

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization      Blue Ridge Arts Council  
B. Address                      111 E.S. Second Street  
   Seneca, SC      29678

**II. FUNDS REQUESTED**

**A. ATAX Funds Requested    \$5,000.00    Total**

**B. How will ATAX funds be used?** ATAX funds will be used to enhance the participation and promotion for our five upcoming art and cultural events being produced in the next 8 months. The advertising and promotion of these events through-out the state will increase interest in the arts in the local area and beyond and will attract tourists to the county from the upstate, North Carolina and north Georgia. These activities include:

**Exhibits in our gallery and offsite locations from 4/19/2012 to 1/3/2013**

- a. Friends, Family and Furry Things 4/19-5/10/2012
- b. American Impressionists 5/18-6/22/2012
- c. Heritage Art and Music Festival (HAM) TBA
- d. SC Watermedia Society Traveling Show 7/3-7/27/2012
- e. The Mind's Eye-Modern and POP Art Exhibit 8/10-9/6/2012
- f. The Foothills Finest Member's Exhibit 9/21-10/8/2012
- g. Stuffits Exhibit 12/15-1/3/2013

**C. Estimated percentage of costs directly attributed to attracting or serving tourists?** 75%

**D. Funds furnished by your organization**     \$2,000     (entry fees)

Matching Grant \_\_\_\_\_ Source \_\_\_\_\_

Matching Grant \_\_\_\_\_ Source \_\_\_\_\_

Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Other Funding   \$5,000 est   Source - Seneca HAT application for promotional material/ May

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

**A. Project title - Seven Art Exhibitions at BRAC and offsite**



## **111. NARRATIVE....**

### **B. Description of project**

#### **a. Friends, Family and Furry Things -4/19-5/10/2012**

This unique exhibition will focus on portraits, figures and 3D art of family members, friends and pets. The show is open to all regional artists and nonmembers and a call for entry will be sent out to members, previous participants and art organizations in the state, NC and northern GA. Opening reception will be Thursday April 19<sup>th</sup> from 5:30-8:30pm.

#### **b. American Impressionists - 5/18-6/22/2012**

This exhibition will feature well known American Impressionist Carl Plansky and sculptress Lesh Khedashili. The exhibit is promoted by Elder Art in Charlotte, South Carolina and will provide a new look at impressionist in the United States.

The opening reception will be Friday May 18<sup>th</sup> from 5:30-8:30pm in conjunction with the Seneca Downtown Go Round.

#### **c. Heritage Art and Music Festival -**

This fun two day event will feature something for everyone. It will be presented by BRAC at Du Duke's World of Energy. It will feature an invitational art exhibit at Duke and BRAC showcasing artists of Oconee County regardless of their level of accomplishment with an opening being held on Friday evening. On Saturday, there will be music, story-telling, "Make It and Take It" for the kids and refreshments all free to the public.

#### **d. SC Watermedia Society Traveling Exhibit – 7/3-7/27/2012**

This renown watermedia exhibit will feature statewide artists using acrylic watercolor gouache media to create spectacular 2D paintings. Their work is for sale with new pieces juried in and featuring a Best in Show.

The opening reception will be July 20<sup>th</sup> from 5:30-8:30pm in conjunction with the Seneca Downtown Go Round.

#### **e. The Mind's Eye-Modern and POP Art – 8/10 – 9/6/2012**

An open call for entry for all regional artists will go out for this contemporary modern art exhibition. This event is the first of its kind for the BRAC gallery and should attract many new and exciting artists that have not entered our events in the past and it will also attract tourists and art enthusiasts to our count who are interested in POP art..

The opening reception will be held on Aug 10<sup>th</sup> from 5:30-8:30pm

## **111. NARRATIVE...**

### **B. Description of Project con't**

#### **f. The Foothills Finest Member's Exhibit -9/21-11/8/2012**

The Blue Ridge Arts Council will present our annual members only exhibit of 2D and 3D art. This popular event draws many family, friends and visitors to the gallery and county. It is a nonjuried show that follows the guidelines presented in the call for entry. Artists are invited to join BRAC and enter the show. All visitors can vote for the Viewer's Choice Award that will be presented at the reception which will be held Friday Sept 21<sup>st</sup> from 5:30-8:30pm in conjunction with the Seneca Downtown Go Round.

#### **g. Stuffits 12/15 – 1/3/2013**

This returning event features hand – made dolls, some made in the likeness of their creator . This exhibit draws crowds wherever it goes and with new dolls being added should bring back the curious to see what they have missed.

The reception will be Dec. 3<sup>rd</sup> from 5:30 to 8:30pm.

### **C. Who will benefit from this project?**

The entire upstate of South Carolina will benefit from the interest shown because of the advertisement and promotion of these events and the opportunity for artists from the area and the state to showcase their work. Friends, family, vacationers, and visitors will travel to the upstate to view the shows of their choice as a wide variety of art work is available. BRAC strives to promote the work of our artists and craftsmen who benefit by marketing their work and the increased visibility. This forges a link between artists, art enthusiasts and the viewing public. It also educates the viewers about the local art community. Our staff and volunteers speak to all the visitors about the many activities available in the upstate, distribute many brochures and refer them to local businesses who also benefit with increased visitors to their establishments.

#### IV. DATES OF PROJECT

Beginning	a. April 19, 2012	Ending	May 10, 2012
	b. May 18, 2012		June 22, 2012
	c. TBA		
	d. July 3, 2012		July 27, 2012
	e. Aug 10, 2012		Sept 6, 2012
	f. Sept 21, 2012		Sept 6, 2012
	g. Dec. 3, 2012		Jan. 3, 2013

#### V. APPLICANT CATEGORY

\_\_\_\_\_ Government Entity:

\_\_xx\_\_ Non-profit Organization : Incorporation date: 1970

\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # 23-7360169

\_\_\_\_\_ Date of Determination Letter: October, 1974

#### VI. DEMOGRAPHIC DATA

1. How will the project influence tourism in Oconee County?

**a. Friends, Family and Furry Things** -- April 19<sup>th</sup> will be an unique event that features portraits and sculptures of our artists family, friends and pets. This is an open show for all artists in South Carolina and neighboring states and the publicity will bring visitors to BRAC and Historic Downtown Seneca. There are many brochures available to direct tourists to other area attractions and to our local restaurants, lodging and shops.

A. How many visitors/participants attended the event last year and are anticipated this year?  
Last year- 0-new show/This year - 350 est.

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last year - 0-new show/This year- 20%

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year – 0-new show/This year- 15%

## VI. DEMOGRAPHIC DATA con't

### 1. How will the project influence tourism in Oconee County?

**b. American Impressionists** May 18th will be an exciting exhibit featuring two American Impressionist Carl Plansky and sculptress Lesh Khedashili. The advertising and promotion of this event will interest artists and visitors from around the state who are not familiar with Impressionist from this country. Visitors to the area will be given information to other interesting places to visit in Oconee County such as the Lunney House Museum, Heritage Center, Stumphouse Tunnel and the many waterfalls and natural wonders.

A. How many visitors/participants attended the event last year and are anticipated this year?

Last year 0 – new show/This year- 350 est.

B. How many visitors/participants were from beyond a 50 mile radius of Oconee County and are anticipated this year?

Last year 0 - new show/This year- 20%

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year 0 - new show/ This year 15%

### 1. How will the project influence tourism in Oconee County?

**c. Heritage Music and Art Festival** TBA will be held for the fifth year at Duke Energy. BRAC will partner with Duke to present an event that will encourage the whole family to visit the upstate for music, art, food and fun. With advertising throughout the region, visitors can plan to see the World of Energy and also be introduced to the quality of art available in the county. They will have two venues to enjoy. activities for the kids and can listen to music while enjoying their lunch. All free to the public.

A. How many visitors/participants attended last year and are anticipated this year?

Last year-550/This year-675 est.

B. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last year- 67/This year-70 est.

C. How many overnight stays were created by the event last year and anticipated this year?

Last year- 15%/This year-20%

### 1. How will the project influence tourism in Oconee County?

**d. SC Watermedia Society Traveling Exhibit** July 3<sup>rd</sup> will feature watercolor artists from around the state with many wonderful paintings for sale. This event will attract many visitors to the area interested in viewing and purchasing these paintings and while here they will visit our area restaurants, lodging and other attractions.

## V1. Demographic Data con't

A. How many visitors/participants attended last year and are anticipated this year?

Last year 0- new show/This year- 360 est.

B. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last year 0 - new show/ This year -25%

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year 0-new show/This year- 10%

1. How will the project influence tourism in Oconee County?

**e. The Mind's Eye-Modern and POP Art Aug 10<sup>th</sup>** will be the first of its kind exhibit in our gallery. This event will attract art enthusiasts, visitors and tourists from across the state and beyond to see the exhibit and other interesting places in Oconee County.

A. How many visitors/participants attended last year and anticipated this year?

Last year 0 – new show/This year- 350 est.

B. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last year 0 -new show /This year- 25% est

C. How many overnight stays were created from this event last year and are anticipated year?

Last year- 0 new show/This year- 20%

1. How will this project influence tourism in Oconee County?

**f. Stuffits - Dec. 15<sup>th</sup>** this returning event featuring all types of handmade dolls has attracted visitors where ever it traveled. People are interested in the new additions so return again and again. The advertising will promote the event and draw visitors from all over the upstate to Oconee County to frequent our restaurants, shops and other businesses.

A. How many visitors/participants attended last year and are anticipated this year?

Last year- 258/This year-300 est,

B. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last year- 20% /This year-20%

C. How many overnight stays were created from this event last year and are anticipated this year?

Last year-10%/ This year10%

**V1. Demographic Data con't**

D. How do you plan to advertise these events beyond the 50 mile radius of Oconee County?

BRAC will use ads in The Daily Journal/Daily Messenger, Carolina Arts website, SCAC Arts Daily, The Greenville News and Anderson Independent. Press releases will be done throughout the upstate. We will also utilize the Pendleton District Commission website, the Heritage Corridor website, Clemson Arts Center, Pickens County Arts and History Museum and the South Carolina Arts Commission.

E. What other documentation can you provide demonstrating these events promote tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) BRAC's artist attendance records from previous years, businesses participating to support our events.

F. What records will be kept during these events to obtain the above demographic data? (i.e. guest logs, accommodations contracts, website hits advertising demographics) Guest logs, website hits, at BRAC and Carolina Arts

**V11. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of Auditor: Sharon Duncan CPA and Treasurer of BRAC

V11.1. Will your project be using any funds from another group that receives ATAX funds? No

***I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.***

A. **Contact Name:** Dorothy Meredith **Title** Grant Chair person  
**Signature** Dorothy Meredith **Date** Feb. 5, 2012  
**Address** 111 E. Second Street Seneca SC 29678  
**Email** nprprogramme@aol.com **Fax No.** 864-882-2722  
**Phone Number (s)** 727 359-1326

B. **Alternate Contact Name:** Melody Davis **Title** President  
**Signature** [Signature] **Date** Feb 5, 2012  
**Address** 111 E. Second Street  
**Email**  **Fax No.** 864-882-2722  
**Phone Number (s)** 864-882-2722

# **OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS**

## **I. APPLICANT**

A. Name of Organization: **Cherokee Bear Clan of South Carolina**

- Address: **65 Plantation Road, Walhalla, SC 29691**

## **II. FUNDS REQUESTED**

- ATAX Funds Requested: **\$ 10,000.00**
- How will ATAX Funds be used?  
**The funds will be used to produce a 10-15 minute video of the history of Cherokee people in South Carolina to help a wide range of viewers understand the relationship of our culture today to the history of the Native American culture and the continued inter-connectedness of the two.**
- Estimated percentage of costs directly attributed to attracting or serving tourists?  
**50%**
- Funds furnished by your organization

<b>Matching Grant</b>	<b>\$8,000.00</b>	<b>Source: South Carolina Humanities Council</b>
<b>Matching Grant</b>	<b>\$2,000.00</b>	<b>Source: donations</b>
<b>Other Funding</b>		<b>Source</b>
<b>Other Funding</b>		<b>Source</b>

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

## **III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title: **History of the Cherokee in the Upstate of South Carolina.**

B. Description of project: **Increase awareness and understanding of the history of the Native American culture in South Carolina and specifically the Upstate by focusing on the Cherokee people.**



- Who will benefit from this project? **Museum visitors, TOURISTS, school children, and the general public**

#### IV. DATES OF PROJECT

Beginning: **January 1, 2012** Ending: **August 2012**

#### V. APPLICANT CATEGORY

Government Entity:

- X Non-profit Organization: **Incorporation date June 29, 2006**
- X Eleemosynary Organization under IRS Code: #03-0592416
- X Date of Determination Letter **June 29, 2007**

#### VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

**Tourists will come to Oconee County to visit the only Native American museum in South Carolina.**

- How many visitors/participants attended the event last year and are anticipated this year?  
**n/a**
- How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
**Last Year n/a**  
**This Year n/a**
- How many overnight stays were created by this event last year and are anticipated this year? **Last year : n/a**  
**This Year: n/a**
- How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
**The video will be given the widest distribution possible. It will be played at the Museum of the Cherokee in South Carolina, the Oconee Heritage Center, and the Oconee Chamber of Commerce where visitors will be able to view the video. It will be made available to any other county organization that wishes to include it on their website—CVB, other Chambers, cities, etc.**

- What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners): **letters of support are attached. As a video, this project will continue to attract visitors to Oconee County for many years to come.**
- What records will be kept during this event to obtain the above demographic data?  
(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) **guest logs, website hits**


**VII. AUDIT**

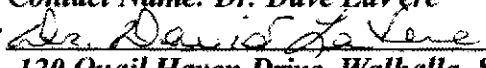
Does your organization perform an independent audit? Yes \_\_\_ No X

Name of the Auditor:

**VIII.** Will your project be using any funds from another group that received ATAX funds? **no**

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Luther Lyle Title Project Director  
 Signature  Date August 21, 2011  
 Address 65 Plantation Road, Walhalla, SC 29691  
 Email lutherlyle@bellsouth.net Fax No. \_\_\_\_\_  
 Phone Number (s) 864-710-9210

B. Alternate Contact Name: Dr. Dave LaVere Title Museum Director  
 Signature  Date August 21, 2011  
 Address 120 Quail Haven Drive, Walhalla, Sc 29691  
 Email coachl@mindspring.net Fax No. \_\_\_\_\_  
 Phone Number (s) 864-638-8692

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Downtown Seneca Merchants  
B. Address PO Box 1715  
Seneca SC 29679

**II. FUNDS REQUESTED**

*\$ 20.00 per table - 9 m.c.*

A. ATAX Funds Requested \$ 4500.00

B. How will ATAX Funds be used? Advertising with  
Radio -

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%

D. Funds furnished by your organization \$ 0-

Matching grant \$ 0- Source \_\_\_\_\_

Other Funding \$ 0- Source \_\_\_\_\_

E. Provide an itemized budget for your event **and** for allotted funds. **THIS IS REQUIRED**, attach on a separate sheet.

How many visitors/participants attended the event last year and are anticipated this year? 2000

How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? 1000

How many overnight stays were created by this event last year and are anticipated this year? ?

How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Radio ads.

What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

Zip code logs, website

What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

Website hits, zip code logs.

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? no

333 zip codes

12 months 2010  
3539 website hits  
870 - J-thru apr

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title WtCC-Radio

B. Description of project Daily Advertising

C. Who will benefit from this project? Businesses

throughout Oconee County.

what percent out of area visitors? 70%

**IV. DATES OF PROJECT** 6/1/11

Beginning 4/1/11 Ending 3/31/12

{ Bid for 9 months  
Should end  
3/31/12

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_

Non-profit Organization: Incorporation date 1986

Eleemosynary Organization under IRS Code: IRS # 57-1927715

Date of Determination Letter 1986 12-6-06

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County? Bring people from outside Oconee County to shops, Lake Keowee, mountains, waterfalls, etc.

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project and that all information required for final reporting MUST be detailed when project is complete.

A. Contact Name David H. Arnold Title President  
Signature [Signature] Date 3/21/11  
Address PO Box 1915, Jones SC 29679  
E-mail TACI@BeeSouth.com Fax No. 864-882-8721  
Phone Number (s) 864-882-6062

B. Alternate Contact Gloria Arnold Title V.P.  
Address Same as above  
E-mail GOBE61@ATA.com Fax No. \_\_\_\_\_  
Signature [Signature] Date 3/21/11  
Phone Number (s) 864-882-6068

**CONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Keep Oconee Beautiful Association  
B. Address P. O. Box 1491  
Seneca, SC 29679

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 10,000  
B. How will ATAX Funds be used? Landscape beautification of Welcome Center at I85 exit 1 entrance to South Carolina from Georgia  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 75%  
D. Funds furnished by your organization TBD (pending approval from other organizations)  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Beautification of Welcome Center I-85 Exit 1  
B. Description of project Improve the landscaping appearance and signage of the Welcome Center on I-85 at Exit 1  
C. Who will benefit from this project? Tourists and area residents who visit rest area

**IV. DATES OF PROJECT**

Beginning 03/01/2012 Ending 12/31/13

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date June 4, 1986 501(C)3  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?  
Improving the appearance of the Welcome Center will provide a more positive impression of Oconee County and South Carolina

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Approx. one million visited Welcome Center last year
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year 95%  
This Year TBD
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : TBD  
This Year: TBD
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Through SC Tourism Bureau, other Welcome Centers and SC Tourism Web Site
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) Will provide support documentation from Oconee County delegation and Oconee County Council
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Visitor log at Welcome Center

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No   
Name of the Auditor: \_\_\_\_\_

**VIII.** Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Nichole Hanewald Title: Executive Director  
Signature *Nichole Hanewald* Date 2/13/2012  
Address 640 Winston Way West Union, SC 29696  
Email nicolehanewald@bellsouth.net Fax No. 864-882-5765  
Phone Number (s) 864-985-8904

B. Alternate Contact Name: Phil Soper Title: Treasurer  
Signature *Phil Soper* Date 2/13/2012  
Address 306 Bay Hill Drive West Union, SC 29696  
Email soper@charter.net Fax No. N/A  
Phone Number (s) 864-885-0306 864-903-1717



**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

- A. **Name of Organization:** Lake and Mountain Quilters Guild (LMQG)  
B. **Address:** PO Box 22, Seneca, SC 29679

**II. FUNDS REQUESTED**

- A.
- ATAX funds Requested:**
- \$4,484.00

B. **How will ATAX be used?**

We will use ATAX funds to promote our 2012 quilt show and quilt-related events in Seneca, Walhalla and Westminster in print and web-based advertisement targeting tourists living 50 miles or more from Oconee County; specifically the midlands and low country of South Carolina, East Tennessee, North Carolina, and Georgia. These media resources include SCIWAYS Website, AAA Carolinas *Go Magazine* and Website, *American Quilter's Society Magazine* and Website, and *SKIRT! Magazine* and Website. The *American Quilter's Society Magazine's* national circulation has the potential of attracting tourists nationally.

C. **Estimated percentage of costs directly attributed to attracting or serving tourists?**

Our total budgeted expense directly attributed to attracting or serving tourists is \$14,994.00 (an itemized budget of expenditures to attract tourists is attached). The total budgeted expense for our 2012 quilt show is \$23,164.00 and the estimated percentage of costs directly attributed to attracting or serving tourists is 65%. Our request of \$4,484.00 in ATAX funds represents 19% of our total budget and 30% of the portion of our budget directly attributed to attracting or serving tourists.

D. **Funds furnished by your organization**

Matching Grants	Source
Matching Grants	Source
Other Funding	HAT Grant from the City of Seneca
	Source: \$950 has been approved for expenditures incurred during the period January 1, 2012 through June 30, 2012
Other Funding	HAT Grant from the City of Seneca
	Source: \$956 will be requested in a second grant that will be submitted May 27, 2012, to pay for expenditures incurred from July 1, 2012 to December 31, 2012

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet.**

Itemized budgets for the Quilt Show and for ATAX Funds use are attached.



## NARRATIVE PROJECT DESCRIPTION

**E. Project Title: Lake and Mountain Quilters Guild: Celebrating Silver, a quilt show, and sew much more!**

**F. Description of Project:**

Similar to our previous quilt shows, LMQG's 2012 quilt show will display more than 200 quilts ranging from traditional bed quilts crafted using traditional patterns to art quilts of innovative and original design. Displays of LMQG's Day Bee and Charitable projects give visitors a glimpse into the educational and charitable endeavors of the guild. In addition, LMQG members create small quilts and wall-hangings as entries into a silent auction, all the proceeds of which are donated to local charities. Our Daily Bread, Lakeview Assisted Living, and Golden Corner Food Bank are past recipients of these dollars.

Over the last six years, LMQG has worked systematically to reach out to the community to encourage greater involvement with our biennial show. As new venues become available, they are approached for collaborative efforts with the intent of broadening the range of show sites. Currently LMQG partners with the Lunney Museum, Ballenger House, the Blue Ridge Art Center, the Upstate Heritage Quilt Trail, and Seneca merchants in Ram Cat Alley and Dogwood Plaza. We also coordinate our biennial quilt show with the Downtown Go Round, Jazz on the Alley, Music on the Green, and special exhibits at the Artists' Loft, The Purple Sunflower, and the Greater Oconee Chamber of Commerce. The success of these collaborative efforts motivated LMQG to expand even further for the 2012 quilt show and include venues in Walhalla (The Oconee Heritage Center and Patriots Hall) and Westminster (The Depot). LMQG also increased its 2012 Quilt Show advertising budget to promote tourism with an emphasis on advertisements targeting tourists living 50 miles or more from Oconee County.

Our goal is to promote our 2012 quilt show and highlight the events and venues described above. Based on the success of our previous quilt shows, we expect tourists to be motivated to visit Oconee County's three largest cities (Seneca, Walhalla and Westminster) and their surrounding areas. LMQG requests funds to promote and advertise its biennial quilt show, the Upstate Heritage Quilt Trail, and the systematic expansion of county-wide quilt exhibits to potential tourists living 50 miles or more from Oconee County. The ATAX funds will cover the cost of advertising in print and web-based media targeting potential tourists living more than 50 miles from Oconee County.

**G. Who will benefit from this project?**

Quilt enthusiasts travel great distance to attend quilting shows, and the numbers grow. Numerous LMQG members are authors of quilting books, successfully market their original patterns, and exhibit their quilts at national and international shows. The addition of the Upstate Heritage Quilt Trail will be an added incentive for quilt enthusiasts. Together, these events will draw an untold numbers of tourists to Oconee County. Traveling quilt groups frequently stay overnight to take in quilt shows, especially when multiple venues are involved, which will benefit hotels, restaurants, shops and galleries in Seneca, Walhalla, and Westminster. In addition, because we are coordinating with the Upstate Heritage Quilt Trail to develop a map of off-site venues and quilt trail block installations, visitors to our quilt show will be encouraged to take advantage of

enjoying the natural beauty in our area by traveling our local roads to view at least 23 of the 52 blocks installed on businesses, barns, and homes in our county. This could lead to visits to Oconee County Parks and also give tourists reasons to return to our county.

### III. DATES OF PROJECT:

Beginning: January 1, 2012

Ending: September 22, 2012

### IV. APPLICANT CATEGORY

Government Entity

Non-profit Organization: Incorporated: Incorporation Date

Eleemosynary Organization under IRS Code: IRS #

Date of Determination Letter

### V. DEMOGRAPHIC DATA

#### A. How many visitors/participants attended the event in 2010 and are anticipated this year?

The 2010 LMQG quilt show attendance was slightly less than 1400, which was a 16% increase over the 2008 LMQG quilt show attendance of 1200. In light of the current state of the economy, LMQG is projecting a more modest increase of 10% for the 2012 show, which would result in approximately 1540 visitors.

#### B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County in 2010 and are anticipated this year?

**Last Year:** It is helpful to look LMQG's past show statistics to project tourism growth, so we are providing information from the last two shows. An exit survey of the 2008 LMQG quilt show showed most attendants were from Oconee and surrounding counties (Pickens, Anderson, Greenville and Spartanburg); however, over 12% were from other South Carolina areas (Greenwood, Newberry, Aiken, Charleston, Buford, and Richland) and the states of Arkansas, Georgia (Athens, Atlanta, Clayton, Kennesaw, and Lavonia), Florida, North Carolina, Oregon, Virginia, and Texas. The 2010 LMQS quilt show survey includes data from 1216 respondents (87% response rate). 20% of the interviewed visitors (254 out of 1216) came from more than 50 miles away. South Carolina attendants were from Greenville, Spartanburg, Columbia, Greenwood, Aiken and Charleston; non-South Carolina attendees were from Alabama, Colorado, Florida, Georgia, Idaho, Illinois, Kansas, Louisiana, Maryland, Michigan, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Dakota, Tennessee, Texas, Virginia, Washington, and Wisconsin.

**This Year:** We project that we will be able to achieve a 90% response rate to our exit survey this year, and we also project that 25% of those who respond will represent tourists who have traveled more than 50 miles to attend our show. We base these projections on an increase in our budget for promoting our quilt show. In 2008, \$4935.00 of our 15,806.00 budget or 31% was spent on attracting tourists. In 2010, \$7181.66 of the \$14,131.73 budget or 51% was spent on

attracting tourists. For 2012, we plan to spend \$14,994.00 of the \$23,164.00 budget or 65% on attracting tourists. We are comfortable projecting a 5% increase in tourists despite challenges in the economy and people having less disposable income for leisure travel.

C. How many overnight stays were created by this event in 2010 and are anticipated this year?

**Last Year:** This information was not obtained in the 2010 survey.

**This Year:** We will work closely with the Mountain & Lakes Visitors and Convention Bureau to monitor and compile data on overnight stays. Visitors will be encouraged to sign in on a log sheet that will be located at the entrance of the quilt show and each off-site venue, including The Lunny Museum, Blue Ridge Arts Center, Ballenger House, The Artists' Loft, The Purple Sunflower, The Oconee Heritage Center, Patriots Hall, and The Westminster Depot, to identify visitors' home zip codes. We will also revise our exit interview to obtain information about overnight stays and we will try to determine the efficacy of our advertising by asking how each visitor learned about the quilt show and the off-site venues.

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

We plan to advertise in the print and web-based media of *SCIWAY* Website, *AAA Carolinas Go Magazine*, the *American Quilting Society Magazine* and Website, *SKIRT! Magazine* and Website markets in Aiken, Columbia, and Charleston SC, Augusta and Savannah GA, and Knoxville TN, and in newspapers in Greenville and Columbia SC and Asheville NC.

The *SCIWAY* website has a 50-50 split between in-state and out-of-state web traffic. North Carolina, Georgia, New York, Ohio, and Florida are the top 5 sources of out-of-state traffic; California, Pennsylvania, Virginia and Tennessee round out the top 10. The website has slightly more female than male users and is the largest commercial South Carolina portal on the web. *SCIWAY* will also send information to over 35,000 double opt-in subscribers. A featured advertisement in the *SCIWAY* website calendar and newsletter will include the guild's name and logo, a 40-word description of the quilt show, listing of each day's events and county-wide collaborators, and a link to the guild's website with links to local hotels, restaurants, and local events and attractions. The cost of this advertising is \$575.00.

*AAA Carolinas Go Magazine* is a bimonthly, lifestyle-focused magazine written and distributed exclusively to AAA members. The magazine is a print and web-based publication with a growing circulation of 1,120,000 targeting AAA members in North Carolina and South Carolina. Advertisement in *Go Magazine* reaches more than 1.8 million AAA members who are frequent travelers. North Carolina members are 68% of the members and South Carolina accounts for 32% of the members. Every issue features domestic destinations, Carolina event calendar, and consumer information. The Carolina event calendar is also included on AAA's website that targets members nationally. We will place a print and web-based banner advertisement that will click through a splash page with information on the quilt show, county wide events, and an additional link to guild's website with information on hotels, restaurants, and local attractions at a cost of \$500.00.

*American Quilter Magazine* (AQS) is the primary magazine for members of AQS, each of whom receives 6 copies per year as a benefit of their membership. 78% of AQS members are members because of the magazine; 92% of readers visit web sites in the magazine's advertisements; and 98% read ads in each issue. The magazine also has a national newsstand distribution. A majority of our guild members are also AQS members. We will also advertise our guild show and county-wide quilt events in the magazine's July and September issues at a cost of \$805.50 for a 1/6 page advertisement in each issue for a total expenditure of \$1,611.00. We will also place a similar advertisement on the AQS Website at no cost.

*Skirt! Magazine and Skirt.com* are free monthly print and digital publications targeting women. The publications include a calendar of local events with website links. We will advertise in 4 targeted markets, Augusta GA/Aiken SC/Columbia SC, Charleston SC, Savannah SC, and Knoxville TN, at a respective cost of \$435, \$470, \$400, \$45 for print advertisement and \$16 per month for three months of digital advertisement at a total expenditure of \$48.00. Each market has a print and digital market distribution of 30,000. We are currently investigating discounted print rates for the 4 markets.

LMQG will also promote the 2012 quilt show and county-wide quilt events at no cost on its own website and in other newspapers, magazines and websites targeting tourists in the midlands and low country of South Carolina, Tennessee, North Carolina, Georgia, Florida, and Virginia. These no-cost resources include, but are not limited to, *Southern Living Calendar*, various Quilting Magazines and Quilting Web Site calendars, the City of Seneca Calendar, and the Oconee Convention and Visitors Bureau Calendar. We will also send SAVE THE DATE cards provided via HAT funds to quilt guilds and quilt shops in South Carolina, Georgia, eastern Tennessee, western North Carolina, and northern Florida. The Upstate Heritage Quilt Trail has included the 2012 Quilt Show as a tour option in their tour campaign to special interest groups greater than 50 miles. They will also post information about the show on their web site, face book posting and email announcements to Trail update recipients.

- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodation owners)

We have received letters from Ken Sloan, President and CEO of the Oconee Convention and Visitors Bureau, Warren Carpenter, owner of The Arts Company, Lisa Kiser, co-owner of The Artists' Loft, and John Martin, curator of The Lunney Museum. They are included with this application.

- F. What records will be kept during this event to obtain the above demographics data? (i.e. guest logs, phone logs, accommodation contracts, website hits, advertising demographics).  
Records that will be kept include visitor sign-in sheets for visitors to list their origin of travel (home zip code), a revised exit interview, and a compilation of website hits.

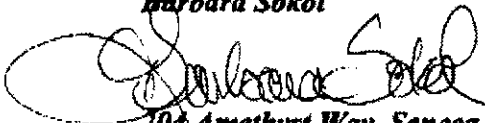
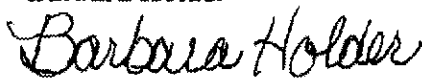
## VI. AUDIT

Does your organization perform an independent audit? Yes  No

Name Auditor: \_\_\_\_\_

- VII. Will your project be using any funds from another group that received ATAX funds?**  
LMQG will not receive funds from any other groups other than the HAT Grants from the City of Seneca as listed in Section II D of this application. LMQG will provide all of the funds for this event with the exception of those funds and any funds awarded by ATAX.

*I have read the guidelines for the Oconee County Accommodation Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

- A. **Contact Name:** *Barbara Sokol* **Title:** *President*  
**Signature:**  **Date:** *2/14/2012*  
**Address:** *204 Amethyst Way, Seneca, SC 29672*  
**Email:** *barbaragsokol@yahoo.com* **Fax No.:** *none*  
**Phone Number (s):** *864.710.3429*
- B. **Alternate Contact Name:** *Barbara Holder* **Title:** *Grant Chairman*  
C. **Signature:**  **Date:** *2/14/2012*  
D. **Address:** *802 Bright Leaf Court, Seneca, SC 29672*  
E. **Email:** *bholder2@bellsouth.net* **Fax No.:** *none*  
F. **Phone Number (s):** *864.882.0722*

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization LUNNEY HOUER MUSEUM ~ CITY of SENECA  
 B. Address 211 W. SOUTH 1ST STREET  
SENECA, SC 29670

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3230 (1/2 PARTNERSHIP OF \$6460 PROJECT)  
 B. How will ATAX Funds be used? ADVERTISING/PROMOTION OF TOURISM AT THE MUSEUM ~ CITY of SENECA ~ OCONEE COUNTY  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
 D. Funds furnished by your organization \$980 (1/2 of PARTNERSHIP)  
 Matching Grant \_\_\_\_\_ Source LUNNEY HOUER MUSEUM TOURISM PROMOTION BUDGET.  
 Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED**, attach on a separate sheet (SEE ATTACHED)

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title LUNNEY ~ SENECAN PROJECT  
 B. Description of project 1 YEAR CONTRACT WITH OCONEE COUNTY MAGAZINE TO PROMOTE TOURISM  
 C. Who will benefit from this project? OCONEE COUNTY ~ LUNNEY HOUER MUSEUM ~ THE SENECAN AFRICAN AMERICAN MUSEUM PROJECT.

## IV. DATES OF PROJECT

Beginning JULY 1, 2012 Ending JUNE 30, 2013

## V. APPLICANT CATEGORY

Government Entity:   
 Non-profit Organization: Incorporation date \_\_\_\_\_  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

TARGETED AUDIENCE: \$250,000 CONTACTS FROM THE GUIDE 200,000 SPONSOR THE LONG SPRING HTS. 50% BY ACCOMMODATIONS CONVEN. OPERATORS - 1/3 OF AUDIENCE / OCONEE / AUDIENCE \$119,000.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
N/A
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year N/A  
This Year \_\_\_\_\_
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: N/A  
This Year: \_\_\_\_\_
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
ALL ADVERTISING IS WITH OCONEE LIVING MAGAZINE
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) (SEE ATTACHED)
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) WEB SITE HITS - OTHER ADVERTISING - GUEST LOGS - SPONSORIAL - COUPON - RESERV - STAMP

VII. AUDIT

Does your organization perform an independent audit? Yes  No \_\_\_\_\_  
Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? NO

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.

- A. Contact Name: Dr. John Martin Title Director & Creator  
Signature [Signature] Date 2/14/12  
Address 111 W. COLVIN ST. DRETT, SENeca, SC 29676  
Email john@martinmansion.com Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_
- B. Alternate Contact Name: Joel Seavey Title Finance Officer  
Signature [Signature] Date 2/14/12  
Address 221 E. N. First St. Seneca, SC 29679  
Email jseavey@seneca.sc.us Fax No. 864-885-2701  
Phone Number (s) 864-885-2722



**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

- A. Name of Organization Oconee Soil and Water Conservation District  
B. Address 301 W S Broad Street  
Walhalla SC 29691

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$ 5000.00  
B. How will ATAX Funds be used? To advertise The Chattooga River Festival, A event Capable of Drawing overnight tourist to Oconee  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 30%  
D. Funds furnished by your organization \$1,000.00  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \$25,000 Source Chattooga River Festival INC  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

- A. Project Title The Chattooga River Festival  
B. Description of project To encourage environmental stewardship in conjunction with responsible recreational use of the Chattooga Watershed  
C. Who will benefit from this project? Tourist Related Business Oconee area and residents in general from National Exposure, The Chattooga is a National Scenic Waterway And this Festival should draw national support

**IV. DATES OF PROJECT**

Beginning June 22 Ending June 24

**V. APPLICANT CATEGORY**

- Government Entity:  
 Non-profit Organization: Incorporation date \_\_\_\_\_  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

By focusing on an existing outdoor destination and celebrating an area beloved for its wilderness appeal. This festival has the potential to draw visitors both to camping venues, hotels and bed & breakfasts.

A. How many visitors/participants attended the event last year and are anticipated this year?

N/A 6000 to 8000

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year N/A  
This Year 50%

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year: N/A  
This Year: 2500

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Major Newspapers, Magazines (outdoor & River Related), Radio in Major Markets Greenville, Atlanta, Asheville

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) \_\_\_\_\_

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) We will keep logs at the entrance to the event. We will work with hotels to document direct impact.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No \_\_\_\_\_

Name of the Auditor: Duncan & Curry, CPA

VIII. Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: EDDIE MARTIN Title District Manager  
Signature [Signature] Date 1/20/2012  
Address \_\_\_\_\_  
Emailed edward.martin@psl.nadnet.net Fax No. 864 718 7750  
Phone Number (s) 864 557 6168 864 638 2213

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization: South Carolina Apple Festival  
B. Address P.O. Box 206  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 4000.  
B. How will ATAX Funds be used? Tourism Advertising for the South Carolina Apple Festival  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$8000  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \_\_\_\_\_ Source Festival funds and sponsorships  
    Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title 51<sup>st</sup> Annual South Carolina Apple Festival  
B. Description of project: The money will be used for the ad in SC Living magazine, WYFF TV and ad in Carolina Festivals Magazine and website.  
C. Who will benefit from this project? Our Bed and Breakfast, campgrounds and hotels in the area as well as the restaurants and merchants in Westminster.

**IV. DATES OF PROJECT**

Beginning: July 2012 Ending: September 2012

**RECEIVED**  
2-13-12



I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Sandra Powell Director  
Signature Sandra Powell Date 2/9/12  
Address P.O. Box 155  
Email wcoc@nuvox.net Fax No. 647-5013  
Phone Number (s) 864-647-5316

B. Alternate Contact Name Claudia Spearman Title Past President  
Signature Claudia Spearman Date 2/14/12  
Address 200 Augusta Street Westminster SC 29693  
Email claudia@innova.net Fax No.  
Phone Number (s) 864-647-4706

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Seneca Fest  
B. Address 211 East North First Street  
Seneca, South Carolina 29678

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5,000.00  
B. How will ATAX Funds be used? The ATAX funds will be used to advertise the event on WYFF in Greenville, South Carolina to encourage participation throughout the viewing area.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? about 75%  
D. Funds furnished by your organization \$75,000  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding 58,000 Source Festival  
Other Funding 12,000 Source City of Seneca - Advertising

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Seneca Fest  
B. Description of project This event will include open air concerts, classic car cruise-in, Arts on Main, 5K run, and a sanctioned BBQ cook-off.  
C. Who will benefit from this project? This event benefits residents of Oconee County in giving them a festival for Memorial Day week-end in addition to tourists coming from all over Upper South Carolina and Georgia.

## IV. DATES OF PROJECT

Beginning May 25, 2012 Ending May 26, 2012

## V. APPLICANT CATEGORY

Government Entity: \_\_\_\_\_  
Non-profit Organization: Incorporation date \_\_\_\_\_  
 Eleemosynary Organization under IRS Code: IRS # 57-6001105  
Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Not only will this event bring vendors, classic car owners, and bbq cookers into the city of Seneca for participation, but visitors from other counties, cities, and states will visit to participate in this event. Some will purchase business licenses, food, gasoline and will require accommodations.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
17,000
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year 26 %  
This Year 26%
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : no data  
This Year: no data
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
The event will be listed on SC BBQ Association and Little River Band websites, mailings, radio, visual media, billboards, WYFF, Greenville News, Anderson Independent, and Seneca Journal.
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) City of Seneca and EFOC websites, photographs and video
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) ticket sales and zip code listings



**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Stancil, Cooley, Estep and Stamey

- VIII. Will your project be using any funds from another group that received ATAX funds? No

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

- A. Contact Name: Riley Johnson Title Events Coordinator  
Signature  Date February 14, 2012  
Address Post Office Box 4773, Seneca, South Carolina 29679  
Email rjohnson@seneca.sc.us Fax No. 864-885-2701  
Phone Number (s) 864-885-2710 864-723-3910
- B. Alternate Contact Name: Deb Wickliffe Title Executive Assistant  
Signature  Date February 14, 2012  
Address Post Office Box 608, West Union, South Carolina 29696  
Email dwickliffe@oconee.k12.sc.us Fax No. 864-886-4402  
Phone Number (s) 864-886-4400 ext. 6123 864-710-4133

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Oconee Conservatory of Fine Arts/ Upstate Heritage Quilt Trail

Address            201 North College Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1500.00

B. How will ATAX Funds be used? To promote tourism through the development of a printable maps which identifies quilt block locations and others points of interest. Small area maps of each city in Oconee County and small roads where quilt blocks are located will be identified making it easier for travelers to follow quilt trail. These maps will be integrated into a printed brochure for distribution at all Welcome Centers in South Carolina, Visitors Center in Anderson, Oconee and Greenville Counties. In addition, tourist destination sites with information distribution capabilities that are on the quilt trail.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%

D. Funds furnished by your organization \$500.00  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \$800.00 Source Application for additional grants to match will be made.  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**Attachment A**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title    Detailed road maps of Upstate Heritage Quilt Trail (UHQT).

B. Description of project    To help direct visitors to the Quilt Trail and other points of interest, dine, shop and stay in Oconee County and the Upstate. These maps will be incorporated in a new brochure that will provide destination sites and encourage local businesses to advertise providing the tourist with ideas for planning their trip.

Who will benefit from this project? We have repeated requests for a printed map of the UHQT from tourist, destination sites and local businesses. In addition to the Upcountry Welcome Centers. Having a user friendly maps of the locations throughout Oconee County that quilt blocks are located will make travel easier for the Tourist and help potential tourist plan a trip.





**IV. DATES OF PROJECT**

Beginning March 2012

Ending July 2012

**V. APPLICANT CATEGORY**

- Government Entity:
- Non-profit Organization: Incorporation date 11/15/2004
- Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_
- Date of Determination Letter \_\_\_\_\_

**V1. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The Quilt Trail is an attraction for tourists to visit our area. It compliments the many stops and sites currently available to tourists and provides another exciting reason to visit Oconee County. It is well document that people interested in quilts will travel to see them. Established Quilt Trails throughout the country are experiencing an increase in tourism. In addition to the UHQT we are collaborating with various tourist sites throughout Oconee County to display fabric quilts to help entice the quilt traveler. Feedback from these sites report that the fabric display and UHQT bring visitors to their sites.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Unknown, as this is a new venture.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year \_\_\_\_\_  
This Year \_\_\_\_\_
- C. How many overnight stays were created by this event last year and are anticipated this year?
- D. Last year: \_\_\_\_\_  
This Year: \_\_\_\_\_
- E. How do you plan to advertise this event beyond a 50mile radius of Oconee County?  
Printed brochure will be distributed at all Welcome Centers in South Carolina, Visitors Center in Anderson, Oconee and Greenville Counties. In addition, tourist destination sites with information distribution capabilities that are on the quilt trail. Out of town visitors requesting brochures will be mailed a copy. Brochures will be distributed to quilt shops and quilt guilds beyond a 50-mile radius.

Our web site was constructed in November 2010. To date there have been approximately 4025 visits. 2911visits came from cities greater than 50 miles radius, 1114 visits came within 50 miles radius.

Face book visits are approximately 80 – 90 per month. The Trail has approximately 138 friends, 58% female and 42% male.

Rack Cards about the Trail are at all South Carolina Welcome Centers, and Chambers of Commerce in Anderson, Oconee and Pickens counties. All public sites with quilt blocks have racks cards, as well as tourist information centers in the three counties.

"Barn Quilts and the American Quilt Trail" by Suzie Parrons was released in February 2012. The UHQT is mentioned on pages 210 – 211, as well a quote in front pages. This publication has nationwide distribution.

"From the Bedroom to the Barnyard" by Kansas City Star Quilts page 48, list South Carolina under which is the UHQT Trail in the directory of states with quilt trails. This publication has nationwide distribution. See excerpts Attachment B.

Sandlapper Magazine April 2012 issue will have a feature article about the UHQT, funded by Oconee ATAX.

South Carolina Living Magazine has written story about the UHQt that will appear in all issues throughout the State, date of publication to be determined.

We will continue to send press releases and stories about the new additions to the Trail and special events to media outlets throughout the state and the 3 counties.

- F. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) Attachment C
- G. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Distribution and request for brochure will be monitored. Tours that are organized through the Quilt Trail will have detailed information on number of persons, where they went and where they where from. We are additionally working with the Convention and Visitors Bureau to promote bus tours. We are working with destinations sites to help monitor the numbers of visitors and if their numbers have increase since becoming part of the Trail. We will continue to keep logs of phone calls, emails and other points of contact with visitors to the Quilt Trail and monitor web site Face book visits.

#### **VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_\_ No X

Name of the Auditor: \_\_\_\_\_

- VIII. Will your project be using any funds from another group that received ATAX funds? No

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Martha File Title Chair, Upstate Heritage Quilt Trail  
Signature Martha File Date 2-14-12  
Address P.O. Box 333, Walhalla, SC 29691  
Email info@uhqt.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-6603

B. Alternate Contact Name: Cindy Blair Title Secretary, Upstate Heritage Quilt Trail  
Signature Cindy Blair Date 2-14-12  
Address 738 Old Seneca Rd. Central, SC 29630  
Email linenmaven@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-868-2878

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization WALHALLA Chamber of Commerce  
B. Address 105 W. South BROAD Street  
WALHALLA, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 12,007.90  
B. How will ATAX Funds be used? Advertising outside Oconee County -  
IN GA & NC. Advertising in newspapers, radio, TV and magazines.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$2,000  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source Vendor Fees Collected

Provide an itemized total budget for your event and an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title 2012 MAYFEST - 11th ANNUAL  
B. Description of project FAMILY ORIENTED FESTIVAL ON Mother's Day Weekend  
to promote sales & tourism, ART, CRAFT & FOOD VENDORS AND LIVE ENTERTAINMENT  
C. Who will benefit from this project? BUSINESSES AND MERCHANTS, RESTAURANTS,  
& PARKS IN OUR AREA.

**IV. DATES OF PROJECT**

Beginning MAY 11, 2012 Ending MAY 12, 2012

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date MAY 2, 1985  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
\_\_\_\_\_ Date of Determination Letter \_\_\_\_\_

**RECEIVED**  
2-14-12

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

This event is to bring tourism not only to our  
DOWN-TOWN but to our PARKS, HOTELS, RESTAURANTS  
AND BUSINESSES.

A. How many visitors/participants attended the event last year and are anticipated this year?

2011 - 8,000 2012 - 9,000

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year 41%  
This Year 42%

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year: 175  
This Year: 150

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

TV, RADIO, NEWSPAPERS & MAGAZINES

E. What other documentation can you provide demonstrating this event promotes

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) SEE PICTURES

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Demographics from TV, RADIO, NEWSPAPERS.  
Random census from visitors.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: HELEN WESTMORLAND

VIII. Will your project be using any funds from another group that received ATAX funds? NO

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Nancy L. Schwery Title Events Coordinator  
Signature Nancy L. Schwery Date 2/14/2012  
Address 324 E. MAIN  
Email NANCY.SCHWERY@Yahoo.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-710-9213

B. Alternate Contact Name: Barbara Justus Title Exec Director  
Signature Barbara Justus Date 2-14-2011  
Address 105 W3. Broad St. Walhalla SC  
Email Wbarballe.CCC@Verizon.net Fax No. 864-638-2727  
Phone Number (s) 864-638-2727

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Walkalla Civic Auditorium  
B. Address PO Box 523  
Walkalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1980.42  
B. How will ATAX Funds be used? To run Ads in Print & Radio to promote Weekend Show Package  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100  
D. Funds furnished by your organization \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding 1980.42 Source WCA  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Weekend Show Package  
B. Description of project Promote via Print, Radio, web & Free BnB and all inclusive package (2 show tickets, dinner for 2 & hotel room) for \$170.  
C. Who will benefit from this project? All participating merchants - WCA, Best Western & PARSANUS RESTAURANT AS well AS other local merchants.

**IV. DATES OF PROJECT**

Beginning April 2012 Ending May 2012

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date 1993

Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_

Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Attract Tourists from GA & NC to stay, eat & attend a show in Oconee Co.

A. How many visitors/participants attended the event last year and are anticipated this year?

N/A

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year —  
This Year 25

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year : —  
This Year: 25

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

See Attached media list

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) All Reservations will be made through the WCA. We will keep detailed records of all inquiries & package orders

**VII. AUDIT**

Does your organization perform an independent audit? Yes — No X

Name of the Auditor: —

VIII. Will your project be using any funds from another group that received ATAX funds? NO

**I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.**

A. Contact Name: Billy Chiusano Title Bus. dev. MGR  
Signature [Signature] Date 1/17/12  
Address PO Box 523, Walhalla, SC 29691  
Email Walhalla.civ1744@BullSouth.net Fax No. —  
Phone Number (s) 864-638-5277

B. Alternate Contact Name: Barbara Wilson Title Treasurer  
Signature Barbara Wilson Date 1/17/12  
Address PO Box 523, Walhalla, SC 29691  
Email Walhalla.civ1744@BullSouth.net Fax No. —  
Phone Number (s) 864-638-5277

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization: Westminster Chamber of Commerce  
B. Address: P.O. Box 155 (135 East Main Street)  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ \$3156.40  
B. How will ATAX Funds be used? Art hanging system  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$800.00  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \_\_\_\_\_ Source Donation of materials  
    Other Funding \$800.00 Source Chamber Funds

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Art Hanging System and an ad in Mountain Lakes Visitor's fall guide  
B. Description of project: The request is for funding for a hanging system equipment to be installed at the depot to allow for future quilt and arts shows. The system is a permanent hanging system that is mounted o the wall.  
The ad in the fall Mountain lakes visitor's Guide promotes our city events.  
C. Who will benefit from this project?  
The system will be used to promote tourism by allowing art and quilt shows to be held in the depot. For 2012 a quilt show as part of the Mayberry Festival is planned and a show in September 2012 is in the planning stages as part of the quilt show that is coming to Seneca in partnership with the Upstate Heritage Quilt Trail.  
The Mountain Lakes Visitor's Guides promotes tourism.

**IV. DATES OF PROJECT**

Beginning April 2012 Ending July 2012





**V. APPLICANT CATEGORY**

- Non-profit Organization: Incorporation date 9-30-1986
- Eleemosynary Organization under IRS Code: IRS # 57-0801881  
Date of Determination Letter \_\_\_\_\_

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

No demographic data for Hanging System due to the fact that this is a new venture for the chamber.

The Mountain Lakes Visitor's guide is available in Welcome Centers and used as part of tourism packets that are mailed out by the chamber.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
New event
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year N/A  
This Year N/A
- C. How many overnight stays were created by this event last year and are anticipated this year? Last year : N/A  
This Year: N/A
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Advertising in Mtn Lakes Visitor's Guide, Newspaper, radio, TV
- E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County?  
.ie. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) See attached letters
- F. What records will be kept during this event to obtain the above demographic data?  
(I.e. guest logs, phone logs, accommodations contracts, website hits, advertising Demographics) We will keep guest logs at venue of our guests during events.

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_X\_\_\_ No \_\_\_\_\_  
Name of the Auditor: Colditz Group

**VIII.** Will your project be using any funds from another group that received ATAX funds? No

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Sandra Powell Title: Director  
Signature: Sandra Powell Date: 2/9/12  
Address: P.O. Box 155  
Email: wcoc@nuvox.net Fax No. 647-5013  
Phone Number (s) 864-647-5316

B. Alternate Contact Name: Denise McCormick Title Past-president  
Signature Denise McCormick Date: 2/9/10  
Address P.O. Box 329 Westminster SC 29693  
Email: denise.mccormick@blueridge.coop Fax No.  
Phone Number (s) 864-647-6636

**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

A. Name of Organization Westminster Skateboard Park Fund  
B. Address 208 W. No. Ave.  
Westminster, S.C. 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2,000<sup>00</sup>  
B. How will ATAX Funds be used? to place ads in newspaper + on the radio to promote tourists to use the facility  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? all  
D. Funds furnished by your organization donations from interested residents  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

Provide an itemized total budget for your event **and** an itemized budget only reflecting how ATAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Skateboard Park  
B. Description of project we need to generate interest for adjoining counties for tourist participation  
C. Who will benefit from this project? all who enjoy the sport of skateboarding

**IV. DATES OF PROJECT**

Beginning ongoing Ending not sure (if it is used in program)

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date probably 10 yrs ago  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The state board of Parks will be the only one in Oconee County. It would draw tourists from throughout the state. They may stay in Westminister when they come.

A. How many visitors/participants attended the event last year and are anticipated this year?

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?

Last Year \_\_\_\_\_  
This Year \_\_\_\_\_

C. How many overnight stays were created by this event last year and are anticipated this year?

Last year : \_\_\_\_\_  
This Year: \_\_\_\_\_

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

WFTV TV ; Clayton Radio WBOC, Anderson Independent E-mail to friends Franklin Press (150) Town & News (150) Highland 11

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

picture of the State Chamber of Commerce. They are giving it a sign & have good response from out of county.

F. What records will be kept during this event to obtain the above demographic data?

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) copies of newspaper ads, pictures

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_\_\_ No

Name of the Auditor: \_\_\_\_\_

VIII. Will your project be using any funds from another group that received ATAX funds? No

**I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. I will complete interim reports every sixty days and two final reports at completion of project. All information required for final reporting MUST be detailed when project is complete.**

A. Contact Name: Rolann C. Lee Title appt'd by ex Mayor Neat Hedgicott  
Signature Rolann C. Lee Date 2-13-12 Chairman of SBP Fund of the City  
Address 205 W. Du. Ave. Westminster, SC 29693  
Email rolann.lee@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 804-647-2824

B. Alternate Contact Name: Kelli Foster Title Assistant Chair  
Signature Kelli Foster Date 2-14-12  
Address 166 South Adams St. Westminster SC 29693  
Email KFoster@kika.net Fax No. \_\_\_\_\_  
Phone Number (s) 647-7501