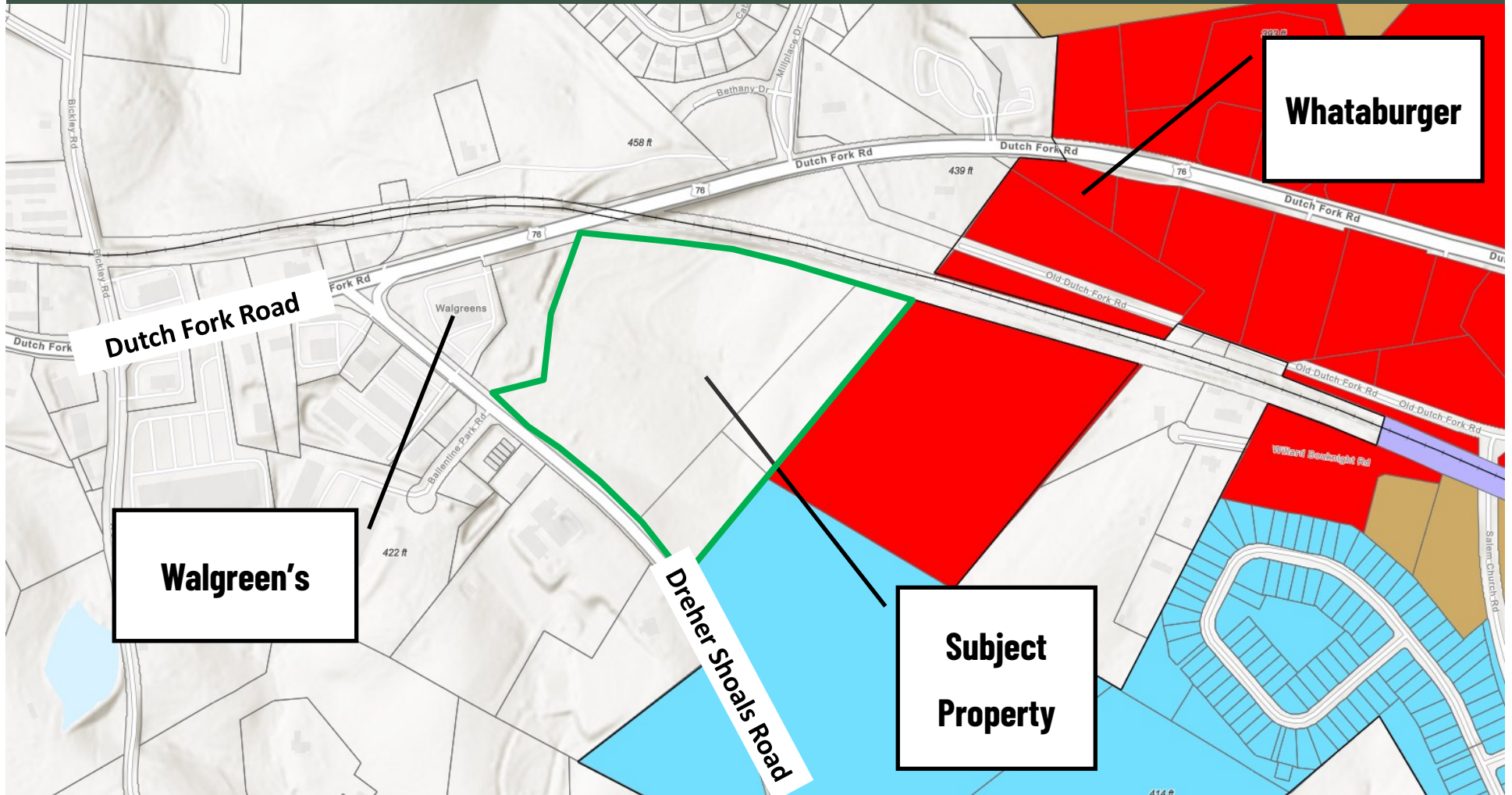
Planning Commission

At their August 11, 2025 meeting, the Planning Commission voted 6-0 to recommend approval of the annexation and rezoning.

3532 Dreher Shoals Road Annexation, Ordinance 25 - 11

Planning Commission | August 11, 2025

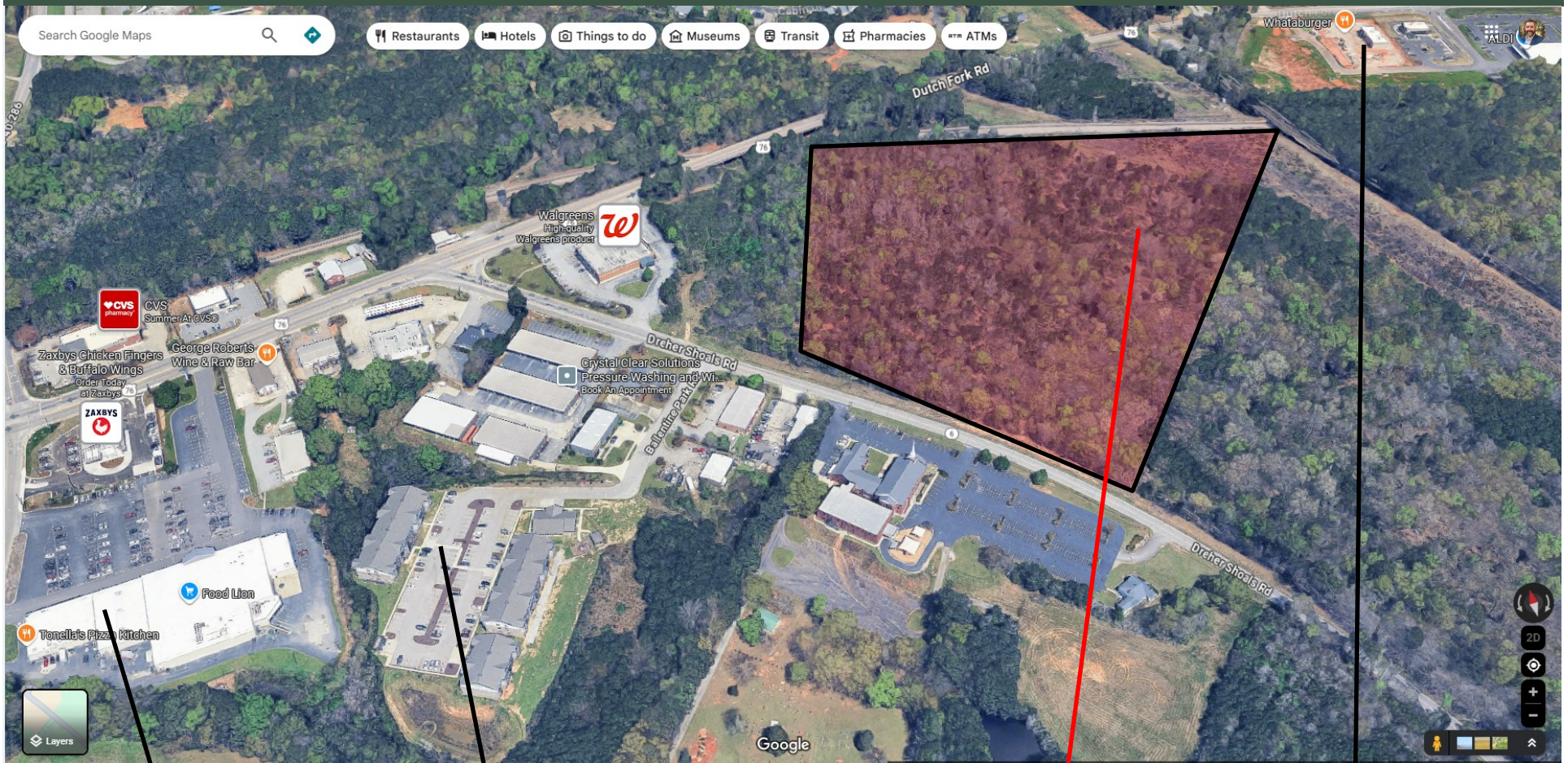
Town Council | August 19, 2025 & September 16, 2025



3532 Dreher Shoals Road Annexation, Ordinance 25 - 11

Planning Commission | August 11, 2025

Town Council | August 19, 2025 & September 16, 2025



**Food Lion Shopping
Center**

**The Pointe at Lake
Murray Apartments**

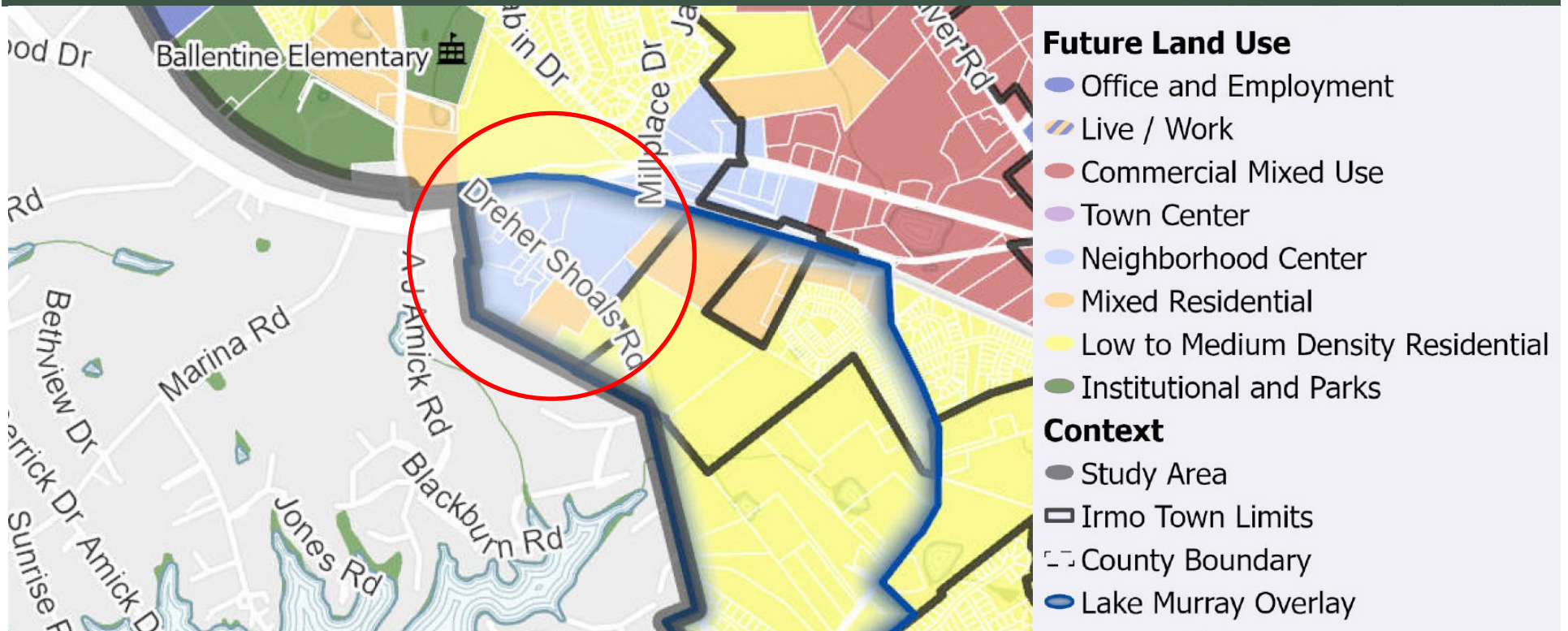
Subject Properties

Whataburger

3532 Dreher Shoals Road Annexation, Ordinance 25 - 11

Planning Commission | August 11, 2025

Town Council | August 19, 2025 & September 16, 2025



FUTURE LAND USE MAP

STATE OF SOUTH CAROLINA)

ORDINANCE 25-11

)

TOWN OF IRMO)

AN ORDINANCE TO ANNEX 18.92 ACRES OF REAL PROPERTY CONSISTING OF THREE LOTS LOCATED AT 3532 DREHER SHOALS ROAD, TMS R03303-03-03, R03303-03-04, AND R03302-01-11 INTO TO THE LIMITS OF THE TOWN OF IRMO; TO ZONE SAID PROPERTY CG, GENERAL COMMERCIAL; AND TO AMEND THE OFFICIAL ZONING MAP OF THE TOWN OF IRMO TO SO REFLECT

WHEREAS, a request has been presented to the Irmo Town Council by the current record titleholder of properties located at 3532 Dreher Shoals Road, TMS R03303-03-03, R03303-03-04 and R03302-01-11 to annex 18.92 acres of real property into Town and to classify the property as CG, General Commercial; and

WHEREAS, the Town and its Planning Commission, per SC Code § 6-29-760 *Procedure for enactment or amendment of zoning regulation or map; notice and rights of landowners; time limit on challenges* met the State's zoning procedural standards. Simply, notice was advertised in The New Irmo News at least fifteen days prior to the public hearing, notice was conspicuously posted on or adjacent to the property, and a public hearing was held; and

WHEREAS, the Irmo Planning Commission, during a meeting held on August 11, 2025, recommended to the Irmo Town Council to annex said property and to classify said property to the appropriate zoning classification of CG, General Commercial.

NOW, THEREFORE, BE IT ORDAINED and ordered by the Mayor and Town Council of the Town of Irmo, South Carolina, in Council duly assembled, that the subject parcel be annexed into the Town of Irmo; and

BE IT FURTHER ORDAINED that the Zoning Classification pertaining to the subject parcel be hereby classified as CG, General Commercial; and

BE IT FURTHER ORDAINED that the official zoning map of the Town of Irmo be, and the same hereby is, amended to so reflect.

PASSED AND ADOPTED this 16th day of September, 2025

William O. Danielson, *Mayor*

ATTEST:

Lisa Hancock, *Municipal Clerk*

1st Reading: August 19, 2025
2nd Reading: September 16, 2025
Public Hearing: September 16, 2025

Annexation Request Form

Print

Del

Submitted by: Robert L. Echols, Jr. (LLC Member)

Submitted On: 2025-07-16 08:53:36

Submission IP: 65.191.226.210 (172.31.22.244)
proxy-IP (raw-IP)

Status: Reviewed

Priority: Normal

Assigned To: Doug Polen

Due Date: Open

Attachments

- [Dreher Shoals Plat.pdf](#) - 2025-07-16 08:53:39 am
- [Dreher Shoals Deeds.pdf](#) - 2025-07-16 08:53:37 am



FORMS & APPLICATIONS

7300 Woodrow Street, Irmo, SC 29063
p: [\(803\) 781-7050](tel:8037817050) | info@townofirmosc.com | Follow Us [@TownofIrmoSC](#)

Annexation Request Form

If you live outside of the Town limits but want access to the Town of Irmo amenities, you can request to have your property annexed. In order to be considered for annexation, your property must touch a property within the town limits or be directly across the street. You can check to see where you are in relation to the town limits of Irmo by entering your address into our locator tool. If you are ready to begin the annexation process, please complete and submit this form with the required materials. We will review your application and may require additional information. Welcome to the Town of Irmo!

Questions can be emailed to [Business Licensing & Zoning](#).

SITE/PROPERTY INFORMATION

* What County is the property located?

☐ Lexington ☒ Richland

* Tax Map Number:

R03303-03-03, R03302-01-11, R03303-03-04

CONTACT INFORMATION

* Applicant Name(s):

Robert L. Echols, Jr. (LLC Member)

* Applicant Phone:

(803) 603-0990

* Applicant Email:

robechols@outlook.com

* Applicant Address:

711 Elizabeth Ave, Columbia, SC 29205

Street, City, State, Zip

* Property Owner Name(s):

Dreher Shoals Development Group, LLC

* Owner Phone:

(803) 603-0990

* Owner Email

robechols@outlook.com

* Owner Address:

711 Elizabeth Ave, Columbia, SC 29205

Street, City, State, Zip

. . .

PROPERTY INFORMATION

* Legal Description

18.92 total acres consisting of 3 parcels owned by the same family, R03303-03-03, R03302-01-11, R03303-03-04

* Property Location/Address

Property fronts SC 6 (Dreher Shoals Road) near the intersection with US 76 behind the Walgreens

Street, City, State, Zip

* Current Property Use

Vacant

* Proposed Land Use

Commercial

* Area (Square foot/Acreage) of parcel:

18.92 Acres (Tax Map)

* Upload the property deed

Choose File No file chosen

The Upload the property deed field is required

Upload the required Deed. You may also include any additional supporting documentation here.

* Upload the property plat:

Choose File

No file chosen

The Upload the property plat: field is required

Upload the required Plat. You may also include any additional supporting documentation here.

* I have uploaded the following documents as required by the State of South Carolina. Please email permits@townofirmosc.com with any issues uploading your required documentation.

- ☒ Plat
- ☒ Deed

. . .

The undersigned, who is the owner(s) of all the real property contiguous to other lands within the Town of Irmo as described above and shown on the attached plat or map, requests annexation of said property into the Town of Irmo so as to become a part thereof in accordance with Section 5-3-150, Code of Laws of South Carolina, 1976, as amended. By signing below, the property owner(s) understand(s) that annexation into the Town of Irmo may not obligate the Town to provide, improve, or install public infrastructure to the annexed property. Public infrastructure includes but is not limited to roads, bridges, sidewalks, water and sewer service or stormwater/drainage facilities. A plat or map depicting the property is required and must be submitted with the legal description and this Petition

The undersigned property owner/applicant does hereby petition to annex into the Town of Irmo. located at the above address, as described by the Lexington County or Richland County tax map number, do hereby petition said property to be annexed into the corporate limits of the Town of Irmo.

The Town of Irmo to annex and incorporate into the limits of the Town of Irmo all that property of the petitioner as indicated in this application and as shown on the attached survey/boundary map. The petitioner does further respectfully request that the Town annex and incorporate this land into the Town under the zoning classification indicated in this application. I do hereby certify as the property owner/authorized agent that the information is shown on this application and any attached forms and/or plans are correct.

I hereby certify that the attached and the completed application contains the information required by the Town of Irmo as specified above. I understand the submission of incomplete or inaccurate information may result in a delay in the processing of this application.

. . .

By typing my name below, I understand and agree that this form of electronic signature has the same legal force and effect as a manual signature.

* First & Last Name

Robert L. Echols, Jr.

* Date

07/16/2025

Format: MM/DD/YYYY

Staff Report

Amendment to the Municipal Ordinance

DATES: Town Council First Reading: August 19, 2025
Town Council Second Reading: September 16, 2025

TO: Irmo Town Council

FROM: Jim Crosland, Town Administrator

SUBJECT: Municipal Ordinance Amendment

ACTION REQUESTED: Consideration of an ordinance to amend Chapter 22, Offenses and Miscellaneous Provisions, of the Municipal Ordinance

Background

The State of South Carolina is one of only two states in the United States to not have passed hate crime legislation. In an effort to show our support for such legislation, numerous counties and municipalities within the state are adopting ordinances such as the proposed. This ordinance states clearly that

[C]rimes that are motivated by bias or hate towards any person or persons, in whole or in part, because of the actual or perceived race, color, creed, religion, ancestry, sexual orientation, gender, gender identity, physical or mental disability, or national origin of any person are an affront to the commonly held values of the citizens of the Town.

This ordinance is secondary in nature, meaning that a primary crime must be committed. If it is found that the primary crime was motivated in whole or in part by hate against a listed group, this ordinance would provide additional punishment, as provided by Sec. 1-8 of the municipal ordinance.

Staff Findings

Staff recommends **APPROVAL** of the ordinance change.

STATE OF SOUTH CAROLINA)
)
TOWN OF IRMO)

ORDINANCE 25 – 12

**AN ORDINANCE TO AMEND CHAPTER 22 OF THE IRMO MUNICIPAL
ORDINANCE, OFFENSES AND MISCELLANEOUS PROVISIONS, TO ADD
SECTION 22-72, HATE INTIMIDATION**

WHEREAS, the residents and visitors of the Town of Irmo are a diverse collection of individuals representing a multitude of races, colors, creeds, religions, ancestries, sexual orientations, genders, gender identities, physical and mental disabilities, and national origins; and

WHEREAS, the Town of Irmo values and wishes to protect its residents and visitors irrespective of their race, color, creed, religion, ancestry, sexual orientation, gender, gender identity, physical or mental disability, or national origin; and

WHEREAS, crimes that are motivated by bias or hate towards any person or persons, in whole or in part, because of the actual or perceived race, color, creed, religion, ancestry, sexual orientation, gender, gender identity, physical or mental disability, or national origin of any person are an affront to the commonly held values of the citizens of the Town; and

WHEREAS, the State of South Carolina has yet to adopt a statewide Hate Crime Legislation, and is only one of two states in the United States who have yet to adopt such protections for its citizens and visitors; and

WHEREAS, the Town of Irmo also desires to enact a new section of its Code of Ordinances in order to protect its residents and visitors and deter crimes motivated by bias or hate towards any persons or persons, in whole or in part, because of the actual or perceived race, color, creed, religion, ancestry, sexual orientation, gender, gender identity, physical or mental disability, or national origin of any person, and provide separate appropriate penalties in addition to the punishment for the underlying violation of the ordinances of the Town; and

WHEREAS, the Town Council has determined that it is in the interest of the Town and the public, to enact a new Section 22-72 of the Town Code of Ordinances entitled "Hate Intimidation," to read as follows:

Section 22-72.- Hate intimidation

- a) A person who violates another section of this chapter with the intent to intimidate another person or persons, in whole or in part, because of the actual or perceived race, color, creed, religion, ancestry, sexual orientation, gender, gender identity, physical or mental disability, or national origin of the other person or persons, including any act of antisemitism, is also guilty of the separate offense of hate intimidation and shall be punished as provided by subsection (c) of this section. For purposes of this section, "antisemitism" refers to the definition set forth by the International Holocaust Remembrance Alliance (IHRA).

ORDINANCE 25 – 12

- b) In addition, no person shall disseminate hate materials on any public property or on any commercial property or on any residential property without the express permission of the owner of the residential property within the incorporated area of the Town of Irmo. For purposes of this section, "hate materials" refers to writings intended to intimidate another person or persons on a basis as described in subsection (a) of this section.
- c) A person who violates this section shall be punished as provided in Section 1-8 of the Town Code. The sentences for the separate offenses shall run consecutive to one another unless the court specifies on the record the reason why they should run concurrently.

NOW, THEREFORE, BE IT ORDAINED and ordered by the Mayor and Town Council of the Town of Irmo, South Carolina, in Council duly assembled on this 16th day of September, 2025, that the Town of Irmo Code of Municipal Ordinance is hereby amended.

PASSED AND ADOPTED this 16th day of September, 2025.

William O. Danielson, *Mayor*

ATTEST:

Lisa Hancock, *Municipal Clerk*

1st Reading: August 19, 2025

2nd Reading: September 16, 2025

STATE OF SOUTH CAROLINA)
)
TOWN OF IRMO)

ORDINANCE 25 – 13

**AN ORDINANCE TO AMEND THE IRMO MUNICIPAL ORDINANCE
CHAPTER 10 – BUSINESSES**

WHEREAS, the Town of Irmo desires to strengthen its Code of Municipal Ordinance, amending said Code to address noted errors, omissions, vague language, and add appropriate standards; and

WHEREAS, Council wishes to amend the Code of Municipal Ordinance as attached;

NOW, THEREFORE, BE IT ORDAINED and ordered by the Mayor and Town Council of the Town of Irmo, South Carolina, in Council duly assembled on this 21st day of October, 2025, that the Town of Irmo Code of Municipal Ordinance is hereby amended.

PASSED AND ADOPTED this 21st day of October, 2025.

William O. Danielson, *Mayor*

ATTEST:

Lisa Hancock, *Municipal Clerk*

1st Reading: September 16, 2025

2nd Reading: October 21, 2025

Public Hearing: October 21, 2025

Chapter 10 – BUSINESSES

Article II. – LICENSES

Remove Section 10-49 in its entirety and replace with the following:

Sec. 10-49. - Violations.

Any person violating any provision of this article shall be deemed guilty of an offense and shall be subject to a fine of up to \$500.00 or imprisonment for not more than 30 days or both, upon conviction. Each day of violation shall be considered a separate offense. Punishment for violation shall not relieve the offender of liability for delinquent taxes, penalties, and costs provided for in this article. The Town Administrator or his or her designee (the “code inspector”) has the authority to issue a municipal summons in response to the violation of any provision of this article.

Add new Sections 10-52 and 10-53

Sec. 10-52. – Economic Development Incentive Grant

- (a) In an effort to grow the geographical area of the Town of Irmo, as well as the business community therein both generally and in specific, targeted areas, the Town hereby establishes an economic development incentive grant for new business. The new businesses eligible for this grant are as follows:
 - a. Any business annexed into the Town limits of Irmo.
 - b. Any business which is constructed on land annexed into the Town limits of Irmo within five years following the adoption of this ordinance.
 - c. Any new, small business established within the Town limits of Irmo. Small businesses are described as having ten or fewer employees nationwide. Franchised businesses may be eligible for this grant. Designation as a new, small business for the purpose of this ordinance is at the discretion of the Town Administrator or his or her designee.
 - d. Any business established within an economic development target region, as designated by Town Council. The target regions are as follows:
 - i. Saint Andrews Road north of Thames Valley Road
 - ii. Woodrow Street north of Lake Murray Boulevard
- (b) The eligible grant amount is as follows:
 - i. 100% of the annual business license fee for years one through three.
 - ii. 50% of the annual business license fee for years four and five.
- (c) Eligibility requirements for the economic development incentive grant are as follows:
 - a. The business must pay its required business license by April 30 of each year.
 - b. The business must apply for the economic development incentive grant each year by its due date.
 - c. Businesses must have a physical, “brick and mortar” location with customer access. Home-based businesses and lessors of the land upon which brick and mortar structures are located are not eligible for the economic development incentive grant.

ORDINANCE 25 – 13

- d. While all businesses are welcome in the Town of Irmo, certain business types will not be eligible for the economic development incentive grant as new businesses, including those listed below. Currently operating businesses annexed into town will be eligible for the economic development grant. The business types are as follows:

- i. Liquor Stores
- ii. Cigarette, Tobacco, and Vape Shops
- iii. Storage Facilities
- iv. Car Washes
- v. Gas Stations

Note: businesses which engage in the above industries as a portion of a larger, general retail operation are eligible for the economic development incentive grant. For example, a grocery store which sells alcohol, cigarettes, and has an affiliated out-parcel gas station with a car wash would be eligible for this incentive.

- (d) All grants shall be approved by the Town Administrator or Deputy Town Administrator.

- (e) This grant applies only to business license fees. Any hospitality tax, local option sales tax, accommodations tax, or other applicable tax will be required to be paid by any business otherwise eligible for the economic development incentive grant.

Sec. 10-53. – Headquarters Incentive Grant

- (a) In an effort to attract and retain the headquarters of regional and national businesses to the Town of Irmo, the Town hereby establishes a headquarters incentive grant for new and existing headquarters operations located within the Town limits of Irmo. Headquarters are defined as follows:

- a. The physical building or complex which houses the executive leadership of a business is located in the Town of Irmo. Generally, support staff such as finance and human resources will also be based out of this physical location.
- b. The business shall be officially incorporated or organized in Irmo, South Carolina for tax purposes.
- c. The business shall have operations in multiple locations throughout the state, region, nation, and/or globe.
- d. The business shall have an annual revenue exceeding \$75,000,000.

- (b) The eligible grant amount is as follows:

- a. 100% of the annual business license fee for years one through three.
- b. Following year three, the grant shall be equal to the amount of the business license fee calculated on 90% of the gross income.

- (c) Eligibility requirements for the economic development incentive grant are as follows:

- a. The business must pay its required business license by April 30 of each year.
- b. The business must serve notice in writing to formally request an extension for the economic development incentive grant each year by its due date.

- (d) All grants shall be approved by the Town Administrator or Deputy Town Administrator.

STATE OF SOUTH CAROLINA)
)
TOWN OF IRMO)

ORDINANCE 25 – 14

**AN ORDINANCE TO AMEND THE IRMO MUNICIPAL ORDINANCE
CHAPTER 14 – ENVIRONMENT**

WHEREAS, the Town of Irmo desires to strengthen its Code of Municipal Ordinance, amending said Code to address noted errors, omissions, vague language, and add appropriate standards; and

WHEREAS, Council wishes to amend the Code of Municipal Ordinance as attached;

NOW, THEREFORE, BE IT ORDAINED and ordered by the Mayor and Town Council of the Town of Irmo, South Carolina, in Council duly assembled on this 21st day of October, 2025, that the Town of Irmo Code of Municipal Ordinance is hereby amended.

PASSED AND ADOPTED this 21st day of October, 2025.

William O. Danielson, *Mayor*

ATTEST:

Lisa Hancock, *Municipal Clerk*

1st Reading: September 16, 2025

2nd Reading: October 21, 2025

Public Hearing: October 21, 2025

Chapter 14 – Environment, Article II. Nuisances

In Section 14-32. Definition., add a new (2) following (1) Tall grass, weeds, and undergrowth.

(2) Vines, tall shrubbery and bushes, and other obstructive vegetation.

- a. For the purpose of this article, the terms structure, vines, shrubbery/bushes and obstructive vegetation shall be defined [thusly]:
 - 1. Structure – Any building, dwelling, garage, shed, fence, or other constructed improvement located on a parcel of land.
 - 2. Vines – Climbing or trailing plants, including but not limited to ivy, kudzu, wisteria, or similar vegetation that attaches to, climbs, or otherwise adheres to a structure.
 - 3. Shrubby/Bushes – Woody perennial plants smaller than a tree, commonly grown for decorative or screening purposes.
 - 4. Obstructive Vegetation – Vegetation that, by reason of size, location, or manner of growth, conceals a majority of the visible façade of a structure, obstructs windows, doors, or walkways, or poses a risk to structural integrity or public safety.
- b. Property owners shall maintain vines to ensure they do not:
 - 1. Cover or obstruct windows, doors, or ventilation openings;
 - 2. Extend onto roofs or under siding in a manner that may cause damage or deterioration;
 - 3. Obstruct gutters, downspouts, or other drainage systems;
 - 4. Extend onto adjoining properties without consent.

Vines permitted on fences, trellises, or decorative features must be trimmed and maintained in a manner that prevents encroachment onto sidewalks, rights-of-way, or neighboring properties.

- c. Shrubby or bushes located on a property shall be maintained so that they do not:
 - 1. Exceed a height that conceals the majority of the front façade of a dwelling or building;
 - 2. Obstruct windows, porches, entrances, or exits;
 - 3. Extend into or over public sidewalks, rights-of-way, or roadways;
 - 4. Create unsafe conditions by obstructing visibility for pedestrians or motorists.

The maximum allowable height of shrubbery in front yards shall be six (6) feet unless otherwise approved by the Municipality for screening purposes.

ORDINANCE 25 – 14

Remove Sec. 14-38. Serving of notice. in its entirety and replace with the following:

The town administrator, or his duly authorized agent (hereinafter "code inspector"), upon identification of the existence of any condition declared by this article to be a nuisance, shall serve written notice upon the person responsible for such condition to clean up said premises and abate such nuisance within ten days. It shall be sufficient notification to hand deliver the written notice or a copy of the notice to the property owner or, if the owner does not occupy the property, hand deliver the notice to the occupant or post a copy on the premises upon which the nuisance exists and deposit a copy of such notice in the United States mail properly stamped and directed to the property owner at his last known address.

In any case where personal service or mail delivery to a last known address cannot reasonably be made, it shall also be sufficient service if written notice is affixed to the front door of any dwelling unit on the property. If the property has no dwelling unit, and if such personal service cannot reasonably be had, service of the notice shall be sufficient if the notice is affixed to the property in a reasonably visible fashion.

Should the serving of such a notice not result in the cleaning of the property and subsequent abatement of the nuisance, the code inspector is authorized to issue a municipal summons to the owner, tenant, lessee, or occupant. This summons shall require the recipient to appear before the Municipal Judge of the Town of Irmo to receive judgment on the status of the abatement and any fines or other penalties deemed appropriate under Sec. 1-8 of this ordinance.

Staff Report

Accommodations Tax Distribution

DATE: September 4, 2025 (Accommodations Tax Committee)
September 16, 2025 (Town Council)

TO: Irmo Accommodations Tax Advisory Committee
Irmo Town Council

FROM: Douglas Polen, Deputy Town Administrator

SUBJECT: Accommodations Tax Distribution Recommendation

General Information

For the current budget year, the Town of Irmo has a total of \$88,302.21 to distribute from the Accommodations Tax Fund. An initial 5% is automatically allocated to the Town's General Fund, leaving the remaining \$83,887.10 to be distributed between two different pots. From State law:

- 30% of the balance must be allocated to a special fund and used for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity.
- The remaining balance must be used for tourism-related expenditures. Tourism-related expenditures are defined in the legislation as follows:
 - Advertising and Promotion of Tourism
 - Arts and Cultural Projects/Events
 - Facilities for Civic and Cultural Events
 - Municipality and County Services
 - Public Facilities
 - Tourist Transportation
 - Waterfront Erosion
 - Visitors Centers
 - Other

Historically, the Town of Irmo has allocated the 30% funds to an organization that advertises Irmo and promotes tourism, such as Capital City/Lake Murray Country or the Greater Irmo Chamber of Commerce.

The remaining 65% funds have historically been distributed to organizations that run specific events and programs in the Town of Irmo that bring tourists and other visitors to Town, such as the Okra Strut and the International Festival.

The funds available for allocation this year are as follows:

2025 Accommodations Tax Funds	
30% Marketing Funds	\$26,490.66
65% Event Funds	\$57,396.44

The Town has received applications from six different organizations this year, with two requesting the 30% funds and five requesting the 65% event funds. One applicant, the Greater Irmo Chamber of Commerce, is seeking funding from both pots.

Applicant	2025 Request	2024 Funding
Capital City / Lake Murray Country	\$30,000	\$27,076
Ensemble Eclectica!	\$24,325	
Greater Irmo Chamber of Commerce	\$15,000	\$15,000
Harbison Theatre at Midlands Technical College	\$10,000	
Irmo International Festival	\$20,000	\$10,000
Irmo Okra Strut	\$30,000	\$10,000
Total Funds Requested	\$129,325	\$72,076*

*Total amount includes \$10,000 granted to Irmo Future Growth for the utility box wraps

Legal Background

As stated in the Irmo Code of Laws, the town accommodations tax advisory committee is created along with the powers and duties as outlined in that law, and whatever other powers and duties as the town council may lawfully provide.

The code also states “the advisory committee shall organize itself electing one of its members as chairperson and one as vice-chair whose terms must be for one year. It shall appoint a secretary who may be an officer or an employee of the governing authority or of the advisory committee. The advisory committee shall meet at the call of the chairperson or a minimum of one time annually. The committee will submit written recommendations to the town council at least once annually regarding the expenditure of state accommodations tax proceeds. The town council may accept, reject, or modify these recommendations. Local Accommodations Tax proceeds must be used for tourism-related projects and programs as defined in S.C. Code 1976, § 6-1-530”.

South Carolina State Law also defines how the received money will be distributed.

Specifically, S.C. Code 1976, § 6-4-10. Allocation to general fund; special fund for tourism; management and use of special fund.

The funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax provided in Section 12-36-2630(3) must be allocated in the following manner:

- (1) The first twenty-five thousand dollars must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (2) Five percent of the balance must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (3) Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized

as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them. Fees allocated pursuant to this subsection must not be used to pledge as security for bonds and to retire bonds. Also, fees allocated pursuant to this subsection must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity, and not used to pledge as security for bonds and to retire bonds.

- (4) (a) The remaining balance plus earned interest received by a municipality or county must be allocated to a special fund and used for tourism-related expenditures. This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures.
- (b) "Tourism-related expenditures" include:
- i. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
 - ii. promotion of the arts and cultural events;
 - iii. construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
 - iv. the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
 - v. public facilities such as restrooms, dressing rooms, parks, and parking lots;
 - vi. tourist shuttle transportation;
 - vii. control and repair of waterfront erosion, including beach renourishment;
 - viii. operating visitor information centers.

(c)

- i. Allocations to the special fund must be spent by the municipality or county within two years of receipt. However, the time limit may be extended upon the recommendation of the local governing body of the county or municipality and approval of the oversight committee established pursuant to Section 6-4-35. An extension must include provisions that funds be committed for a specific project or program.
- ii. Notwithstanding the provisions of subsubitem (i), upon a two-thirds affirmative vote of the membership of the appropriate local governing body, a county or municipality may carry forward unexpended allocations to the special fund beyond two years provided that the county or municipality commits use of the funds exclusively to the control and repair of waterfront erosion, including beach renourishment. The county or municipality annually shall notify the oversight committee, established pursuant to Section 6-4-35, of the basic activity of the committed funds, including beginning balance, deposits, expenditures, and ending balance.

(d) In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.

RECUSAL DETAILS

The Irmo Accommodations Tax Advisory Meeting is scheduled for September 4th, 2025 at 6 p.m.

As a Committee Member, you are responsible for deciding if you should recuse yourself from any discussions or votes that present a conflict of interest.

The Ethics Act, SC Code §8-13-700, provides that no public official may knowingly use his office to obtain an economic interest for himself, a family member of his immediate family, an individual with whom he is associated, or a business with which he is associated. No public official may make, participate in making, or influence a governmental decision in which he or any such person or business has an economic interest. Failure to recuse oneself from an issue in which there is or may be conflict of interest is the sole responsibility of the committee member (1991 Op. Atty. Gen. No. 91-37.) A written statement describing the matter requiring action and the nature of the potential conflict of interest is required.

There will be Recusal Forms on hand to complete if a Committee Member chooses to recuse themselves.

Please keep your contact information current with Town Staff. If you need to update your information, please email that information to dpolen@townofirmosc.com.

ACCOMMODATIONS TAX ADVISORY COMMITTEE MEETING RECOMMENDATIONS

At their September 4 meeting, the Accommodations Tax Advisory Committee recommended the following:

<u>30% Restricted Funds:</u>	
Capital City/Lake Murray Country	\$ 26,490.66
<u>65% Special Funds</u>	
Lexington Medical Center Irmo Okra Strut	\$ 30,000.00
Greater Irmo Chamber of Commerce	\$ 15,000.00
Sharpvue Irmo International Festival	\$ 7,000.00
Harbison Theatre at Midlands Technical College	\$ 3,000.00
Ensemble Eclectica!	\$ 2,396.44
	\$ 83,887.10

STAFF RECOMMENDATION

Other than the 30% restricted funds, Staff's recommendation generally follows the recommendation of the Committee, with some tweaks in the details.

The Greater Irmo Chamber of Commerce targets families and businesses to visit or live in Irmo specifically, while Capital City / Lake Murray Country is a regional entity bringing visitors to four counties and specific attractions such as Riverbanks, Columbia Museums, fishing tournaments, etc. Staff feels that the Chamber's focus and strong relationship with the Town makes them the ideal recipients of the majority of the 30% restricted funds. Capital City / Lake Murray has new leadership and may prove to be a good partner with the Town, but that is not yet an established fact.

In regards to the 65% Special Funds, Staff recommends stronger funding for the Harbison Theatre and International Festival, as these organizations are doing great things and are bringing people and notoriety to the Town of Irmo. For these reasons, Staff recommends the following:

30% Restricted Funds:

Greater Irmo Chamber of Commerce	\$ 16,490.66
Capital City / Lake Murray Country	\$ 10,000.00

65% Special Funds

Lexington Medical Center Irmo Okra Strut	\$ 30,000.00
Harbison Theatre at Midlands Technical College	\$ 10,000.00
Sharpvue Irmo International Festival	\$ 10,000.00
Greater Irmo Chamber of Commerce	\$ 6,000.00
Ensemble Eclectica!	\$ 1,396.44
	\$ 83,887.10

Attached is a mock resolution with the granted amounts left blank. After Council's vote, Staff will update the resolution with the proper amounts for the Mayor's signature.

IRMO ACCOMMODATIONS TAX ADVISORY COMMITTEE MEETING MEETING MINUTES

Irmo Municipal Building
7300 Woodrow Street, Irmo, South Carolina

September 4, 2025 @ 6:00pm

MEMBERS PRESENT

Owillinda Brooker
Andre Fontana
Beach Loveland
Scott Jones
William Reid
Kim Winn

MEMBERS ABSENT

Roberto Brandon

OTHERS PRESENT

Douglas Polen, Deputy Town Administrator

- I. **Call to Order:** The meeting was called to order at 6:03 p.m.
- II. **Administrative Update:** Mr. Polen provided the committee with a Staff Report prior to the meeting and gave a general overview.
- III. **Election of Chairperson:** Scott Jones nominated Beach Loveland as Chairperson and William Reid seconded the motion. There were no other nominations made. A vote to appoint Mr. Loveland was approved unanimously.
- IV. **Election of Vice-Chairperson:** Scott Jones nominated himself as Vice-Chairperson and Beach Loveland seconded the motion. There were no other nominations made. A vote to appoint Mr. Jones was approved unanimously.
- V. **Appointment of Secretary:** Mr. Polen recommended that he serve as the Secretary. Beach Loveland made the motion to nominate Mr. Polen and Scott Jones seconded the motion. There were no other nominations made. A vote to appoint Mr. Polen was approved unanimously.
- VI. **Approval of the minutes from September 25th, 2024:** Mr. Jones made a motion to approve the minutes as presented, and Mr. Loveland seconded the motion. A vote was approved unanimously to accept the minutes as presented.

VII. New Business:

A. Discussion on received applications:

- i. Jum Guzel presented for Ensemble Eclectica!
- ii. David Kafitz presented for the Greater Irmo Chamber of Commerce
- iii. Kristen Cobb presented for the Harbison Theatre at Midlands Technical College
- iv. Andre Fontana and Mary Kennerly presented for the Sharpvue Irmo International Festival
- v. Vickie Davis and Micah Decker presented for Capital City / Lake Murray Country
- vi. Dawn Cilley presented for the Lexington Medical Center Irmo Okra Strut

B. Approval to recommend disbursement of the 30% restricted funds totaling \$26,490.66: Ms. Winn made a motion to approve Capital City/Lake Murray County receiving the entire 30% fund totaling \$26,490.66 and Mr. Fontana seconded the motion. A vote to approve the motion passed unanimously.

C. Approval to recommend disbursement of the 65% special funds totaling \$57,396.44:

Mr. Jones made a motion to award \$2,396.44 to Ensemble Eclectica!, seconded by Mr. Reid. Motion passed unanimously.

Mr. Reid made a motion to award \$30,000 to the Lexington Medical Center Irmo Okra Strut seconded by Ms. Brooker. Motion passed unanimously.

Mr. Jones made a motion to award \$15,000 to the Greater Irmo Chamber of Commerce, seconded by Mr. Reid. Motion passed unanimously.

Mr. Jones made a motion to award \$7,000 to the Sharpvue Irmo International Festival and \$3,000 to the Harbison Theatre at Midlands Technical College, seconded by Ms. Winn. Mr. Fontana recused himself from this item and submitted a written Recusal Statement. Motion passed unanimously.

VIII. Adjournment: With no further discussion, Mr. Fontana made a motion to adjourn with Mr. Jones seconding. A vote to adjourn was unanimous at 7:45 p.m.

ATTEST:

Secretary

Chairperson

STATE OF SOUTH CAROLINA)
)
TOWN OF IRMO)

RESOLUTION 24-09

**A RESOLUTION TO APPROVE EXPENDITURES OF REVENUES GENERATED
FROM THE ACCOMMODATIONS TAX**

WHEREAS, under the authority set forth in S.C. Code, Supplement 1997, Title 6, Chapter 4, along with House Bill 3851, the Town of Irmo has established an Accommodations Tax Advisory Committee under Town Ordinance 16-19;

WHEREAS, the Accommodations Tax Advisory Committee is required to make recommendations to the Irmo Town Council on the expenditures of revenues generated from the accommodations tax; and

WHEREAS, the Town of Irmo announced and accepted FY26 Tax Fund Applications that were made available to the Accommodations Tax Advisory Committee for review; and

WHEREAS, on September 4th, 2025, the Irmo Accommodations Tax Advisory Committee convened, reviewed the applications, and recommended that the funds be awarded as follows:

30% Restricted Funds:

Capital City/Lake Murray Country – \$26,490.66

65% Special Funds

Lexington Medical Center Irmo Okra Strut – \$30,000

Greater Irmo Chamber of Commerce – \$15,000

Sharpvue Irmo International Festival – \$7,000

Harbison Theatre at Midlands Technical College – \$3,000

Ensemble Eclectica! – \$2,396.44; and

WHEREAS, on September 16, 2025, the Irmo Town Council reviewed the recommendations and approves that the funds be awarded as follows:

30% Restricted Funds:

XXXXXXXXXXXXX – \$26,490.66

65% Special Funds

Lexington Medical Center Irmo Okra Strut – XXXXXXXXX

Greater Irmo Chamber of Commerce – XXXXXXXXX

Sharpvue Irmo International Festival – XXXXXXXXX

Harbison Theatre at Midlands Technical College – XXXXXXXXX

Ensemble Eclectica! – XXXXXXXXX

RESOLUTION 24-09

NOW, THEREFORE, BE IT RESOLVED this resolution was formally adopted by a majority vote of the Irmo Town Council of Irmo, South Carolina on the **16th** day of **September, 2025**.

ADOPTED IN REGULAR MEETING this 16th day of September 2025.

William O. Danielson - Mayor

ATTEST:

Lisa Hancock, Municipal Clerk



Proposed Agreement for Services

*The Town of Irmo
August 1, 2025*

This agreement is in consideration of public relations, media relations, the SC Purchasing and Procurement Digest, PIO for IPD, and general communications consulting services to be rendered by MPA Strategies (herein listed as "Consultant"), to the Town of Irmo (herein listed as "Client.") Consultant will also provide Client a copy of the South Carolina Purchasing & Procurement Digest monthly to aide in grant-writing and project funding.

Services: Effective August 1, 2025 – June 30, 2026, Consultant shall provide the above listed services as needed by Client. Consultant will report directly to the Town Administrator.

Compensation: Client agrees to pay Consultant, on invoice, a monthly fee for services listed above in the amount of \$2,500.00 per month. Each invoice shall be provided to the Town Administrator before the end of each month and is to be paid by the 15th of the following month. If there are any other costs to be reimbursed by the Client, Consultant agrees to obtain consent and pre-approval from Client.

Termination: Either party may terminate the agreement early with a 60-day written notice to the other party. If either party terminates the agreement, a 60-day notice and payment must be rendered from Client to Consultant.

Terms: Client and Consultant agrees to automatically renew contract annually at the start of each fiscal year unless termination or other terms supersede this clause.

Nondisclosure of Confidential Information: Consultant agrees that she shall hold and maintain the Confidential Information of Client in strictest confidence. Confidential Information shall include all non-public or proprietary information unless authorized by the Town Administrator.

Independent Contractor: This Agreement shall not render Consultant an employee, agent of or joint venturer with the Client for any purpose. Contractor is and will remain an independent contractor in its relationship to the Client. The Client shall not be responsible for withholding taxes with respect to Contractor's compensation hereunder. Contractor shall have no claim against the Client hereunder or otherwise for vacation pay, sick leave, retirement benefits, social security, workers' compensation, health or disability benefits, unemployment insurance benefits or employee benefits of any kind.

Force Majeure: Per this Agreement, "any event of force majeure" means an event beyond the control of the Parties that may prevent a Party from complying with its obligations under this Agreement including; but not limited to: acts of God (earthquakes, fires, or other natural disasters), war, contamination, riot, or acts of terrorism.

In any event of force majeure (a) neither Party shall be in breach of this Agreement; (b) the affected Party will provide reasonable notice to the unaffected Party of events; (c) and the time for completion of the services to be performed under this Agreement may be extended by a period equal to the period of interruption caused by the event of force majeure.

Entire Agreement: This Agreement constitutes the entire Agreement and understanding between the parties with respect to the subject matters herein, and supersedes and replaces any prior agreements and understandings, whether oral or written between them with respect to such matters. The provisions of this Agreement may be waived, altered, amended, or repealed in whole or in part only upon the written consent of both parties.

Title and Subtitles: The titles of the sections and subsections of this Agreement and any exhibits are for the convenience of reference only and are not to be considered in construing this Agreement.

No Implied Waivers: The failure of either party at any time to require performance by the other party of any provision hereof shall not affect in any way the right to require such performance at any time thereafter, nor shall the waiver by either party of a breach of any provision hereof be taken or held to be a waiver of any subsequent breach of the same provision or any other provision.

Severability: If for any reason any provision of this Agreement shall be determined to be invalid or inoperative, the validity and effect of the other provisions hereof shall not be affected thereby, provided that no such severability shall be effective if it causes a material detriment to any party.

Applicable Law: This Agreement shall be governed by and construed in accordance with the laws of the State of South Carolina, applicable to contracts between South Carolina residents, entered and to be performed entirely within the State of South Carolina.

Notices: All notices, requests, demands, instructions, or other communications required or permitted to be given under this Agreement shall be in writing and shall be deemed to have been duly given upon delivery.

Client: Town of Irmo

Consultant: MPA Strategies

Ashley S. Hunter

DATED: August 1, 2025

SCOPE OF WORK

August 26, 2025

Prepared for Town of Irmo

Watershed Consulting Group is pleased to provide the following Statement of Work (SOW) to support implementation of the Town of Irmo's Comprehensive and Strategic Plans.

About Watershed: Over \$200 million in project funding secured since 2022

Watershed is committed to clients and projects that lift communities. We are a Columbia-based regional consulting firm that partners with government, corporate, and not-for-profit clients to leverage and maximize the impact of federal and state investments and incentives.

Our consultants thrive at the junction of policy, relationships, and project development. Our team hails from the Fortune 500, leading associations and nonprofits, and all levels of government, bringing cross-sector experience and expertise in:

- Government programs & incentives
- Grant strategies & project finance
- Strategic planning & market analysis
- Research & evaluation
- Project development & partnerships
- Capacity building & professional development
- Community engagement & coalition building
- Communications & marketing

Scope of Work

Research, Planning, and Implementation: North of Irmo Area

Services will include:

- Developing a Strategic Growth Plan that targets 20 priority parcels to achieve the Town's growth goals;
- Researching ownership of parcels and identifying key stakeholders to inform marketing and communications strategy included within the Strategic Growth Plan;
- Developing a persuasive marketing campaign targeting priority parcel owners, to include development of up to three (3) mail pieces, one (1) rack card that may be used for direct property owner engagement, and one (1) script for staff or paid calls;
- Executing the Strategic Growth Plan to include face-to-face and remote contact with key stakeholders to identify/engage with property owners open to considering the annexation offer, in coordination with mail, phone banking, and/or digital vendors to establish timelines for delivery of assets;
- Developing tracking mechanisms for team and producing monthly progress reports with strategic analysis;
- Creating an anticipatory communications plan to message the Town's goals and objectives on various media platforms as needed and directed; and
- Facilitating a monthly check-in call with Town staff to troubleshoot issues, support ongoing implementation of the Strategic Growth Plan, and provide counsel to the team.

(Includes up to 6 hours monthly for coordination of calls, briefings, updates, and adjustments to the Strategic Growth Plan.)

Best effort will be made to confirm contact with every property owner. Watershed cannot guarantee that owners of priority parcels will be contactable or willing to engage.

Pricing

Watershed Consulting Group will provide delivery of professional services outlined in this proposal (Research, Planning, and Implementation) for a cumulative rate of \$22,500 over a 3-month period. The first month covers Research and Planning for a fee of \$12,500, followed by two months of implementation services billed at a rate of \$5,000/month. After the initial 3-month term, new priority properties can be added for Research and Implementation (up to 20 parcels at a time near the target area) at the \$5,000 monthly rate or a new scope can be developed to address new annexation objectives or adjustments to messaging and tactics.

In addition, Watershed requires an additional expense budget of \$4,900 for the initial Research, Planning, and Implementation scope. Expenses include graphic design services, printing and postage, and the Watershed team's travel to/from Irmo over the three-month engagement. Watershed will request authorization for any expenses that could exceed projections.

Deliverables: Strategic Growth Plan including marketing strategy, research on targeted parcels, marketing material designs, anticipatory communications plan, tracking mechanisms, and monthly reports.

Add-on Priority Areas

Research, Planning, and Implementation: Lake Murray Blvd. Corridor

Services will include:

- Reassessing the Strategic Growth Plan that targets 20 priority parcels to achieve the Town's growth goals along the Lake Murray Blvd. Corridor;
- Researching ownership of parcels and identifying key stakeholders to inform marketing and communications strategy included within the updated Strategic Growth Plan;
- Developing a persuasive marketing campaign targeting priority parcel owners. Campaign includes reassessment and potential development of up to three (3) mail pieces, one (1) rack card that may be used for direct property owner engagement, and one (1) script for staff or paid calls;
- Executing the updated Strategic Growth Plan to include face-to-face and remote contact with key stakeholders to identify/engage with property owners willing to take advantage of the annexation offer. To be coordinated with mail, phone banking, and/or digital vendors to establish timelines for delivery of assets;
- Continuing to utilize tracking mechanisms for team and produce monthly progress reports with strategic analysis;

- Executing the anticipatory communications plan to message the Town’s goals and objectives on various media platforms as needed; and
- Facilitating a monthly check in call with Town staff to troubleshoot issues, help Watershed team continue to execute the Strategic Growth Plan, and provide general counsel to the team. (Includes up to 6 hours monthly for coordination of calls, briefings, updates, and adjustments to the Strategic Growth Plan.)

Best effort will be made to confirm contact with every property owner. Watershed cannot guarantee that owners of priority parcels will be contactable or willing to engage.

Pricing

Watershed Consulting Group will provide delivery of professional services outlined in this proposal (Research, Planning, and Implementation: Lake Murray Blvd) for a cumulative rate of \$19,300 over a 3-month period. The first month covers Research, Planning, and Implementation for a fee of \$9,300. Ongoing implementation services will be billed at a rate of \$5,000/month for the following two months. After the initial 3-month term, new priority properties can be added for Research and Implementation (up to 20 parcels at a time near the target area) at the \$5,000 monthly rate or a new scope can be developed to address new annexation objectives or adjustments to messaging and tactics.

In addition, Watershed requires an additional expense budget of \$2,350 for the initial Research, Planning, and Implementation scope. Expenses include graphic design services, printing and postage, and the Watershed team’s travel to/from Irmo over the three-month engagement. Watershed will request authorization for any expenses that could exceed projections.

Deliverables: Updated Strategic Growth Plan including marketing strategy, research on targeted parcels, updated marketing material designs, tracking mechanisms, and monthly reports.

Research, Planning, and Implementation: St. Andrews Corridor

Services will include:

- Reassessing the Strategic Growth Plan that targets 20 priority parcels to achieve the Town’s growth goals along the St. Andrews Corridor;
- Researching ownership of parcels and identifying key stakeholders to inform marketing and communications strategy included within the updated Strategic Growth Plan;
- Developing a persuasive marketing campaign targeting priority parcel owners. Campaign includes reassessment and potential development of up to three (3) mail pieces, one (1) rack card that may be used for direct property owner engagement, and one (1) script for staff or paid calls;
- Executing the updated Strategic Growth Plan to include face-to-face and remote contact with key stakeholders to identify/engage with property owners willing to take advantage of the annexation offer. To be coordinated with mail, phone banking, and/or digital vendors to establish timelines for delivery of assets;

- Continuing to utilize tracking mechanisms for team and produce monthly progress reports with strategic analysis;
- Executing the anticipatory communications plan to message the Town's goals and objectives on various media platforms as needed; and
- Facilitating a monthly check in call with Town staff to troubleshoot issues, help Watershed team continue to execute the Strategic Growth Plan, and provide general counsel to the team. (Includes up to 6 hours monthly for coordination of calls, briefings, updates, and adjustments to the Strategic Growth Plan.)

Best effort will be made to confirm contact with every property owner. Watershed cannot guarantee that owners of priority parcels will be contactable or willing to engage.

Pricing

Watershed Consulting Group will provide delivery of professional services outlined in this proposal (Research, Planning, and Implementation: St. Andrews Corridor) for a cumulative rate of \$19,300 over a 3-month period. The first month covers Research, Planning, and Implementation for a fee of \$9,300. Ongoing implementation services will be billed at a rate of \$5,000/month for the following two months. After the initial 3-month term, new priority properties can be added for Research and Implementation (up to 20 parcels at a time near the target area) at the \$5,000 monthly rate or a new scope can be developed to address new annexation objectives or adjustments to messaging and tactics.

In addition, Watershed requires an additional expense budget of \$2,350 for the initial Research, Planning, and Implementation scope. Expenses include graphic design services, printing and postage, and the Watershed team's travel to/from Irmo over the three-month engagement. Watershed will request authorization for any expenses that could exceed projections.

Deliverables: Updated Strategic Growth Plan including marketing strategy, research on targeted parcels, updated marketing material designs, tracking mechanisms, and monthly reports.

This is the cost of the services and scope of work summarized above for the Research, Planning, and Implementation phases of work. Pricing is subject to change if project specifications change or costs for outsourced and subcontracted services change before a contract is executed. Pricing is valid for 30 business days from the date of this proposal.