

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Bertha Lee Strickland Cultural Museum  
 B. Address 211 West South 1<sup>st</sup> Street  
Seneca, SC 29678

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 2375.00  
 B. How will ATAX Funds be used? Advertising / Promotion - Outside  
50 mile radius  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
 D. Funds furnished by your organization \$ 2375.00  
 Matching Grant  Source HAT Grant Funds - Seneca, SC  
 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 "Beginning The Journey" (See Attached)  
 B. Description of project Advertising / Promotion - Emphasis on  
The African-American Community - (See Attached)  
 C. Who will benefit from this project? Tourists - Hotels - Restaurants -  
Retail Shops

## IV. DATES OF PROJECT

Beginning Sept. 14, 2012 Ending Dec. 31, 2012

## V. APPLICANT CATEGORY

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

**RECEIVED**  
8-13-12



# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

**I. APPLICANT**

A. Name of Organization Cherokee Bear Clan of South Carolina  
 B. Address 120 Dusty Lane  
Walhalla, S.C. 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2000.00  
 B. How will ATAX Funds be used? The funds will be used to replicate 1,000 DVDs on the history of the Cherokee in Oconee County  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
 D. Funds furnished by your organization  
 Matching Grant 7500.00 Source South Carolina Humanities Council  
 Matching Grant 8000.00 Source Mainstream Lakes Regional Heritage Commission  
 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 History of the Cherokee in the Upstate of South Carolina  
 B. Description of project Promote tourist awareness of historic Cherokee sites in Oconee County  
 C. Who will benefit from this project? Local businesses

**IV. DATES OF PROJECT**

Beginning August 2012 Ending December 2012

**V. APPLICANT CATEGORY**



Government Entity:

Non-profit Organization: Incorporation date June 29, 2006  
 Eleemosynary Organization under IRS Code: IRS # 03-0592416  
 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 sites relating to the Cherokee history and culture of our county

- 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 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?  
The DVDs will be distributed regionally to schools, libraries, museums and visitors centers
- 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) Letters of support
- 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) guest logs, website hits

**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: James Nichols Title Project Director  
Signature James Nichols Date July 16, 2012  
Address 70 West Lane, Walhalla, S.C. 29161  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) 864-944-0108

B. Alternate Contact Name: Jimmie Byrd Title Historian  
Signature Jimmie Byrd Date July 16, 2012  
Address Arrowhead Drive Mt. Rest, S.C. 29161  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) 864-688-1018

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

**I. APPLICANT**

A. Name of Organization 3rd Annual Seneca's Half Marathon  
B. Address Shaver Recreation Complex  
The City of Seneca

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 5050.<sup>00</sup>  
B. How will ATAX Funds be used? Ads in Runners World  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 70%  
D. Funds furnished by your organization \_\_\_\_\_  
    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 \_\_\_\_\_  
B. Description of project \_\_\_\_\_  
C. Who will benefit from this project? Oconee County

**IV. DATES OF PROJECT**

Beginning JAN 1, 2013 Ending MARCH 16, 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?

Attract a group the wants to travel to  
new places and run new routes

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

235

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 100

This Year 150

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

Last year : UNKNOWN

This Year: \_\_\_\_\_

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

Runners World - A National 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) photos -

mail list

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) Registration Forms

**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: Ruby Johnson Title Events Coordinator  
Signature [Signature] Date \_\_\_\_\_  
Address 221 E. W. 1st Street - Seneca SC 29679  
Email Ruby Johnson @ seneca.sc.gov Fax No. 864-885-2701  
Phone Number (s) 864-885-2700

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 Downtown Seneca Merchant Association

B. Address PO Box 1285, Seneca, SC 29679

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 15,000.00

B. How will ATAX Funds be used? Advertising

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

D. Funds furnished by your organization \$ -0-

Matching grant \$ \_\_\_\_\_ Source \_\_\_\_\_

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

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







## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? \* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many visitors/participants attended the event last year and are anticipated this year? \* \_\_\_\_\_

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

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

**\*ON GOING FOR A FULL YEAR!**

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

\_\_\_\_\_ Through "Your Day" NPR radio. \_\_\_\_\_

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) \_\_\_\_\_

**WEBSITE HITS and ZIP CODE.**

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) \_\_\_\_\_

SAME AS ABOVE \_\_\_\_\_

## VII. AUDIT

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

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

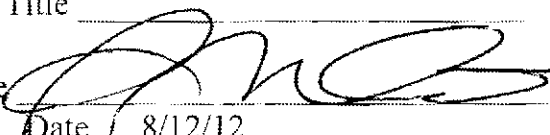
**VIII.** Will your project be using any funds from another group that received  
ATAX  
funds?

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 and that all information required for final reporting MUST be detailed when project is complete.*

A. Contact Name Gloria M. Arnold, Grant Writer

Title \_\_\_\_\_

Signature 

Date 8/12/12

Address \_\_\_\_\_

E-mail GOBE61@aol.com Fax No. \_\_\_\_\_

Phone Number (s) 864-882-6068

B. Alternate Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Fax No. \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Phone Number (s) \_\_\_\_\_

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

**I. APPLICANT**

A. Name of Organization Oconee County Emergency Services Fire Department  
B. Address 415 South Pine Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$9,000.00  
B. How will ATAX Funds be used? To provide Life Jackets for residents, and visitors that do not have adequate protection on the lakes of Oconee County, and to purchase equipment to pre-plan hiking trails.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$1,500.00  
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 Oconee County Summer of Safety Program  
B. Description of project To purchase and distribute life jackets to persons participating in recreational activities on Oconee County lakes who do not possess this necessary life-saving equipment, and pre-planning of hiking trails.  
C. Who will benefit from this project? All visitors, residents, and stakeholders of Oconee County. We feel that this project will help prevent accidents on Oconee County's lakes, and hiking trails.

**IV. DATES OF PROJECT**

Beginning 1/1/2013 Ending 12/31/2013

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
8-13-12

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

By preventing tragedies on Oconee County lakes and hiking trails, this program will enhance the appeal of Oconee County as a popular vacation destination of tourists.

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

This is the first 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 N/A

This Year 1,000 (+)

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

Last year: N/A

This Year: Unknown

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

Internet and various other established regional media outlets

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)

Photographs, and comparison of historical data.

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) Contact logs, time investment logs, and user surveys

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Oconee County Finance Department

**VIII.** Will your project be using any funds from another group that received ATAX

funds? Not that we are aware of.

*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: Charles King Title Oconee County Fire Chief  
Signature [Signature] Date 8/13/2012  
Address 415 South Pine Street Walhalla, SC 29691  
Email cking@oconeesc.com Fax No. 864-638-4225  
Phone Number (s) 864-638-4220 (office) 864-784-5268 (cell)

B. Alternate Contact Name: Scott Loftis Title Assistant Fire Chief  
Signature [Signature] Date 8/13/2012  
Address 415 South Pine Street Walhalla, SC 29691  
Email sloftis@oconeesc.com Fax No. 864-638-4225  
Phone Number (s) 864-638-4220 (office) 864-710-7185 (cell)

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

**I. APPLICANT**

A. Name of Organization \_\_\_\_\_ Oconee Community Theatre, Inc \_\_\_\_\_

B. Address \_\_ P. O. Box 291    Seneca, SC 29679  
          \_\_ 8001 Utica Street    Seneca, SC 29678 \_\_\_\_\_

**II. FUNDS REQUESTED**

Comment (L.R.2):

A. ATAX Funds Requested \$ \_\_ 5,812 \_\_\_\_\_

How will ATAX Funds be used? \_\_ Funds will be used to advertise Oconee Community Theatre's 2012-2013 Season in Greenville/Spartanburg/ Asheville/ Anderson/ Greenwood/ Ware Shoals/ and Laurens Counties through Billboards, print advertising including Brochures, Direct Mailings, and a user friendly website. \_

**Billboards:**

Fairway Outdoor (only billboard company that has boards in both areas)

The Greenville Location: Hwy 291 (Pleasant burg Dr) WS 50' N/O Rutherford Rd F/N-2

Size: 10.41' x 22.6'

Market: Greenville/Spartanburg/ Asheville

Population: 18+:94,403

Also using a billboard in county not included in this grant.

**Website**

Innova Communications

Host our website making it available to all patrons.

Population: The World

2012 Complete\_ATAX\_Application (Repaired)

**RECEIVED**  
2-23-12

**Season Brochure**

Impact Graphics: A interactive company producing wonderful eye catching graphics to encourage reading of our Season Brochure. The Season Brochures will be place at all Welcome Centers and along the Heritage Corridor.

B. Estimated percentage of costs directly attributed to attracting or serving tourists? \$ 11,626.75 (100%)

III. Funds furnished by your organization \$ 5,814.75

Matching grant \$ 0

Other Funding \$ 0

III. Provide an itemized budget. **THIS IS REQUIRED**, attach on a separate sheet.

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title: Promote Oconee Community Theatre's 2011-2012 Season

B. Description of project: Oconee Community Theatre (OCT) will be using several forms of advertising including Billboards, Direct mail, Season Brochures, and a fabulous website these outlets will help to target patrons from outside Oconee County. The target areas are Greenville, Anderson and Pickens Counties and outlining areas with the intent to continue established name recognition, awareness, and capturing interest in bringing people to Oconee County for entertainment at Oconee Community Theatre.

This will be obtained by continuing with our strategically placed billboard panels. One poster panel placed in Greenville County and one poster panel in Greenville County to promote our Season Opener Oliver.

**See attached invoice from Fair-Way Outdoor**

Impact Graphics: we hired a innovative graphic artist to design and print our 2011-2012 Season Brochures. They are both informative and eye catching. Our brochures are placed in welcome centers and across the heritage corridor.

**See Attached Season Brochure**

Innova Communications is a local webhosting company that we have been using for years for both our internet service, and for web hosting. We are only asking for a percentage of the cost for webhosting. This service will allow us to reach the internet savvy population. We are also on social networking site like facebook, and twitter.

**See attached paid invoice from Innova Communications**

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

Oconee County is the targeted benefactors. OCT produces wholesome family entertainment for the entire family to enjoy. OCT will benefit with increase revenues from our patrons outside of Oconee County. Local motels and restaurants will benefit from increased occupancy and food sales. Additionally, local merchants will benefit from this increased traffic as these out of town patrons will shop local stores, buy gas, and related items during their stay in Oconee County. Another huge benefit to the local business is our playbill listing local supporters. From local hotels to restaurants they are all listed in our playbill, and we have found that our patrons are very supportive of those that support OCT, and the fine arts.

**IV. DATES OF PROJECT**

Beginning \_\_\_\_\_ Aug 2012 \_\_\_\_\_ Ending \_\_\_\_\_ Aug 2013 \_\_\_\_\_

**V. APPLICANT CATEGORY**

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

x  Non-profit Organization: Incorporation date  Oct  1971 Fed ID 23-7228997

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

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

## **VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

OCT is presently a major tourism draw in the county. With the advertising program we will attract patrons from outside our county that otherwise would not visit and spend money in Oconee. As a result of this promotion we will be able to attract more patrons to our shows, increasing revenues for local businesses as a result of our patron's theatre activities. For every dollar spent at the theatre our patrons spend five times that amount at local hotels, restaurants, and shops.

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

We drew over 1800 attendees this past 2011-2012 Season. We anticipate a return to at least our average this 2011-2012 Season of 1800 attendees.

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

On average we have 1800 patrons per season, and 20% of those are from out of town. Attached is a copy of our 2011-2012 mailing list highlighted in pink are our patrons from outside of the area.

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

From 2006-2007 Season to the 2007-2008 Season we had a 10% increase. Over the last four years we have seen a huge decline in attendance. Although we feel the current instability of the economy is to blame the other part is our advertising budget was none existent. During our 2011-2012 Season we have increase our advertising budget and have had a slow increase in attendance.

**See Attached Advertisement Chart**

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

We are reimplementing our Billboard Campaign, continue our Brochures, and the internet website. The Billboards will be in areas that have a high concentration of non-Oconee county residents. We are also strategically placing season Brochures, and sending out OCT postcards. Our goal is to attract more out of county patrons to our theatre. We also advertise through radio and television media opportunities not included in this grant.

**See attached Brochure**

**See attached postcard**

2012 Complete\_ATAX\_Application (Repaired)



**See attached photo of past billboards**

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 letter from the Greater Oconee Chamber of Commerce**

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 have guest log for patrons visiting the Theatre, phone logs from reservation line, the website has a site tracker that will allow me to see the demographic patrons who frequent the site. Also have available the demographics for our news print advertisements.

**See Attached mailing list**  
**See Attached General Website Statistics**

**VII. AUDIT**

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

Name of the Auditor: Susan Stamey, STANCIL COOLEY ESTEP & STAMEY, LLP CERTIFIED PUBLIC ACCOUNTANTS P. O. DRAWER 1279, SENECA, S. C. 29679 \_\_\_\_\_

**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 and that all information required for final reporting MUST be detailed when project is complete.***

A. Contact Name Kristy McElroy Title Executive Director

Signature  Date 2-21-12

Address P.O. Box 291 Seneca, SC 29679

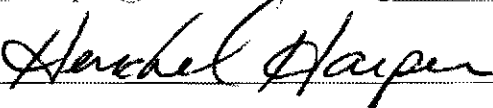
E-mail manager@oconeetheatre.org Fax: 864-882-1910

Phone Number (s) 864-882-1910 Office 864-985-9098 Cell

B. Alternate Contact Herschel Harper Title Board President

Address P.O. Box 291 Seneca SC 29679

E-mail hharper@oconeetheatre.org Fax : 864-882-1910

Signature  Date 2/21/12

Phone Number (s) 864-882-1910 office or 864-723-7131

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

**I. APPLICANT**

A. Name of Organization Oconee Heritage Center  
B. Address 123 Brown's Square Dr. ; PO Box 395  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1,429.98  
B. How will ATAX Funds be used? Funds will be used to purchase mannequins and benches for our exhibit space.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 0  
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 OHC Exhibit Hall Improvements  
B. Description of project The OHC is continuing to improve its exhibit space with better displays and visitor access.  
C. Who will benefit from this project? All visitors to the OHC will benefit.

**IV. DATES OF PROJECT**

Beginning a.s.ap Ending February 2013

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date May 12, 1999  
 Eleemosynary Organization under IRS Code: IRS # 31-1663047  
 Date of Determination Letter Jan. 14, 2000



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Tourists visiting the OHC will be better served, and attracted by, the improved museum exhibits. Because tourists cannot tour the OHC in multiple days, we want to provide seating for visitors who will spend more time here.

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

3, dielo total visitors

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 1,558

This Year 1,800

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

Last year: OHC does not track this info

This Year: \_\_\_\_\_

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

Yes, the OHC emphasizes exhibit improvements/visitor access in all marketing.

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)

OHC sign-in logs indicate that tourism to the site has doubled since 2009.

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)

Guest logs, web site hits, visitor surveys.

**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: Leslie White Title Director / Curator  
Signature [Signature] Date August 15, 2012  
Address PO Box 395 Walhalla, SC 29691  
Email info@oconeeheritagecenter.org Fax No. \_\_\_\_\_  
Phone Number (s) 804-638-2224

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 Pendleton District Commission

B. Address PO Box 565  
Pendleton SC 29670

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15,000

B. How will ATAX Funds be used?

To place advertisements promoting visitation to the tourism region in which Oconee County is located. All funds invested in the Regional Tourism Advertising outlined in this proposal will be matched dollar-for-dollar by a TAG (Tourism Advertising Grant), which we have secured through the SC Department of Parks, Recreation, and Tourism, doubling the impact of the investment.

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

D. Funds furnished by your organization \$30,000\*

Matching Grant <u>\$15,300</u>	Source <u>TAG - SCPRT</u>
Matching Grant _____	Source _____
Other Funding _____	Source _____
Other Funding _____	Source _____

\*These matching funds must cover the cost of all associated costs for advertising & Marketing, which includes our FAMs and Travel Writer Press Trips.

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**

(This request is not for an event, but for tourism advertising. See Comprehensive Budget – Attachment A & Oconee County ATAX Budget – Attachment B).

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Pendleton District Tourism Advertising

B. Description of project:

Pendleton District Commission has secured a reimbursable Tourism Advertising Grant from SC Department of Parks, Recreation, and Tourism in the amount of \$45,000 to fund specified advertisements to bring tourists into our region. All advertisements feature prominently the natural beauty of Oconee County and its tourism assets as enticement for these potential visitors. Each dollar of the grant must be matched by a dollar from local sources to be eligible for reimbursement.



In addition to the paid space advertising outlined below for which we are requesting Oconee County Accommodations Tax funds, Pendleton District Commission will bring travel writers and welcome center FAM tours to the region, and Oconee County will be partners in each FAM. The advertisements for which we request Oconee County Accommodations Tax funds to match are:

1. Monthly Hearst Media Press Release Service – each month three press releases, with one allotted to Oconee County events, will be distributed to 8,000 News Outlets and 30,000 journalists through the Hearst Media service. Through Google, we will track stories produced on the subject of each press release to hone our advertising and help us produce more stories about the region.
2. Google Adwords Campaign – Adwords selected for relevance to the tourism product and attractions in our region (i.e. waterfalls, hiking, camping, outdoor adventure, whitewater rafting, etc.) will be targeted to 250 potential tourists per month. Google tracks Internet users’ preferences through the sites each consumer visits, the amount of time spent on the site, and the “height” of their interest in the topic. (This tracking explains why you might see a pop-up or banner ad for a topic you searched yesterday, but do not happen to be searching at the moment!) These targeted adwords will be placed in front of the 250 consumers whose interests are aligned with the adwords selected. Thus, this campaign puts our message - the place “Where Water Falls and History Calls™” - in front of those most likely to respond.
3. Facebook Ads – Ads targeting “Bluegrass,” our indigenous music, and the leisure visitor will be placed during the months of March and May 2013 to bring visitors attention to the region when they are planning summer get-aways.
4. Outdoor Adventure Billboards – From January through June 2013, our message of Outdoor Adventure will be seen by inbound tourists in an average of 38,400 vehicles per day, which translates to approximately 60,000 people per day (38,400 x 1.57 people per vehicle). The timing is selected to draw the attention of potential visitors when they are tired of being indoors and ready to get out and experience our region’s tourism assets (outdoors, festivals, etc.). The billboard will feature the region’s outdoor adventure, small towns, and scenic beauty, which are the signature features of Oconee County. A unique url will enable us to track the effectiveness of this billboard, with follow-up interviews being conducted to assess the return on investment via phone and in-person traffic to our Visitor Center.
5. Hearst Media Women’s Travel Group – A 1/6 page advertisement will run in County Living, Good Housekeeping, and Women’s Day in Spring 2013 in each magazine’s South Carolina Targeted Travel Directory to attract visitors when Springtime in the South beckons them to plan vacations. Hearts Women’s Travel Group readers spent more than \$25 Billion on domestic travel, accounting for 1 out of every 5 dollars spent in the US on vacation travel. We will specifically target the 19 Million readers within 350 miles of South Carolina with a total circulation of 1.24 Million and readership of 5.3 Million.
6. Pendleton District Commission will produce a 30-second commercial featuring fishing and hunting within our region to run for one month on Fox Sports Net South and on local broadcast markets during the Bob Redfern Outdoors hunting and fishing show seen by 625,000 viewers each week (Nielsen 2012). Lake Hartwell, the body of water connecting all three counties promoted by our regional tourism office, will be the main focus for

these commercials. The commercial will promote outdoor adventure, scenic beauty, and local festivals will to these prime outdoor enthusiasts.

- C. Who will benefit from this project? It bears noting that we are not requesting Oconee County Accommodations Tax funds to match the entire Regional Marketing Plan, but only components that will most specifically build visitation to Oconee County. Each advertisement for which we request matching funds will feature the outdoor adventure that is the signature of Oconee County's tourism product and the Oconee County logo, ensuring that Oconee County receives maximum benefit. The most tangible benefit will be felt by festivals, hotels, B&B's, outdoor adventure providers, and restaurants in the region who cater to outdoor or scenic beauty enthusiasts or whose properties are located in areas through which these visitors most frequently travel.

#### IV. DATES OF PROJECT

Beginning Upon notice of funding

Ending: June 30, 2013

#### V. APPLICANT CATEGORY

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

\_\_\_\_\_

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

X \_\_\_\_\_

Eleemosynary Organization under IRS Code: IRS # 57-0479280

\_\_\_\_\_

Date of Determination Letter - 1966

#### VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

These advertisements, commercial, and press releases are designed to bring tourists to the region to enjoy the signature assets found in Oconee County – outdoor adventure, scenic beauty, and small town festivals. It targets potential visitors within a 350-mile radius of the region.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Not an 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 - Not an event, but 100% of our advertising is placed outside a 50-mile radius of the region.

This Year – These paid advertisements will reach 43.4 Million potential tourists beyond a 50-mile radius of Oconee County.

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

Last year : Our 2011-2012 marketing plan produced 36,191 requests for information about our region. Each inquiry received follow-up information to draw them to the region. Those who agreed to have their names added to our distribution list now receive a monthly newsletter that includes a calendar of events being held in the region in the coming month.

This Year: The billboard, Hearst Media Women's Travel, and Bob Redfern Outdoor television advertisements for which we have requested Oconee County Atax Funds will place the message of great outdoor adventure and small town festivals in front of 43,400,000 potential visitors. The Adwords campaign will target 3,000 visitors who have already shown interest in our product. Our Facebook ads will produce 2,150 click-throughs who will be targeted in our future e-newsletters. The Press Releases will place our message in the hands of 8,000 media outlets and 30,000 journalists.

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

Not an event. However ALL advertisements outlined in this request will be placed beyond a 50-mile radius of Oconee County.

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)

This request is not for an event. However, I will share a bit of our "tourism record" for your consideration. Pendleton District Commission is the oldest of the state's regional tourism promotion offices, founded in 1966. We saw the benefit of making Stumphouse Tunnel and Issaqueena Falls into a park and convinced Clemson University to lease the property to us for that purpose when they ceased to use it for cheese production. When staffing and funding issues required that we pass the park to others, it was signed over to the City of Walhalla. Without the groundwork done by Pendleton District Commission, tourism in our region of the state might look very different today than it does. Along with many others several years ago, we implored the City of Walhalla to consider the conservation of that tract of land surrounding the Tunnel and the Falls. It is our hope that our record of building tourism in the region will speak for itself.

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)

Every phone call, visitor in our center, request for information from our website, web hit, and lead produced by advertisements is logged in our database. Each phone caller and visitor to our Visitor Center is interviewed to assess our marketing's effectiveness.

## VII. AUDIT

Does your organization perform an independent audit? Yes X No \_\_\_\_\_  
 Name of the Auditor: Tim Cornelison, CPA, Irmo SC




**VIII. Will your project be using any funds from another group that received ATAX funds?**

Our overall marketing projects will be funded in part by a \$10,000 Pickens County Accommodations Tax Grant, however we are requesting only Oconee County Atax Funds for these particular advertising elements outlined in this request.

We are also applying to Anderson County for matching funds for other elements of our total \$45,000 grant match, but will not have confirmation of that grant until a later date.

*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:** Vicki B. Fletcher **Title:** Executive Director

**Signature**  **Date:** August 15, 2012

**Address** PO Box 565, Pendleton SC 29670

**Email** vicki@pendletondistrict.org **Fax No.** 864.646.7768

**Phone Number (s) Work:** 864.646.3782 **Cell:** 864.376.8580

B. **Alternate Contact Name:** Les McCall **Title –** Curator of Collections

**Signature**  **Date** August 15, 2012

**Address** Same

**Email** Les@pendletondistrict.org **Fax No.** 864.646.7768

**Phone Number (s)** 864.646.3782

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Seneca Woman's Club  
 B. Address 212 East Smith 3rd Street  
Seneca, SC 29678

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1125.00  
 B. How will ATAX Funds be used? Advertising / Promotion - Related  
Event Expenses - (see Attached)  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
 D. Funds furnished by your organization \$ 1125.00  
 Matching Grant  Source Hot Funds - (Seneca, SC)  
 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 Christmas Open House - Festival Week  
 B. Description of project Event designed to draw tourism outside  
50 mile radius  
 C. Who will benefit from this project? Tourists - Hotels - Restaurants -  
Retail shops

## IV. DATES OF PROJECT

Beginning Dec. 2, 2012 Ending Dec. 2, 2012

## V. APPLICANT CATEGORY

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

Non-profit Organization: Incorporation date 501 - C3 / ID code 57-0706628  
 \_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 \_\_\_\_\_ Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The event will be a very attractive draw to tourist during this time of year.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
new event - 200 anticipated
- 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 125
- 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?  
Print media / Radio
- 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) Guest Register

**VII. AUDIT**Does your organization perform an independent audit? Yes  No Name of the Auditor: Cheryl Brock - Westminster, SCVIII. 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: Arlene M. Manley Title President  
Signature Arlene M. Manley Date 11 Aug 12  
Address 2310 E Ashton St Seneca SC 29679  
Email Manley Manor@ATT.net Fax No. \_\_\_\_\_  
Phone Number (s) 864.898.8825
- B. Alternate Contact Name: Rebecca Hetherington Title Vice President  
Signature Rebecca Hetherington Date 8-12-2012  
Address 515 HILLMANDE ROAD Seneca SC 29672  
Email Rebecca.Hetherington@att.net  
Phone Number (s) 864 495-1649 864 324-1636

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

**I. APPLICANT**

A. Name of Organization 34th Annual Walhalla Chamber Oktoberfest  
B. Address 105 West South Broad Street PO Box 512  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 12,043.93  
B. How will ATAX Funds be used? Advertising outside of Oconee County including, but not limited to Greenville, SC, Georgia, North Carolina. Used for TV, Radio and print media  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 4,377.75  
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 2012 Walhalla Chamber Oktoberfest  
B. Description of project German Family Festival celebrating Walhalla's German heritage. The events take place on Sertoma Field and Main Street in Walhalla.  
C. Who will benefit from this project? Chamber of Commerce, our merchants, vendors, hotels, B&Bs, restaurants, our state parks and surrounding cities.

**IV. DATES OF PROJECT**

Beginning October 19, 2012 Ending October 21, 2012

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
Non-profit Organization: Incorporation date April 20, 1992  
Eleemosynary Organization under IRS Code: IRS # 24015769-1  
Date of Determination Letter May 2, 1985



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The goal is to promote tourism, increase revenue of merchants and vendors and celebrate the town's

German heritage while showing all that Walhalla has to offer.

A. How many visitors participants attended the event last year and are anticipated this year?  
2011 > 20,000 2012 < 25,000

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 42% 2011  
This Year 48% 2012

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : 200  
This Year: 250

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
TV, radio, newspapers, magazines outside a 50 miles radius.

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) Brochures in rack card style will be at visitors and welcome centers across the state and hotels outside the 50 mile radius.

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) Clemson students of Community Tourism Development will perform survey showing economic impact as well as Clemson marketing survey run by CVB on site to research economic details.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: H&R BLOCK- Helen Westmoreland

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: Vanessa Penton Title Executive Director of Chamber  
Signature *Vanessa Penton* Date August 1, 2012  
Address 105 W. South Broad St., Walhalla, SC 29691  
Email director@walhallachamber.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-2727

B. Alternate Contact Name: Duane Wilson Title Oktoberfest chairman  
Signature \_\_\_\_\_ Date August 1, 2012  
Address 371 Holloway St. Walhalla, SC 29691  
Email w\_duane@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-710-2670



- I. **Applicant**
  - A. Name of Organization: **Walhalla Civic Auditorium, Inc.**
  - B. Address: **PO Box 523, Walhalla, SC 29691**

- II. **Funds Requested**
  - A. ATAX Funds Requested **\$22,921.00**
  - B. How will ATAX funds be used? **To purchase advertising in print/online (Greenville News) and radio (WNCW, Spindale, NC and WESC Greenville, SC) and our 2012-13 Season Brochure distributed to all welcome centers in SC. This marketing program is designed to stimulate and increase tourist interest and participation via attendance at WCA events.**
  - C. Estimated percentage of costs directly attributed to attracting or serving tourist **100%**
  - D. Funds furnished by your organization  
Matching Grant                      Source

III **Narrative Project Description**

- A. Project Title **WCA 2012/13 Performance Season**
- B. Description of Project **To promote our 2012/13 season of shows from 9/1/12 through 6/30/13. These funds will be used to purchase advertising in Western NC and Greenville, SC and print our 2012-13 brochure to be used at SC Welcome Centers.**
- C. Who will benefit from this project? **Increased out of county attendance for our shows will directly contribute to tourism dollars spent in Oconee County hotels, restaurants, retail shops and convenience stores.**

- III. **Dates of Project**  
Beginning **9/1/13**                      Ending **6/30/13**

IV. **Applicant Category**

**X Non-profit Organization: Incorporation date June 16, 2003**

- VI. How will the project influence tourism in Oconee County **All ATAX fund will be used to advertise our shows outside of Oconee County. Approximately 31% of our audience would now be classified as 'tourist' by the 50 mile radius definition. Through this marketing program we hope to increase our tourism percentage to 35%. What will make this increase even more significant is the fact that we have increased our performance dates from 30 per season to 45.**

How many visitors/participants attended the event last year and are anticipated this year.  
**LY 5545                      TY 8000**

- A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? **LY 31% or 1719 , TY 35% or 2285**
- B. How many overnight stays were created by this event last year and are anticipated this year? **LY 98 TY 132**
- C. How do you plan to advertise this event beyond the 50 mile radius of Oconee County. **Print ads, brochure and radio in Western NC & Greenville, SC. See budget sheet for specifics on media buys.**
- D. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? **The WCA is a destination venue that has the capability of drawing patrons within a 100 mile radius of Walhalla. Last season we produced 30 shows that generated approximately \$112,900.00 in ticket revenue. For venues such as ours the historical multiple factor is for every dollar our patrons spend with us they spend three times that amount at our local restaurants, shops,**

hotels and convenience stores. Using that number our economic impact for Oconee County was \$338,700.00 last year.

Using the same formula for our upcoming season we are planning 45 shows that will generate \$158,000.00 in revenues for us and in turn will generate an additional \$474,000.00 for our local economy. Tourism's economic impact will account for 35% or \$165,900.00 of that total.

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

For our type of venue attendance/ticket sales is the measure we use to track our success. We keep detailed records of our attendance for each show we produce. This includes general admission sales, season ticket sales and comps. We budget for each show based on our expected costs and anticipated receipts. We use a greeter at all our shows who is responsible for obtaining the zip codes of all attendees as they enter our facility. This provides us with a tracking mechanism to determine where our patrons are coming from. It will also position us to track the success of this seasons marketing campaign in increasing our out of county attendees.

V. Audit

Does your organization perform an independent audit? No

VI. Will your project by using any funds from another group that received ATAX Funds?

*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: Bill Chisano Title: Business Mgr  
Signature: [Signature] Date: 6/15/12  
Address: PO Box 523, Waihalla, SC 29691  
Email: Waihalla.civ174@bellSouth.net Fax: \_\_\_\_\_  
Phone Number: 864-638-5277

B. Alternate Contact Name: Nancy Carter Title: President  
Signature: [Signature] Date: 6/15/12  
Address: PO Box 226, Waihalla, SC 29691  
Email: DIWAH@MCTV.com Fax: \_\_\_\_\_  
Phone number: 864-419-2020

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

**I. APPLICANT**

A. Name of Organization: WALHALLA PARTNERS FOR PROGRESS

B. Address: P.O. BOX 815, WALHALLA, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$10,000.00

B. How will ATAX Funds be used? Rehabilitation of Old St. John's Meeting House (*abbr.* OSJ).

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

D. Funds furnished by your organization:

Matching Grant: \$10,000.00

Source: SC Heritage Corridor (pending available funds)

Other Funding: \$12,000.00

Source: Local Donor (name if needed)

Other Funding: \$5,000.00

Source: Individual gifts and fundraising

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: Rehabilitation of Old St. John's Meeting House

B. Description of Project: **Ceiling and Beams:** Apply two coats of satin poly to new ceiling boards and to existing scissors trusses. **Interior Walls:** Remove loose paint and apply two coats of premium latex paint. **Exterior Doors:** Purchase and install double entry door and single rear door.

C. Who will benefit from this project? OSJ's Meeting House is the only example of "Carpenter Gothic" architecture left in Oconee County; therefore, both Oconee County *and* the State of South Carolina will benefit from the restoration and preservation of this historic structure.

**IV. DATES OF PROJECT**

Beginning: September 2012

Ending: March 2013

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: X

Incorporation date: JANUARY 24, 2003

Eleemosynary Organization under IRS Code: IRS # 48-1295938

Date of Determination Letter: SEPTEMBER 24, 2004





## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? Visitors to Historic Sites account for 9% (Old Homes 4% & Churches 5%) of In-State domestic trips annually in SC and 15% of Out-of State visits (Old Homes 6% & Churches 9%). The video, "Oconee: Land Beside the Water," intended to promote tourism in Oconee County, included video from three historic church sites (Old Stone Church, Bethel Presbyterian and St. John's Lutheran Church) and numerous historic sites.

- 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? n/a
- C. How many overnight stays were created by this event last year and are anticipated this year? n/a
- D. How do you plan to advertise this event historic site beyond a 50 mile radius of Oconee County? After rehabilitation is completed in 2013, we will apply to have it included on the Mountain Lakes Region of the SC Heritage Corridor and the National Register for Historic Places, and websites.
- E. What other documentation can you provide demonstrating this historic building promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shops or accommodations owners) The Oconee County numbers from 2006 to 2007 show a nearly 8% increase in tourism, with the contribution to the local economy rising to \$46.9 million from \$43.5 million. Tourism directly supports about 450 local jobs (Bethel Presbyterian Church has on average over 200 annual non-worship visitors through family reunions). As already mentioned, OSJ's Meeting House, built in 1889 by John Kaufmann, is the only example of "Carpenter Gothic" architecture left in Oconee County. Letter From Leslie White, Arts and Historical Manager, Oconee 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) Both guest logs and phone logs will be used and currently tracking hits to the WP2 website. City of Walhalla will log users of the building.

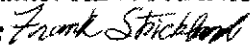
## VII. AUDIT

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

Name of the Auditor: WES BILLINGSLEY

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 the completion of project. All information required for final reporting MUST be detailed when project is complete.*

- |   |                                   |
|---|-----------------------------------|
| <b>A. Contact Name:</b> REV. FRANK STRICKLAND   | <b>Title:</b> PROJECT MANAGER     |
| <b>Signature:</b>  | <b>Date:</b> AUGUST 14, 2012      |
| <b>Address:</b> 442 DICKARD RD., SENECA, SC 29672   |                                   |
| <b>Email:</b> franklin29672@bellsouth.net   | <b>Phone Number:</b> 864-784-7268 |
| <b>B. Alternate Contact Name:</b> JANET NEVILLE   | <b>Title:</b> TREASURER           |
| <b>Signature:</b>   | <b>Date:</b> AUGUST 14, 2012      |
| <b>Address:</b> 402 S. COLLEGE STREET, WALHALLA, SC 29691   |                                   |
| <b>Email:</b> janetn-calyxfarm@att.net  | <b>Phone Number:</b> 864-903-2840 |

**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  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$14,350.00  
B. How will ATAX Funds be used? ADVESTISING & MARKETING AND  
BROCHURES  
PROMOTING THE 3rd ANNUAL MAYBERRY COMES TO WESTMINSTER  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 21,000.00  
    Matching Grant 10,000 Source CITY OF WESTMINSTER  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding 11,000 Source CORPORATE & BUSINESS  
SPONSORSHIP  
    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 "MAYBERRY COMES TO WESTMINSTER"  
B. Description of project See attached  
C. Who will benefit from this project? See attached

**IV. DATES OF PROJECT**

Beginning APRIL 25, 2013 Ending APRIL 27, 2013

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
X Non-profit Organization: Incorporation date April 23, 1985

X        Eleemosynary Organization under IRS Code: IRS # 57-0801881  
\_\_\_\_\_      Date of Determination Letter \_\_\_\_\_

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

THE MAYBERRY FAN BASE COVERS A WIDE DEMOGRAPHIC; YOUTH TO SENIORS AS SHOWN BY OUR GUESTS IN 2011 & 2012. OUR MAYBERRY FESTIVAL ALLOWS US TO SHOWCASE THE VENUES IN OCONEE COUNTY AND AGAIN BRING A LARGE INFLUX OF PEOPLE INTO THE AREA. ALSO THERE'S NO COUNTY OR CITY WITHIN A 200 MILES RADIUS PRODUCING ANY OTHER TYPE OF MAYBERRY EVENT.

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

12,000 in 2012 at least that number, if not more in 2013

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 700 -1000

This Year 1000 - 1200

C. How many overnight stays were created by this event last year and are anticipated this year? 150 (2012)

D. This Year: 200 (2013)

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

TELEVISION AND BILLBOARDS IN THE GREENVILLE, SPARTANBURG, ASHVILLE AND MARKETS; ALSO UTILIZING SEVERAL STATE WIDE AND REGIONAL PUBLICATIONS GEARED TOWARD TOURISM; BROCHURES IN WELCOME CENTERS IN SC & NC.

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) See attached

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

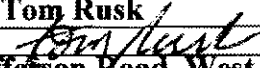
demographics) Phone logs from the Chamber of Commerce; web site hits, guests surveys during the event.

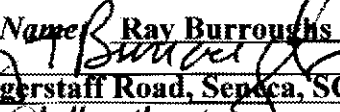
**VII. AUDIT**

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: Tom Rusk Title: Event Chairman  
Signature  Date 08/01/12  
Address 136 Jefferson Road, West Union, SC 29696  
Email: ruskt@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-7426; 407-922-3827

B. Alternate Contact Name: Ray Burroughs Title: Assit. Event Chairman  
Signature  Date 08/01/12  
Address 398 Biggerstaff Road, Seneca, SC 29672  
Email: rburroughs@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-882-3337; 864-784-1857