

Hinds opens registration for spring classes

Special to *The Clinton Courier*

Spring 2019 registration for current students at Hinds Community College is ongoing. Spring 2019 sixteen-week and first eight-week classes begin on January 14, with second

eight-week classes to begin on March 18.

To register for classes for any term, students must first be admitted to the college. After meeting with a counselor, new students can then register for classes. Offices are open 8 a.m.

to 4:30 p.m. Monday, Wednesday, Thursday and Friday and until 6 p.m. on Tuesdays.

Hinds offers a variety of programs and classes taught both on-campus and online. Classes are available throughout the semester, taught in

formats of four, six, eight, fifteen and sixteen weeks.

The Admissions office can be reached at 601-857-3212. Interested individuals can also visit the Admissions tab on the Hinds website at www.hindscc.edu.

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Proposed hotel tax would bring tourism dollars to Clinton

Advertising will be purchased according to seasonal tourism and based upon historical tourism data, search term relevance and the geographic location of historic sites.

The referendum requires a sixty percent majority of those voting January 29, Fisher said, adding, "I hope you see the value of promoting our city to a wider area, drawing more visitors to enjoy our Historic On-Line Trail (including historic markers), Library Trail, the activities of Olde Towne, and our city parks."

Clinton currently adds a two percent tourism tax to promote the city.

"Most people don't know this because they are not renting [hotel] rooms," Fisher said. The current two

percent tax generates \$200,000 in revenue to the City per year. If approved on January 29, the additional one percent tax on hotel bills will add \$100,000 to promote tourism in Clinton. This tax increase is only applied to the cost of travelers staying in the city's ten hotels; it will not increase citizens' taxes.

Additionally, the one percent tax is only to be used for advertising to promote tourism in Clinton, and will never be used for anything else, City officials say.

"The dollars will help us win bidding and electronic [internet search engine] placement in front of people. We're trying to maximize our dollars," Jones said. "We are already doing some

Google ad works advertising and placement of digital ads on narrowly defined I-20 corridors."

The plan is to make a bulk purchase of static billboards to place from Monroe, Louisiana, to Vicksburg to maximize where the city already has billboards located. Other routes for the billboards include Southaven to Grenada and Meridian towards Forest. These billboards will target travelers who are looking for a hotel.

"Clinton is a place to stay for two or three days, and is perfectly situated to get to the Civil Rights museum in Jackson, or to take a historic tour. Clinton is a place to spend a day," Jones said, adding that tourists can stay in Clinton and visit Vicksburg,

and stop in Clinton before going to Natchez. "We have the historic element of the antebellum through reconstruction."

The advertising will benefit Clinton's hotels, and will also bring travelers and tourists to Clinton restaurants.

"It will only be on hotels and not restaurants, and we have a purpose for these funds; it will go to promote the city and bring in more economic development through that promotion," Fisher said.

At the December 4, 2018, regular meeting of the Mayor and Board of Alderman, the board unanimously (7-0) approved bringing the referendum to the residents of Clinton for a vote on January 29.

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