



Proposed hotel tax would bring tourism dollars to Clinton

By Katherine R. Dougan

A voter referendum on January 29 gives Clintonians the chance to bring tourism dollars to the city at no cost to residents. If approved, the referendum permits a one percent hotel tax to be applied to rates at the ten area hotels in Clinton.

Revenues from the tax will be used for advertising to draw more visitors to Clinton, Clinton Director of Communications Mark Jones said. The city's tourism will

be promoted with static billboards, printed maps with things to do in Clinton, and custom concierge kiosks in participating hotels.

"The need to promote Clinton, from St. Louis to New Orleans, Atlanta to Dallas, is a very important part of our efforts to inform potential visitors and tourists that our community is the place to stop when traveling I-20," Clinton Mayor Phil Fisher said. "Drawing them to Clinton to eat, stay and buy enhances our economy, and I

want to aggressively move to capture those dollars."

In addition to purchasing print, digital and billboard advertisements, funds will also be used to install digital plan-your-day kiosks in participating hotels that offer four things to do a day in Clinton. All participating hotels will have a supply of paper maps the feature restaurants, places to visit within a twenty-minute drive of Clinton, and

For more information about the proposed hotel tax, visit www.clintonms.org/tourism.

places to shop, Jones said. The digital kiosk is an iPad, which will be at concierge desks in hotels, at City Hall and at the Olde Towne Depot, featuring navigation links, Jones said.

Billboards promoting the city's hospitality options will be placed along Interstates 20 and 55. Currently, three free billboards promote the city and are located between Monroe and Bolton.

"Additional boards will enhance the effectiveness of the three free boards



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A proposed hotel tax, to be brought before voters on January 29, would increase City revenue to allow for more billboards and other promotional advertisements to draw visitors to the city.

currently placed along I-20," Fisher said.

"Using Google ads and targeted social media advertising, there will be pro-

motion of historical walking tour microsites and Clinton lodging through pay-per-click ads," Fisher said.

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Golf carts OK'd for streets in some city neighborhoods

By Katherine R. Dougan

Effective January 4, street-legal golf carts can now roll down approved neighborhood streets with a resolution passed by Clinton's Board of Aldermen last month. In order to be street legal, golf carts must have "headlights, taillights, brakes and seatbelts," Mayor Phil Fisher said. "A golf cart without those things will not be allowed as a street-legal golf cart." Back-up lights are not a requirement.

In addition, no one under the age of 16

will be allowed to drive a street-legal golf cart on the specified streets, as the driver must have a valid driver's license.

Golf carts, which are specifically defined as a vehicle designed and manufactured to be operated on a golf course, are not allowed to exceed 20 mph when driven on an approved street.

The ordinance, which goes into effect this week, cites that the street-legal golf carts are not allowed on the freeway, limited access roads, principal arterial, minor arterial or collector roads as defined by the City's comprehensive plan,

except for crossing these streets; however, the driver must use the shortest traveling distance to cross streets.

When a cart is driven from dusk to dawn, the cart must use taillights and headlights, and may only be operated in the outside lane. The driver must also remain seated. If a golf-cart driver doesn't comply with the items in this ordinance, the driver can be issued a traffic citation in the same manner as if the infraction occurred while operating a vehicle.

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