OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization City of Seneca

B. Address 221 E. N First St.
Seneca S.C. 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 11,500.00

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

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

D. Funds furnished by your organization $108,000.00 - HAT

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 8th - Seneca Fest 2014

B. Description of project 8th Annual Seneca Fest Memorial Day Weekend - concerts - craft - Glow Run - Kid Events

C. Who will benefit from this project? our Hotels & Restaurants

IV. DATES OF PROJECT

Beginning May 24 2013 Ending May 24 2015

V. APPLICANT CATEGORY

✓ Government Entity:

___ Non-profit Organization: Incorporation date _____

___ Eleemosynary Organization under IRS Code: IRS # _____

___ Date of Determination Letter _____

RECEIVED 11-14-13

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

It will give tourists a another reason to visit our area, and enjoy our Lake, Parks and Mts.

A. How many visitors/participants attended the event last year and are anticipated this year?
2013 - 25,000 2014 - 25000.

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 50%
This Year 50%

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: Reported 100% Local Hotel Occupancy
This Year: 100%

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Radio and TV / plus Page Mag.

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) visit our Web site for Pictures - www.seneca.sc.us

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) zip codes

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?

We will be using (HAT) for Advertising

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 [signature] ***Date*** 11-13-13
Address 221 S. N. 1st Street
Email rjohnson@seneca.sc.us ***Fax No.*** 864-885-2701
Phone Number (s) 864-723-3910

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

SENECA FEST 2013

DATE	PAYEE	DESCRIPTION	AMOUNT	
28-Dec-12	TURN-KEY PROMOTIONS	SENECA FEST 2013	1,500.00	
14-Feb-13	INSURANCE AGENCY OF THE FOOTHILLS	SENECA FEST 2013	6,642.00	
30-Apr-13	PURPLE TIGER	SENECA FEST 2013	0.00	Moved to 10-227-002 6/5
	PRIME SOURCE PRODUCTIONS	REMAINING BAL	25,000.00	
16-May-13	PRIME SOURCE PRODUCTIONS	DEPOSIT	25,000.00	AJE CHECK 38567
05/22/2013	OUTSHYNE LLC	SENECA FEST 2013	890.00	
05/22/2013	ABC PROMOTIONS	MIKE COOPER	1,500.00	
	BARBARA WILSON	WEATHER LADY	100.00	
	CAROLINA BOUNCE	SENECA FEST 2013	1,200.00	
	BRYSON ENTERPRISE	SENECA FEST 2013	1,090.00	
	JOEL SEAVEY	CHANGE	2,000.00	
	PAWFORMERS	GROOVE PLANET	690.00	
	PYROTECHNICO	FIREWORKS	5,000.00	
	SOUTHERN TREADS	DOUG MCCORMICK	890.00	
	RICHARD BLACK	TRAIN	907.00	
05/24/2013	ROLLIN STAGES	SENECA FEST 2013	5,045.91	
	SUPERIOR SOUND	SENECA FEST 2013	4,748.71	
05/24/2013	JOEL SEAVEY	DEPOSIT BACK IN	(2,000.00)	
05/29/2013	EPI	SENECA FEST 2013	3,262.25	
05/29/2013	MOLLIE SMITH	SENECA FEST 2013	106.34	
	RICK LACEY	SENECA FEST 2013	971.95	
	TYLER MIZE	SENECA FEST 2013	45.00	
05/31/2013	CDB TICKET SALES TO REST DON	SENECA FEST 2013	7,568.00	JOURNAL ENTRY
06/03/2013	ALL J'S CATERING	SENECA FEST 2013	1,386.20	
06/03/2013	BLUE MOUNTAIN INK & THREADS	SENECA FEST 2013	1,170.00	
"	"	"	810.00	
"	"	"	415.80	
06/03/2013	ACTION SEPTIC TANK	SENECA FEST 2013	890.75	
	"		1,089.26	
06/12/2013	ANDERSON INDEPENDENT	SENECA FEST 2013	461.25	
	CLEAR CHANNEL	SENECA FEST 2013	4,000.00	
	RALPHS TROPHY SHOP	SENECA FEST 2013	363.55	
	TRI-STAR IMPORTS	SENECA FEST 2013	201.14	
	TURN-KEY PROMOTIONS	SENECA FEST 2013	1,500.00	
	UPS STORE	SENECA FEST 2013	580.88	
	T & R GRAPHICS	SENECA FEST 2013	249.19	
		SENECA FEST 2013	246.45	
	LOWE'S	SENECA FEST 2013	21.28	
			48.16	
			(115.32)	
			258.96	
			221.97	
			63.96	
			179.32	
06/25/2013	WALMART	SENECA FEST 2013	57.05	
			26.78	
			33.86	
			140.00	
			180.65	
			16.59	
06/28/2013	OCONEE COUNTY ROCK QUARRY	SENECA FEST 2013	86.01	
07/29/2013	FIRST CITIZENS LACEY VISA	HOMETOWN	48.94	
09/17/2013	BEST WESTERN	SENECA FEST 2013	1,617.00	
	Total of all invoices		$108,406.84	
	Approved by Council		$72,700.00	
	Left in budget		($35,706.84)	

		Tickets	Price
Revenue from Ticket Sales	37,840.00	7,568	$5.00

Revenue less amount over budget $2,133.16

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Oconee Children's Home & Family Ministries

B. Address: P.O. Box 245, Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested $ [illegible]

B. How will ATAX Funds be used? To advertise & create this event as "THE" destination Mini Run/Adventure Race for Oconee County and 1 of 3 major Mini Runs in the state of SC (i.e. Columbia, Greenville & Oconee)

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 30-60% depending on ATAX funds (min 30%)

D. Funds furnished by your organization _____

Matching Grant		Source	
Matching Grant		Source	
Other Funding	[illegible]	Source	[illegible]
Other Funding	Tbdmg	Source	Businesses, Individuals, Families, etc.

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: 2nd Annual Collins Home Mini Run - "Mini Spartan for Kids Treat Walk"

B. Description of project: 3.4 mile course with up to 40 obstacles for people of all athletic ability. In addition to a hard-hitting course, providing an event the whole family can enjoy.

C. Who will benefit from this project? Oconee County, local businesses, hotels, restaurants, health & wellness [illegible]

IV. DATES OF PROJECT

Beginning: 04/29/14 Ending: 04/29/14

V. APPLICANT CATEGORY

____ Government Entity:

x Non-profit Organization: Incorporation date: 1997

____ Eleemosynary Organization under IRS Code: IRS #

____ Date of Determination Letter

RECEIVED 2-14-14

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Mud Run provides notoriety for the community and creates interest in future vacation visits.

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

We estimate 1,000 participants/spectators in 2013 and expect to have 1,500 double that in 2014.

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 85

This Year 200

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

Last year: 1 day event (with 85 visitors from beyond 50 miles)

This Year: 1 day event (with approximately 200 visitors from beyond 50 miles) NOTE: should event literally exceed expectation, could possibly become a 2-day event

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

1) TV - Fox Carolina (2.5 million viewers) 2) Radio, 3) Social Media, 4) Newspaper, 5) Brochures, 6) Posters and 7) Billboards

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) Information collected at Registration includes demographics and contact information

VII. AUDIT

Does your organization perform an independent audit? Yes ____ No ____

Name of the Auditor: Beverly, Payne & White

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: Anne Pelley ***Title*** Executive Director

Signature _____ ***Date*** _____

Address 215 Blue Ridge Square SE 29679

Email anne@ncpublicschoolfoundation.org ***Fax No.*** 864-882-5872

Phone Number (s) 864-882-5800

B. Alternate Contact Name: _____ ***Title*** _____

Signature _____ ***Date*** _____

Address _____

Email _____ ***Fax No.*** _____

Phone Number (s) _____

2014 Collins Home Mud Run
"Mud Splatter for Kids Who Matter..."

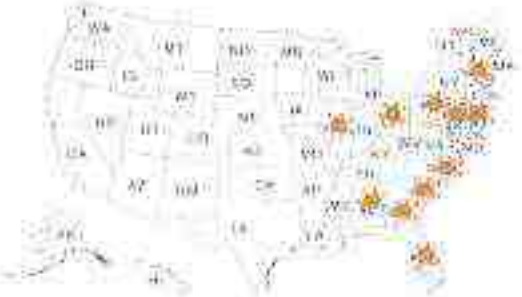
Opportunity Summary

The Collins Home Mud Run will be held April 26, 2014.

The economic impact to this area is hard to measure now but according to the National Association of Sports Commissions (NASC), there were 23.9 million so-called "sports visitors" nationwide (the sort of visitors who travel to see a mud run, for example, or a local soccer or lacrosse tournament) spending more than $7.68 billion. We would love to have a portion of that here in Oconee County. We already do to some extent, and that share is growing thanks to events like these.

Many of our 2013 attendees were visiting Oconee County for the first time and came specifically for the Collins Home Mud Run, which means they stayed here, ate in our restaurants, slept in our hotels and visited a number of local merchants along the way. (Unlike Las Vegas, what happens in the mud run doesn't stay in the mud!)

- Last year's data supports visitors traveling from South/North Eastern United States (AL, CT, GA, IL, NC, MA, PA, NJ, OH, FL and throughout SC)



- The event will benefit at-risk children & families in our community, support local businesses, promote health & fitness and provide a 'must see' event for spectators.

Fast Facts

Event	Collins Home Mud Run
Date	April 26, 2014
Projected Adult Mudders	1672
Projected Kid Mudders	332
Volunteers, Timing & Support Staff	200
Vendors	15
Spectators (based on 2 visitors per child & 2 per team, plus other)	1600
Total Projected Attendance	3819
States Represented (based on last yr.)	11

Summary Economics

Entry Fees – Entry fees support direct local operational expenditures including marketing, t-shirts, printing, awards and salaries.

$55,140

Heads in Beds – The event has the (conservative) potential to put approximately 160 out-of-town mudder heads in beds at a room rate of $110 (Hampton Inn, Seneca).

$17,600

Consumption Expenditures – Based on 3819 visitors for 1 day at $43.65 per person per day. (Formula provided by the Clemson Area Sports Council).

$166,699

Discretionary & Incidentals – Based on 3819 visitors at an average daily rate of $23.00. (Formula provided by the Clemson Area Sports Council).

$87,837

Travel Expenditures – Based on 955 vehicles at $26.00. (Formula provided by the Clemson Area Sports Council).

$74,830

Total Economic Direct Impact $352,106

Mud Runs (adventure races) incorporate exercise, fun, camaraderie and teamwork causing them to grow in popularity each year.

There is great potential for this annual event to become one of the major Mud Runs/Adventure Races in the state of SC...continuing to draw mudders from across not only our beautiful state, but across the entire United States.

In partnership with the City of Seneca, this event not only boost the city's bottom line, it also helps provide a home for some very needy children in our community.

Your consideration for "Mud Splatter for Kids That Matter" is appreciated.

[illegible]

[illegible] Radio – [illegible] / TV – Production

Georgia Carolina Radio/Radio/TV Production — $4,000

WLHI-Lavonia (Country) 101.2 Georgia Radio station of the year
WBOX Dayton, GA (Adult Contemporary) home of the Warrior Run

February
10 spots a week [illegible]
10 spots a week [illegible]

[illegible]

TV: Post Carolina Advertising Program — $2,500

This program:

- Features on "Better Carolina" with a reach to 2.5 million
- Landing page, landing ad, and Facebook Feed on the For Carolina page, weekly page traffic and news page
- Video testimonial: they will come [illegible] drive out to a clip capture and for our story - video to be hosted on landing page that includes use [illegible] to registrations
- [illegible] the story and promotion [illegible] in 2024
- [illegible] information [illegible]
- [illegible] Carolina [illegible]
- [illegible]
- [illegible]
- [illegible]

The Journey Foundation Advertising Program — $[illegible]

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible] Georgia Foundation [illegible] Jane Supra
- [illegible] Georgia Foundation [illegible] 2024 [illegible] in honors and [illegible] values of 2024
- Interstate storage Auburn: 88, 285, 20, Hwy 81

Individual package:

- Digital Advocate: $[illegible] / week or $[illegible] / month

Collins Mud Run
April 2014
Advertising Proposals – Radio / TV / Billboards

Georgia Carolina Radiocasting Proposal: **$4,000**

WLHR-Lavonia (Country) 2012 Georgia Radio Station of the Year
WRBN-Clayton, GA (Adult Contemporary) Home of the Warrior Run

February-
20 spots on WLHR $200 (roughly 2 spots per day)
20 spots on WRBN $200 (roughly 2 spots per day)

March-
80 spots on WLHR $800 (roughly 4 spots per day)
80 spots on WRBN $800 (roughly 4 spots per day)

April-
100 spots on WLHR $1,000 (roughly 5 spots per day)
100 spots on WRBN $1,000 (roughly 5 spots per day)

***Bonus**
(1) Live Read on the morning show each morning leading up to the Mud Run 1 week out (*$600 Value)*

TV: Fox Carolina Advertising Proposal: **$3,300**

This includes:
- Feature on "Better Carolina" with a reach to 2.5 Million
- Landing page, scrolling ad, and Featured Event on the Fox Carolina page, weather page, traffic and news pages
- Video testimonial: they will send their crew out to help capture and tell our story - video to be housed on landing page that redirects users back to registration
- All analytics, tracking and reporting provided by FOX
- E-mail blast with copy that we can issue
- Coverage area: Greenville, Spartanburg, Asheville, Laurens, Greenwood, parts of Georgia and North Carolina
- Link Facebook pages
- PSA's to the wire

The Fairway Outdoor Advertising Proposal: **$36,000**

Includes:
- 6 weeks 8 digital boards
- 6 weeks 20 poster boards
- 3 Greenville ; 1 Easley; 1 Anderson; Spartanburg and Asheville; 2 on Interstate
- $5700.00 / week for 6 weeks
- 30 placement locations - 8 of which are digital
- We receive all Oconee/Seneca boards at no cost with added PSA's in Seneca and Easley valued at $1800
- Interstate coverage includes, 85, 385, 26, Hwy 81

Individual pricing:
- Digital Billboards: $800 / week or $2300 / month

Income	
Team Fees & Sponsorships	$ 30,140.00

Collins Children's Home & Family Ministries
Projected Budget
Mud Run 2014

Income:					
Team Fees & Sponsorships					$ 80,140.00
	Team Fees	418	$120	$50,160	
	Sponsorships			$25,000	
	Kids Run	332	$15	$4,980	
ATAX - Oconee County					$ 20,000.00
Food Vendors					$ 2,500.00
Total Revenue					**$ 102,640.00**
Expenses:					
Insurance					$ 1,000.00
Team Prizes					$ 1,500.00
Timing: set-up & team fees (est. 418 teams)					$ 3,000.00
T-shirts (mudders, volunteers, sale, kids					$ 10,500.00
Print Materials (Brochures, Invitational, Signage, Flyers, Posters, etc.)					$ 3,500.00
Billboards (Interstates 85, 385, 26 & Hwy 81)					$ 36,000.00 *
TV-Fox Carolina (reaching 2.5 million)					$ 3,300.00
Radiocasting					$ 4,000.00
Supplies (Volunteers, etc.)					$ 2,000.00
Total Expenses					**$ 64,800.00**
Total Projected Revenue					**$ 37,840.00**

* Cost will range anywhere from $3K - $36K, depending on ATAX funding

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Fun In The Sun Committee

B. Address P.O. Box 179
West Union, SC 29696

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 2500

B. How will ATAX Funds be used? ATAX funds will be used for funding our musical entertainment as this draws tourism into Oconee County.

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

D. Funds furnished by your organization $27,000

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 West Union's Fun in the Sun 2014

B. Description of project A festival bringing food and craft vendors, children's activities, and musical entertainment to West Union.

C. Who will benefit from this project? The residents of West Union and surrounding cities and counties.

IV. DATES OF PROJECT

Beginning 6/14/14 11:00am Ending 6/14/14 10:00pm

V. APPLICANT CATEGORY

✓ Government Entity:

___ Non-profit Organization: Incorporation date _____

___ Eleemosynary Organization under IRS Code: IRS # _____

___ Date of Determination Letter _____

RECEIVED 2-14-14

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

We believe our musical entertainment will draw people into Oconee County because we are having free entertainment and the headliner is an artist that is played on country radio.

A. How many visitors/participants attended the event last year and are anticipated this year?
estimated 1000

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 200
This Year 500

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: estimated 50
This Year: 100

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
We plan to advertise on Greenville based radio stations and television stations. Also, the event will be advertised on the artist's website calendar.

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

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) Photographs and possibly a guest log.

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: Linda Oliver ***Title*** Mayor of West Union
Signature Linda Oliver ***Date*** 2/10/14
Address PO Box 14 West Union SC 29696
Email lindaoliver29696@gmail.com ***Fax No.***
Phone Number (s) 247-7392 638-9827

B. Alternate Contact Name: Bethany Peay ***Title*** Town Council member
Signature Bethany G. Peay ***Date*** 2/10/14
Address 135 Schroder St. West Union SC 29696
Email peanut8099@yahoo.com ***Fax No.***
Phone Number (s) 723-3781

Superior Sound & Consulting

527 Chalmers Mtn Rd
SC 29691

Estimate

Date	Estimate #
2/4/2014	201367

Name / Address
West Union

P.O. No.	Other
Fun N The Sun	

Description	Qty	Rate	Total
Full Range Sound System Including (but not limited to) Line Array(4 enclosure min.per side), Sub Reinforcement Monitor System(4 min.), Power Amp Compliment, FOH Rack/Processing, 48 Channels of Mixing		3,500.00	3,500.00
Charges for 32x40 Stage rental		2,250.00	2,250.00
Production Lighting--Stage		4,000.00	4,000.00
Charge for providing production management for the Festival		1,750.00	1,750.00

Thank You for choosing Superior Sound & Consulting!

Total $11,500.00

Superior Sound & Consulting

527 Chalmers Mtn Rd
SC 29691

Estimate

Date	Estimate #
2/4/2014	201368

Name / Address
West Union

P.O. No.	Other
Entertainment	

Description	Qty	Rate	Total
Entertainment fees for Headlining Act		12,000.00	12,000.00
Fees for opening acts etc./Scott Brantley		1,500.00	1,500.00
Fees for opening acts etc./Adam Carter		500.00	500.00
Fees for opening acts etc./Joe Keplar		500.00	500.00

Thank You for choosing Superior Sound & Consulting!

Total $14,500.00

Fun in the Sun 2014 estimated budget

Musical entertainment- $26,000
Children's activities-$1000
Porta Johns-$800
Food for helpers-$200
Advertisement-$1500

Total: $29,500

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Issaquenas Last Ride

B. Address 105 West South Broad St
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 2,000.00

B. How will ATAX Funds be used? Marketing, Print rack cards and distribute to bike shops in Greenville, Atlanta, Spartanburg, Knoxville, Charlotte, bike magazine

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 80%

D. Funds furnished by your organization 12,500.00
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source Registration Fees
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 Issaquenas Last Ride

B. Description of project Annual bike ride (15 Years) Starting in Walhalla with 32,61 and 100 mile routes through the mountains and return to Walhalla

C. Who will benefit from this project? Hotels & Restaurants, Rivertowns & Safeharbor We gave Safeharbor $500 last year

IV. DATES OF PROJECT
Beginning 4/26/14 Ending 4/26/14

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?

RECEIVED 1-14-14

For over 17 years, ICL has brought in over 100 bikers annually. Many of these bikers stay overnight and many return throughout the year to ride the routes.

A. How many visitors/participants attended the event last year and are anticipated this year?
125 Last Year with Rain. W/o Rain we expect 250

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: 15 (est.)
This Year: 30

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Rack cards at bike shops in 250 mile radius. Bike Magazine ad (National)
Face Book with 500+ Fans nationally, Go Magazine in Greenville

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) Registration forms capture address, age, etc., including zip codes. We have over 1,000 contacts in FB and Newsletters etc. which over 900 live outside the 50 mile radius.

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: Don George ***Title*** Chairman
Signature Don George ***Date*** 1-10-14
Address _____
Email DonBetting@aol.com ***Fax No.*** _____
Phone Number (s) 864-710-1906

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

OCONEE COUNTY ATAX GRANT
INTERIM PROJECT REPORT

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Lake and Mountain Quilters Guild

B. Address PO Box 22, Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 7,736

B. How will ATAX Funds be used? Billboards, newspaper and internet advertising

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 60%-70%

D. Funds furnished by your organization $8,450
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 Festival of Quilts 2014

B. Description of project Quilt show at the Shaver Center as well as off-site shows at the Heritage Center, Patriots Hall, Ballenger House, Lunney Museum, Westminster Depot and Quilt Trail viewing maps.

C. Who will benefit from this project?

Quilt enthusiasts will travel many miles for a great show. And our show has a long-standing reputation for outstanding quality. While in the area they will visit shops, restaurants and many of the outstanding activities available on our lakes and in the adjoining mountains. Because of the desire able location, many times quilters bring their families to spend additional days exploring our area. This year, because Clemson is away at Florida State, there should be available hotel accommodations which will encourage visitors to stay and explore Oconee County

IV. DATES OF PROJECT

Beginning Jan. 1, 2014 Ending Sept. 20, 2014

V. APPLICANT CATEGORY

_____ Government Entity:

X Non-profit Organization: Incorporation date April, 1987

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____

RECEIVED 2-14-14

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Lake and Mountain Quilters Guild has a strong reputation for producing an outstanding quilt show. It is one of the largest shows in South Carolina and provides the visitor with the opportunity to see multiple shows in addition to the large show at the Shaver Center. Running concurrent with our show will be shows at the Lunney Museum and Ballenger house in Seneca, Patriots Hall and the Heritage Center in Wallhalla and the Depot in Westminster. These shows will provide viewers with the opportunity to see the guilds current works and, in addition, antique quilts, contemporary art quilts and quilts that were the source for some of the Quilt Trail quilts displayed throughout our area. Additionally, a map of all the Quilt Trail blocks hanging in this area will be provided in the Quilt Show Booklet along with names and addresses of restaurants in the area.

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

In 2012 there were approximately 900 visitors. While we have no way of knowing why this number was down from our usual 1200-1500 visitors, it can be assumed that the economy played a part. In addition, there were some cost issues which limited our advertising reach.

In 2014 we are striving to reach out aggressively to all of South Carolina, North Georgia and the Charlotte, Mecklenburg area of North Carolina. In addition, because many quilt shops in the area have closed, the show this year will have vendors from Georgia and North Carolina in addition to our previous vendors from South Carolina. These vendors will be prominently displayed in our advertising.

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 150

This Year TBD

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

Last year : this could not be determined

This Year: _____

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

Billboards, Newspaper and Internet Advertising

D. 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) support letters attached

E. 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) zip code logs, exit interviews, guest logs at off-site venues

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: *Shirley Woods* ***Title*** *President*
Signature *Shirley Woods* ***Date*** *2/14/14*
Address *171 Edgewood Drive, Seneca, SC 29678*
Email *sawoods67@gmail.com* ***Fax No.***
Phone Number (s) *864-376-0843*

B. Alternate Contact Name: *Carolyn Harris* ***Title*** *Show Chairman*
Signature *Carolyn Harris* ***Date*** *2/14/14*
Address *650 Deer Creek Lane, Fair Play, SC 29643*
Email *chrrs@clemson.edu* ***Fax No.***
Phone Number (s) *864-710-1272*

Lake Mountain Quilters Guild
Festival of Quilts 2014

ATAX Budget 2014

Advertising Expenses	
Billboards	2750
Internet: SCIWAYS	650
Internet: AAA Carolinas	1200
Radio: WHLC FM	250
Newspapers: CNI Community areas in W North Carolina, N Georgia	500
Newspapers: Free Times - Columbia, Richland & Lexington counties	650
Magazine: SCLiving	1336
Newspaper: Country Register	400
	$7,736

Festival of Quilts 2014
Budget

Income		
	Boutique	$4,000
	Admission	5,000
	Vendor Booths	800
	Program Ads	1,500
	Presentation Quilt	2,500
	Silent Auction	2,500
	Library	1,000
	Fat Quarter Basket	1,000
	Oconee County ATAX Grant	7,736
	Sponsors	2,500
	Total Income	$28,536
Expense:	Facility Rental	$1,600
	Advertising	9,286
	Preview Party	400
	Show Ribbons	150
	Refreshments for Workers	100
	Equipment Rental	500
	Hanging Supplies	25
	Printing - Flyers, Banners, Signs, Ballots	3,350
	Postage and Mailing Supplies for Publicity	50
	Presentation Quilt, Tickets	300
	Fat Q Basket	
	Silent Auction	150
	Boutique	100
	Registration of Quilts	50
	Offsite Exhibits	50
	Comfort Quilt Display	25
	Wounded Warrior Display	25
	Day Bee Display	25
	Total Expense	$16,186
	Net Proceeds	$12,350

MOUNTAIN LAKES
CONVENTION and VISITORS BUREAU
'Destination of a Lifetime'
NATIONAL GEOGRAPHIC

February 6, 2014

Shirley Woods
Mountain and Lakes Quilt Guild
171 Edgewood Drive
Seneca, SC 29678

Dear Ms. Woods,

It is my pleasure to write this letter of support for the Mountain Lakes Quilt Guild marketing efforts for their 14th annual quilt show in Seneca. Over the past several years, I have had the privilege of attending the shows and thoroughly enjoyed the display of quilts and of our upstate quilting heritage.

This show continues to grow in quilters participation and visitors attendance each year and has wide spread recognition throughout the quilting regions of the nation, drawing in large numbers of visitors to our area who come here specifically for this event. With that in mind, it is imperative that this event maintains its strong community support and funding to provide adequate marketing to further develop its tourism economic impact.

The Mountain Lakes CVB supports your efforts and encourages the Oconee County PRT Commission to seriously consider your funding request for expanded marketing. Please let me know if there is anything the CVB can do to further assist you in your efforts.

Kind regards,

Ken Sloan
President & CEO

105 W. S. Broad Street - Walhalla, SC 29691 - 864-380-3976 - Ken@SCMountainLakes.com - www.SCMountainLakes.com

Greater Westminster Area Chamber of Commerce
P.O. Box 155
Westminster, SC 29693
864-647-5316
wcoc@nuvox.net

"Advancing the economic, industrial, professional, cultural, and civic welfare of Westminster"

January 20, 2014

Oconee County PRT
C/o ATAX Application
671 High Falls Road
Seneca, SC 29672

Dear Committee Members:

One of the elements of the Greater Westminster Chamber of Commerce's motto is advancing cultural welfare in our area. The Westminster Chamber supports the efforts of the Lake and Mountain Quilters Guild in bringing tourists to our area. We have been the beneficiary of several of their wonderful quilt shows during both the SC Apple Festival and the Mayberry Comes to Westminster Festival. We were thrilled with the number of out of town, state, and even country visitors who stopped by to visit the show while it was on display.

We respectfully request that you give their request your consideration.

Sincerely,
Sandra Powell
Sandra Powell
Westminster Chamber

Oconee
HERITAGE
CENTER

Walhalla, South Carolina
oconeeheritagecenter.org

January 23, 2014

To the Members of the Oconee County PRT Commission:

I am writing this letter on behalf of the Oconee Heritage Center in support of the Lake and Mountain Quilt Guild Biennial Quilt Show at the Shaver Complex in Seneca, to be held in September 2014. The Oconee Heritage Center has worked with the Lake and Mountain Quilt Guild to bring small quilt shows to the Oconee Heritage Center on a rotational basis for several years now. The quilt shows are always exceptional and generate noticeable increases in the number of visitors and tourists to our facility. Quilting attracts visitors with many interests, including heritage and local culture, but also fine art and craftspeople, which helps us introduce our facility to a broader audience than normal. We have no doubt that the larger biennial show will bring significant numbers of visitors and tourists to Oconee County if funding can be secured for broader advertising. We encourage the committee to support this event this year and in the future. Thank you!

Sincerely,

Leslie White
Director/Curator

PO Box 395 Walhalla, SC 29691 864.638.2224 info@oconeeheritagecenter.org

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Lunney House Museum

B. Address 211 W.S. 1st Street

Seneca, SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 13,046

B. How will ATAX Funds be used? Tourism, hotels, restaurant country site visits

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

D. Funds furnished by your organization $6,523

Matching Grant	$6,523	Source	HAT
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 Lunney House Museum Lunch/Dinner Tours

B. Description of project Museum tours - luncheons and dinner tours in helping out county

C. Who will benefit from this project? Restaurants, hotels, retail shops, and other local museums

IV. DATES OF PROJECT

Beginning Jan 1, 2014 Ending June 30, 2014

V. APPLICANT CATEGORY

X Government Entity: City of Seneca

___ Non-profit Organization: Incorporation date _____

___ Eleemosynary Organization under IRS Code: IRS # _____

___ Date of Determination Letter _____

RECEIVED 11-14-13

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This will bring people into the city and the county. People will be here to visit our local restaurants, hotels and shopping areas. - 162 hotels rooms

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 100%
This Year 100%

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: 50+ people, One night stay
This Year: est. 180+ people, one night stay

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Website advertising, tour groups that are coming will advertise in their local areas.

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) N/A

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, email blasts when upcoming tours are approaching.

VII. AUDIT

Does your organization perform an independent audit? Yes ✓ No ____
Name of the Auditor: Mike Stancil

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

Yes will be useing HAT

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: John Martin ***Title*** Director Curator Lunney House museum
Signature [signature] ***Date*** 11/13/2013
Address 200 W. 8th Street Seneca, SC. 29678
Email martijohn@aol.com ***Fax No.***
Phone Number (s) 864-780-7494

B. Alternate Contact Name: Mollie Smith ***Title*** Assistant
Signature Mollie Smith ***Date*** 11/13/2013
Address
Email msmith@seneca.sc.us ***Fax No.*** 864-885-2701
Phone Number (s) 864-247-3996

ATAX GRANT APPLICATION
Grant Dates: January 1 – June 30, 2014
Lunney House Museum – City of Seneca, SC

Summary Comments & Budget

Request for Grant funding **$ 13,046**

Comments –

The Lunney House Museum serves as a "Host Museum" to Coach Tour Companies – Working in concert With Mountains Lakes Tourism/ Charlotte Water – Planning site visits In Oconee County.

Notation: 3 tours are planned for late winter andd early spring 2014 - 3 for September and October 2014. Each tour will number 54 visitors with 1 and 2 nights stays in Hampton Inn – Seneca, SC.

Budget: (see attached detail expense sheet)

Middleton Plantation Tour **Mt. Pleasant, SC** **March 2014 - 2nd year** **Tour and Dinner-Lunney Museum**	**$ 5,326**
Capitol Tours - Columbia. SC **Tour and Luncheon – April 2014**	**$ 3,860**
Capitol Tours - Columbia, SC **Tour and Luncheon – May 2014**	**$ 3,860**
Total Expenses:	**$13,046**

ATA GRANT APPLICATION
Grant Dates: January 1 – June 30, 2014

Detail Buget Figures

Middleton Plantation		**$ 5,326**
Museum tour and Dinner		
- **Catering**	**$ 1,700**	
- **Rentals**	**$ 2,800**	
- **Flowers/Plants**	**$ 475**	
- **Music**	**$ 200**	
- **Support staff**	**$ 150**	
#1 Capitol Tours		**$ 3,860**
Museum tour and Luncheon		
- **Catering**	**$ 1,300**	
- **Rentals**	**$ 2,100**	
- **Flowers/Plants**	**$ 310**	
- **Support staff**	**$ 150**	
#2 Capitol Tours		**$ 3,860**
Museum tour and Luncheon		
- **Catering**	**$ 1,300**	
- **Rentals**	**$ 2,100**	
- **Flowers/Plants**	**$ 310**	
- **Support staff**	**$ 150**	
	Total(s)	**$13,046**

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Our Daily Rest Inc

B. Address PO BOX 1246 Seneca SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 5000

B. How will ATAX Funds be used? Advertisement and Promotion

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 10000 Source Personal Donations
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 Lake Keowee Boat Poker Run Benefitting Our Daily Rest

B. Description of project A boat poker run where participants travel to various spots on Lake Keowee **To collect playing cards**

C. Who will benefit from this project? Our Daily Rest Homeless Shelter

IV. DATES OF PROJECT

Beginning July 26, 2014 Ending July 26th 2014

V. APPLICANT CATEGORY

___ Government Entity:

X Non-profit Organization: Incorporation date 12/09/2005

___ Eleemosynary Organization under IRS Code: IRS #

___ Date of Determination Letter

RECEIVED 8-15-13

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
Over 37 boats attended the event this year from as far as Flordia. States represented were NC SC GA FL. Over 140 participants attended the event. At least 17 boats were from over 50 miles away.

A. How many visitors/participants attended the event last year and are anticipated this year?
140 participants. We expect 200

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 72 known
This Year 100

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 13 known
This Year: 20

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Boat magazines and newspapers. At other boat poker runs in Ga. Lake Lanier and Lake Hartwell

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 registrations

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) Registrations, accommodation contracts, and advertisement logs

VII. AUDIT

Does your organization perform an independent audit? Yes _X___ No _____
Name of the Auditor: Byerley Payne and White 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: Julian Davis *Title Project Chairman*
Signature *Date 08/15/2013*
Address 530-A Bypass 123 Seneca, SC 29678
Email juliandavis@allstate.com *Fax No. 8648820731*
Phone Number (s) 8647106141

B. Alternate Contact Name: Bob McIntyre *Title Our Daily Rest Treas.*
Signature *Date 08/15/2013*
Address po box 1246 Seneca SC 29679
Email *Fax No.*
Phone Number (s)

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization *Upstate Forever, Inc.*

B. Address *507 Pettigru Street, Greenville, SC 29601*

II. FUNDS REQUESTED

A. ATAX Funds Requested *$ 7500.00*

B. How will ATAX Funds be used? *Funds will be used to promote, market and facilitate the third annual "Rally in the Valley" event, to be held May 24th, 2014 at Calyx Farms, north of Walhalla, SC. This event includes bicycling rides, barbecue, craft brewing and bluegrass music and is marketed both to local residents and tourists. Despite rainy weather at last year's event, tourists from Savannah, GA, Charleston, SC and other distant locales attended the event.*

C. Estimated percentage of costs directly attributed to attracting or serving tourists? *85%*

D. Funds furnished by your organization *$1000.00 (Estimate)*

Matching Grant		Source:
Matching Grant		Source:
Other Funding	*$1500.00 (Estimate)*	Source: *Cash Donations from Private Sponsors*
Other Funding	*$2500.00 (Estimate)*	Source: *In Kind Donations from Sponsors*

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 *RALLY IN THE VALLEY 2014*

B. Description of project *Rally in the Valley is the annual fundraising event of Oconee Forever, a local outreach group of Upstate Forever. The event raises funds and awareness for natural resources of Oconee County, SC and is designed to attract bicyclists, craft beer enthusiasts, music fans and barbecue lovers from the local region and from outside the area (e.g., tourists).*

Who will benefit from this project? *Local hotels, accommodations, bed & breakfast establishments, restaurants, gas/convenience stores, printing shops, grocery stores and other local businesses which benefit from the facilitation of the event (e.g., buying goods leading up to the event) and the influx of individuals who are attending the event and choose to remain in the area for several days. The event, held on a Saturday on a three day weekend, allows participants to stay in the local area over several days after the event if they choose.*

IV. DATES OF PROJECT

Beginning *May 24, 2014* Ending *May 24, 2014*

V. APPLICANT CATEGORY

____ Government Entity:

X Non-profit Organization: Incorporation date: *July 16, 1998*

____ Eleemosynary Organization under IRS Code: IRS # *501(c)(3)*

____ Date of Determination Letter *May 13, 2003*

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
This project specifically looks to draw participants from both the local market and out of area residents who are interested in bicycling, craft brewing, bluegrass music and/or barbecue. The event is currently marketed on websites and media that reach outside of our area. Prior events have attracted participants from outside of the local area, including Savannah, GA, Charleston, SC and other areas. The project, with ATAX funding, has the potential to draw in significant numbers of tourists from outside of the local area.

A. How many visitors/participants attended the event last year and are anticipated this year?
Last Year – Attendance (on a Rainy Day) = 200
This Year's Estimate = 300 without ATAX Funds; 550 + with ATAX Funds.

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: Estimate of 35%
This Year: Estimate of 35% (without ATAX Funds) / Estimate of 50% (with ATAX Funds)

C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year: Unknown – Likely 10-15
This Year: Estimate of 20 (without ATAX Funds) / Estimate of 50 (with ATAX Funds)

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
See ATAX Budget Attached. Generally through online media, new website and print media in major regional media outlets outside of our immediate area.

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) *We can provide documented positive reviews and photographs from last year's event, as well as newspaper clippings from prior year's events.*

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) *A new website will be designed to track "hits"; Registration involves gathering participant registration and contact information which will document out of area registrants.*

VII. AUDIT

Does your organization perform an independent audit? Yes __X__ No _____
Name of the Auditor: *Greene, Finney and Horton*

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: Erin Knight ***Title*** Land Trust Director
Signature Erin Knight ***Date*** 2/11/2014
Address 507 Pettigru Street Greenville, SC 29601
Email eknight@upstateforever.org ***Fax No.*** 864-250-0788
Phone Number (s) 864-250-0500 ext. 26

B. Alternate Contact Name: Van Whitehead ***Title*** Deputy Director
Signature Van Whitehead ***Date*** 2/11/2014
Address 507 Pettigru Street Greenville, SC 29601
Email vwhitehead@upstateforever.org ***Fax No.*** 864-250-0788
Phone Number (s) 864-250-0500 ext. 31

RALLY IN THE VALLEY 2014
PROPOSED BUDGET

EXPENSES

	Cash	*Non-Cash Values*	
Food Purchased	400.00		
Food Donated		300.00	
Bathrooms	100.00		
T-Shirts	900.00	100.00	
Race Supplies	225.00		
Publicity	500.00		
Registration Supplies	25.00		
Beer		200.00	
Door prizes		250.00	
Farm		500.00	
Music Purchased	500.00		
Music Donated		500.00	
Insurance	300.00		
Contingency	200.00		
Totals	**$3,150.00**	**$1,850.00**	**TOTAL $5,000.00**

Notes:

- Purchased food includes meat and food for meal only.
- Donated food is estimate of cost of food for meal donated by UF members.
- Bathrooms assumes one port-a-john will be sufficient, in addition to existing facilities at site.
- Race supplies includes all rest stop food (including fruit donated last year).
- Publicity includes rack cards, posters & paid advertising.
- Door prizes includes estimated value of 2013 donated items.
- Farm is the value of the donated use of Clayx Farm.

INCOME		
Cash Sponsors	1,300.00	
Registration Fees	2,500.00	
Cash Donations	225.00	
Sale of Pork Butts	370.00	
	TOTAL CASH	$4,395.00
Non-cash donations		
	TOTAL NON-CASH	$2,300.00
	TOTAL	$6,695.00

Notes:

- Cash sponsors amount is approximately 20% increase over 2013.
- Registration fees amount is approximately 20% increase from 2013.
- Cash donations includes donations by OF members dedicated to Rally funds prior to event and at event.
- Non-cash donations are estimated 2013 donations of logo design, Airey Law Firm , door prizes, use of farm, OF member donations, donated beer and musicians.

  $100 value of logo design
  $400 Airey Law Firm expenditures
  $100 value of Head Lee Nursery door prize donation
  $500 value of Calyx Farm
  $150 value of Hincapie Sportswear door prize donation
  $350 OF members donations
  $200 value of donated kegs of beer
  $500 value of unpaid musicians

Proposed Use of ATAX Funds

Advertising and Marketing:

1. Advertising on Bicycling, Craft Brewing and/or Music Specific Websites and Media (e.g., Active.com, WNCW Radio, Southern Brew News, etc.) -	$ 1500.00
2. Advertising in Out of Market Media (e.g., Newspapers and Publications of Major News Outlets in Southeast Region) -	$ 1750.00
3. Development of Permanent Event Specific Website to Replace Current Website. Designed with Attention to Out of Area Tourists -	$ 1500.00
Subtotal:	**$ 4750.00**

Event Development:

1. Production of General Marketing Materials to Promote Event (e.g., banners, posters, etc.) –	$ 1000.00
2. Procurement of Materials Necessary to Help with Venue Development and Event Atmosphere (e.g., permanent event decor, tent(s), seating) –	$ 1000.00
3. Rental of Items to Facilitate Event (e.g., large tent, seating, other necessary items) -	$ 750.00
Subtotal:	**$ 2750.00**
Total:	**$ 7500.00**

Note: The majority of the expenses outlined above will be single source bids due to the unique location / audience of specific media outlets. Bids for other expenses have not been obtained yet but will be obtained in compliance with the two-bid requirement. Complete documentation for all bids/estimates will be provided prior to expenditure of any funds.

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization *Upstate Forever, Inc.*

B. Address *507 Pettigru Street, Greenville, SC 29601*

II. FUNDS REQUESTED

A. ATAX Funds Requested *$ 7500.00*

B. How will ATAX Funds be used? *Funds will be used to promote, market and facilitate the third annual "Rally in the Valley" event, to be held May 24th, 2014 at Calyx Farms, north of Walhalla, SC. This event includes bicycling rides, barbecue, craft brewing and bluegrass music and is marketed both to local residents and tourists. Despite rainy weather at last year's event, tourists from Savannah, GA, Charleston, SC and other distant locales attended the event.*

C. Estimated percentage of costs directly attributed to attracting or serving tourists? *85%*

D. Funds furnished by your organization *$1000.00 (Estimate)*

Matching Grant		Source:
Matching Grant		Source:
Other Funding	*$1500.00 (Estimate)*	Source: *Cash Donations from Private Sponsors*
Other Funding	*$2500.00 (Estimate)*	Source: *In Kind Donations from Sponsors*

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 *RALLY IN THE VALLEY 2014*

B. Description of project *Rally in the Valley is the annual fundraising event of Oconee Forever, a local outreach group of Upstate Forever. The event raises funds and awareness for natural resources of Oconee County, SC and is designed to attract bicyclists, craft beer enthusiasts, music fans and barbecue lovers from the local region and from outside the area (e.g., tourists).*

Who will benefit from this project? *Local hotels, accommodations, bed & breakfast establishments, restaurants, gas/convenience stores, printing shops, grocery stores and other local businesses which benefit from the facilitation of the event (e.g., buying goods leading up to the event) and the influx of individuals who are attending the event and choose to remain in the area for several days. The event, held on a Saturday on a three day weekend, allows participants to stay in the local area over several days after the event if they choose.*

IV. DATES OF PROJECT

Beginning *May 24, 2014* Ending *May 24, 2014*

V. APPLICANT CATEGORY

____ Government Entity:

X Non-profit Organization: Incorporation date: *July 16, 1998*

____ Eleemosynary Organization under IRS Code: IRS # *501(c)(3)*

____ Date of Determination Letter *May 13, 2003*

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
This project specifically looks to draw participants from both the local market and out of area residents who are interested in bicycling, craft brewing, bluegrass music and/or barbecue. The event is currently marketed on websites and media that reach outside of our area. Prior events have attracted participants from outside of the local area, including Savannah, GA, Charleston, SC and other areas. The project, with ATAX funding, has the potential to draw in significant numbers of tourists from outside of the local area.

A. How many visitors/participants attended the event last year and are anticipated this year?
Last Year – Attendance (on a Rainy Day) = 200
This Year's Estimate = 300 without ATAX Funds; 550 + with ATAX Funds.

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: Estimate of 35%
This Year: Estimate of 35% (without ATAX Funds) / Estimate of 50% (with ATAX Funds)

C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year: Unknown – Likely 10-15
This Year: Estimate of 20 (without ATAX Funds) / Estimate of 50 (with ATAX Funds)

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
See ATAX Budget Attached. Generally through online media, new website and print media in major regional media outlets outside of our immediate area.

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) *We can provide documented positive reviews and photographs from last year's event, as well as newspaper clippings from prior year's events.*

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) *A new website will be designed to track "hits"; Registration involves gathering participant registration and contact information which will document out of area registrants.*

VII. AUDIT

Does your organization perform an independent audit? Yes __X__ No _____
Name of the Auditor: *Greene, Finney and Horton*

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: Erin Knight ***Title*** Land Trust Director
Signature Erin Knight ***Date*** 2/11/2014
Address 507 Pettigru Street Greenville, SC 29601
Email eknight@upstateforever.org ***Fax No.*** 864-250-0788
Phone Number (s) 864-250-0500 ext. 26

B. Alternate Contact Name: Van Whitehead ***Title*** Deputy Director
Signature Van Whitehead ***Date*** 2/11/2014
Address 507 Pettigru Street Greenville, SC 29601
Email vwhitehead@upstateforever.org ***Fax No.*** 864-250-0788
Phone Number (s) 864-250-0500 ext. 31

RALLY IN THE VALLEY 2014
PROPOSED BUDGET

EXPENSES

	Cash	*Non-Cash Values*	
Food Purchased	400.00		
Food Donated		300.00	
Bathrooms	100.00		
T-Shirts	900.00	100.00	
Race Supplies	225.00		
Publicity	500.00		
Registration Supplies	25.00		
Beer		200.00	
Door prizes		250.00	
Farm		500.00	
Music Purchased	500.00		
Music Donated		500.00	
Insurance	300.00		
Contingency	200.00		
Totals	**$3,150.00**	**$1,850.00**	**TOTAL $5,000.00**

Notes:

- Purchased food includes meat and food for meal only.
- Donated food is estimate of cost of food for meal donated by UF members.
- Bathrooms assumes one port-a-john will be sufficient, in addition to existing facilities at site.
- Race supplies includes all rest stop food (including fruit donated last year).
- Publicity includes rack cards, posters & paid advertising.
- Door prizes includes estimated value of 2013 donated items.
- Farm is the value of the donated use of Clayx Farm.

INCOME		
Cash Sponsors	1,300.00	
Registration Fees	2,500.00	
Cash Donations	225.00	
Sale of Pork Butts	370.00	
	TOTAL CASH	$4,395.00
Non-cash donations		
	TOTAL NON-CASH	$2,300.00
	TOTAL	$6,695.00

Notes:

- Cash sponsors amount is approximately 20% increase over 2013.
- Registration fees amount is approximately 20% increase from 2013.
- Cash donations includes donations by OF members dedicated to Rally funds prior to event and at event.
- Non-cash donations are estimated 2013 donations of logo design, Airey Law Firm , door prizes, use of farm, OF member donations, donated beer and musicians.

  $100 value of logo design
  $400 Airey Law Firm expenditures
  $100 value of Head Lee Nursery door prize donation
  $500 value of Calyx Farm
  $150 value of Hincapie Sportswear door prize donation
  $350 OF members donations
  $200 value of donated kegs of beer
  $500 value of unpaid musicians

Proposed Use of ATAX Funds

Advertising and Marketing:

1. Advertising on Bicycling, Craft Brewing and/or Music Specific Websites and Media (e.g., Active.com, WNCW Radio, Southern Brew News, etc.) -	$ 1500.00
2. Advertising in Out of Market Media (e.g., Newspapers and Publications of Major News Outlets in Southeast Region) -	$ 1750.00
3. Development of Permanent Event Specific Website to Replace Current Website. Designed with Attention to Out of Area Tourists -	$ 1500.00
Subtotal:	**$ 4750.00**

Event Development:

1. Production of General Marketing Materials to Promote Event (e.g., banners, posters, etc.) –	$ 1000.00
2. Procurement of Materials Necessary to Help with Venue Development and Event Atmosphere (e.g., permanent event decor, tent(s), seating) –	$ 1000.00
3. Rental of Items to Facilitate Event (e.g., large tent, seating, other necessary items) -	$ 750.00
Subtotal:	**$ 2750.00**
Total:	**$ 7500.00**

Note: The majority of the expenses outlined above will be single source bids due to the unique location / audience of specific media outlets. Bids for other expenses have not been obtained yet but will be obtained in compliance with the two-bid requirement. Complete documentation for all bids/estimates will be provided prior to expenditure of any funds.

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 (UHQT)

Address 201 North College Street

Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested $4317.00

B. How will ATAX Funds be used? Redesign, production and distribution of Upstate Heritage Quilt Trail map.

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

D. Funds furnished by your organization. Volunteers to distribute map locally, prepare mailings, coordinate production and solicit funding source for entire production.

Matching Grant _____ Source _____

Matching Grant _____ Source _____

Other Funding $5683.00 Source Advertisements, Pickens and Anderson County Contributions.

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 Promotion of Oconee County following the Upstate Heritage Quilt Trail Map/Brochure

B. Description of project: To encourage people to visit the UHQTand other points of interest, dine, shop and stay in Oconee County. Currently there are 81 quilt blocks on display in Oconee County; 49 are displayed on businesses, historic sites, museums, Oconee County Public Schools and public destination sites; 34 are displayed on private residences and 4 sites have more than one quilts block on display. Providing visitors a map that clusters quilt blocks with easy to read maps will simplify trip planning and encourage additional trips to the area. Please refer to Attachment A for complete list of quilt blocks in Oconee County.

Who will benefit from this project? Area businesses and tourist destination sites throughout Oconee County.

IV. DATES OF PROJECT

Beginning May 2014 Ending October 2014

V. APPLICANT CATEGORY

RECEIVED 2-14-14

____ Government Entity:

X 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 redesinged map will cluster quilt blocks to make it easier for vistors to plan drivng and walking routes. Curently 49 quilt blocks in Oconee County are on historic sites, places of business, museums, schools and state and county parks. Promoting these sites in the UHQT map also brings additonal visitors to these locations. Visitors also enjoy seeing the many quilt blocks in route to destination sites. In past 16 months 1925 maps were distributed to desination sites in Oconee County and requests for additional maps are being received for distribution. Additionall Oconee County is promoted through the 7175 maps/brochure distributed through the UHQT's direct mail dirtibution plan. Pleae refer to Attachment B for map/brochure distribution realted to Ocncee County.

A. How many visitors/participants attended the event last year and are anticipated this year?
This is a very difficult figure to derive because the UHQT is a self-guided tour.
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 _____

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

C. How do you plan to advertise this event beyond a 50mile radius of Oconee County?
Maps about the UHQT are at all South Carolina Welcome Centers, and Chambers of Commerce in Anderson, Oconee and Pickens counties. All public sites with quilt blocks have maps or rack cards, as well as tourist information centers in the three counties. Maps have been sent to quilt shops in the Tri-state area and other quilting organizations in the tri-state area and various tourist information centers throughout South Carolina. We continue to expand our distribution to quilt museums throughout the country and distribute at local and national quilting events. All quilt blocks are posted on the UHQT Face book page at time of installation. Additionally, area media is informed of each new installation of a block and its story and email announcements sent to 215 individuals. The UHQT website links can be found on the Upcountry, SCPRT area Chambers of Commerce and the three county tourist information offices websites. In addition to quilt trail web sites in Landrum, Ridge Springs, McCormick, South Carolina and the National Quilt Trail web site. The UHQT website had 5,700 visitors in 2013.

D. 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 Attachment C

E. 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) The Quilt Trail will monitor distribution of maps and requests for additional information.

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** Director, Upstate Heritage Quilt Trail
Signature Martha File **Date** 02-13-2014
Address P.O. Box 333, Walhalla, SC 29691
Email infor@uhqt.org **Fax No.**
Phone Number (s) 864-723-6603 or 904-874-1975

B. Alternate Contact Name: Cindy Blair **Title** Secretary, Upstate Heritage Quilt Trail
Signature Cindy Blair **Date** 02-13-2014
Address 738 Old Seneca Rd. Central, SC 29630
Email linenmaven@bellsouth.net **Fax No.**
Phone Number (s) 864-868-2878

Upstate Heritage Quilt Trail
February 2014 Application
Budget

Printing, 10,000*	$9,200.00
Design and layout	$600.00
Postage	$283.00
Total Production Cost	$10,083.00

Total application request	$4317.00**

*Brochure/Map Distribution for August 2012 through December 2013 is provided on Attachment B.

**This figure is derived from1925 brochures distributed at Oconee County sites and balance of one-third production and distribution costs divided equally among Anderson, Oconee and Pickens Counties, $2392 per county. Anderson and Pickens Counties distributed 900 brochures at outlet sites.

Three printing bids are include for your review.

Campus Copy Shop

384-1 COLLEGE AVENUE • CLEMSON, SC 29631

PHONE: 864.654.3863 • FAX: 864.654.4070 • EMAIL: COPYSHOP@BELLSOUTH.NET

Quote

Kelly Staggs 864-247-2408 2/5/14

Brochure - Color Print / 32 total pages - 8 F2B Sheets / Booklet
11x17" Gloss Text Paper - Cut to 16x9" / Fold & Staple 8x9" / Fold By Hand 4x9"

1000 Total

8000 Sheets / 16,000 sides of color

11x17" 32# Gloss Text (color @ $0.60 / paper at ream price)	$10,390.08
Fold & Staple	$145.00
Trim to 16x9" after first fold (unfold booklet - trim all 4 sides / @ $0.15 each)	$150.00
Hand Fold to 4x9" (fold pages by hand @ $0.25 per booklet)	$250.00
Sub Total	$10,935.08
TOTAL with Tax	**$11,700.54**
11x17" 100# Gloss Text (same pricing as 32# with added paper costs)	$10,572.00
Sub Total	$11,117.00
TOTAL with Tax	**$11,895.19**

5000 Total

40,000 Sheets / 80,000 sides of color

11x17" 32# Gloss Text	$51,950.40
Fold & Staple	$705.00
Trim to 16x9" after first fold	$750.00
Hand Fold to 4x9"	$1,250.00
Sub Total	$54,655.40
TOTAL with Tax	**$58,481.28**
11x17" 100# Gloss Text (same pricing as 32# with added paper costs)	$52,860.00
Sub Total	$55,565.00
TOTAL with Tax	**$59,454.55**

10,000 Total

80,000 Sheets / 160,000 sides of color

11x17" 32# Gloss Text (color @ $0.55 / paper at ream price)	$95,900.80
Fold & Staple	$1405.00
Trim to 16x9" after first fold	$1500.00
Hand Fold to 4x9"	$2,500.00
Sub Total	$101,305.80
TOTAL with Tax	**$108,397.20**
11x17" 100# Gloss Text (same pricing as 32# with added paper costs)	$97,720.00
Sub Total	$103,125.00
TOTAL with Tax	**$110,343.75**

Please give us a call if you have any questions.

Thank You.

Martha File

From: "Kelly Staggs" <staggs.kelly@gmail.com>
To: "Martha File" <mfile@bellsouth.net>
Sent: Thursday, February 06, 2014 8:47 AM
Subject: Quotes 2 & 3

Please note both of these are wholesale prices so the check will have to be made out to me and I will pay them.

Ink 4 Printing

Price includes second fold

QTY 1,000 - $3,885
QTY 5,000 - $6,725
QTY 10,000 - $10,165

Price ***without second*** fold

QTY 1,000 - $3,475
QTY 5,000 - $6,325
QTY 10,000 - $9,695

Purple Tiger Ink

Price includes second fold

QTY 1,000 - $3,500
QTY 5,000 - $5,800
QTY 10,000 - $9,200

--
Thank You for your Business!

Sincerely,

Kelly Staggs

Purple Tiger Ink, LLC
You think it, We ink it!

P ***864.247.2408***

Disclaimer:
No part of the attached artwork or any of its content may be reproduced, copied, modified or adapted, without the prior written consent of the author, unless otherwise indicted for stand-alon materials.

Attachment A

Upstate Heritage Quilt Trail

81 Quilts Blocks in Oconee County as of 1/31/2014,

All quilt blocks are on display unless noted In Production column as "studio" (11)

Number	Quilt Name	Location	Address	City	In Production
01	South Carolina Block	Fair Play Welcome Center	I 85, Exit One	Fair Play	
63	Fenced in Dahlia	Fair Play Presbyterian Church	201 Fair Play Church Road	Fair Play	
92	My Blue Ridge	Residence	650 Deer Creek Lane	Fair Play	
76	Hearts and Stars	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	
42	Cross Canoes	Academy at Wildwater	1251-A Academy Rd.	Long Creek	
75	Hearts and Gizzards	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	
a144	Scenes from Mountain Rest	Mountain Rest Community Center	120 Vernen Mill Road	Mountain Rest	Studio
a147	Bible Blocks	Mountain Rest Baptist Church	9915 Highlands Hwy	Mountain Rest	Studio
88	Tulip	Oconee State Park	624 State Park Road	Mountain Rest	
a130	TBD	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Studio
53	Eagle	Community Center Building	5 A Park Avenue	Salem	
W41	Compass	Residence/ on dock	6 Pointe North Dr.	Salem	
72	Rolling Landscape - Lake and Mountains	Devils Fork State Park	161 Holcombe Circle	Salem	
54	Saw Blade	Community Center Building	5 A Park Avenue	Salem	
a114	Fan	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	
a113	Crossroads	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	
37	Friendship	OCPL - Salem Branch	5-B Park Avenue	Salem	
a142	Sun Bonnet Sue	Residence	311 Harbor Drive	Seneca	Studio
W42	Sampler	Residence/ on dock	607 Lighthouse Ct.	Seneca	Studio
58	Mozart's Star	Hamilton Career Center	100 Vocational Drive	Seneca	
51	Drunkards Path	Residence	135 Cloverdale Dr.	Seneca	
14	Star	Residence	729 Navigators Pointe	Seneca	
41	Fusion Star	Residence	116 Pinnacle Pointe Dr.	Seneca	
33	All -A- Loon in the Mist	Residence	307 Valley View Drive	Seneca	
15	The Tulip	Tokeena Angus	3057 Pine Grove Rd.	Seneca	
23	Ohio Star	Residence	14072 S. Radio Station Rd.	Seneca	
62	Stargazing	Toussaint Law Firm	10131 Clemson Blvd.	Seneca	
73	Blue Horizon	Arnold Building	10612 Clemson Blvd.	Seneca	
32	Eagle Ridge Star	Residence	476 Fire Tower Rd.	Seneca	
25	Log Cabin	The World of Energy	7812 Rochester Hwy	Seneca	
59	Fan	Residence	712 Tall Oak Trail	Seneca	
13	Fusion Star	Residence	514 Beacon Shores Drive	Seneca	
12	Mohawk Trail	Residence	607 Lighthouse Ct.	Seneca	
a116	Holiday Splendor	Lorraine Harding Real Estate	10898 Clemson Blvd.	Seneca	
24	Cather's Maze	High Fall Park	671 High Falls Rd.	Seneca	
a115	Native Birds	Residence	202 Chartwell Point Road	Seneca	
46	Starlight's	FOLKS	4065 Keowee School Rd.	Seneca	
10	Compass Rose	Keowee Elementary School	7051 Keowee School Road	Seneca	
11	Original Design	Residence	210 Crestview Ct.	Seneca	
94	Hawaiian Patch	Dental Practice	10229-A Clemson Blvd.	Seneca	
18	Cathedral Window	Cakes By Shirley	112 Walnut Street	Seneca	
a122	Nine Patch	Lila Doyle at Oconee Medical Center	101 Lila Doyle Drive	Seneca	
20	Double T's	Ballenger House	212 E. Third St.	Seneca	
22	Jackson Star	Blue Ridge Elementary	995 South Oak St.	Seneca	
17	Star with Cats	Ran Cat Alley	106 Ram Cat Alley	Seneca	
21	South Carolina Star	Seneca Public Library	300 E. South Second St.	Seneca	

Number	Quilt Name	Location	Address	City	In Production
16	Grandmother's Flower Garden	Red Door	120 Ram Cat Alley	Seneca	
19	Log Cabin	Blue Ridge Arts Council	111 E. South Second St.	Seneca	
96	Tsunami Relief	Brown-Oglesby Funeral Home	101 E.N. Second Street	Seneca	
89	Presidents Wreath	Oconee Community Theater	8001 Utica Street	Seneca	
a143	Crazy Quilt	Abby's Grill	Hwy 11	Tamassee	Studio
a137	North Star	Tamassee Elementary School	9950 N. Hwy 11	Tamassee	Studio
44	Crazy Quilt	DAR Thrift Store	9695 N Hwy 11	Tamassee	
52	Bowtie	Residence/workshop	235 Jumping Branch Road	Tamassee	
a123	Bouillabaisse	Residence	645 The Bear Blvd.	Tamassee	
a112	Flags	Boat Dock/ Lake Cherokee	235 Jumping Branch Road	Tamassee	
a148	TBD	Walhalla High School	151 Razorback Lane	Walhalla	Studio
64	Par 3	Blue Ridge Golf Center	2499 Blue Ridge Blvd	Walhalla	
09	Dresden Plate	Residence	2498 Blue Ridge Hwy.	Walhalla	
97	Log Cabin	End of the Road Studio	255 E. Bear Swamp Road	Walhalla	
45	Double Wedding Rings	James M. Brown Elementary	225 Coffee Road	Walhalla	
07	Goose on the Pond	Oconee Conservatory of Fine Arts	101 East North Broad St.	Walhalla	
95	Stars	Residence	517 W. Main Street	Walhalla	
65	Hot Cotton	Residence	301 Jaynes Street	Walhalla	
06	Rocky Mountain Road	Oconee Heritage Center	123 Brown Square Drive	Walhalla	
66	Strom at Sea	Old St. John's Meeting House	200 S. Catherine Street	Walhalla	
83	James River Blues	Residence	103 S. John Street	Walhalla	
49	Mountain and Lakes	Historic Earle House	105 West South Broad Street	Walhalla	
68	Yellow Ribbon	Patriots' Hall	13 Short Street	Walhalla	
a109	Carolina Lilly	Residence	306 N. Catherine Street	Walhalla	
08	Star in Star	Oconee County Public Library	501 W. South Broad St.	Walhalla	
35	Oconee Flag	Cherokee Museum	70 Short St.	Walhalla	
a111	Building Blocks	Oconee County Administration Bldg.	415 S. Pine Street	Walhalla	
a140	Rotary Quilt	Westminster Chamber of Commerce	135 E. Main Street	Westminster	Studio
a149	TBD	Orchard Park Elementary	600 Toccoa Highway	Westminster	Studio
a138	Grandmothers Flower Garden	Tiffney Photography	113 Retreat Street	Westminster	Studio
a117	Tuffet	Residence	10623 Long Creek Hwy	Westminster	
a125	Butterfly	Residence	6515 Toccoa Highway	Westminster	
86	Cactus Blossom	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	
85	Caesar's Crown	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	
84	Flower Basket	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	
02	Crazy Quilt	Fair Oak Elementary	1964 Oak Way Rd	Westminster	
04	Card Trick	Westminster Library	112 W. North Ave.	Westminster	
30	Carolina Mystery Pattern	Dads & Lads Store	224 E. Main Street	Westminster	
82	Railroad Crossing	Westminster Chamber	135 East Main Street	Westminster	
a110	Dutch Doll	Residence	560 Theo Martin Road	Westminster	
05	Flower Basket	Residence	210 Adams St.	Westminster	
a100	Friendship Garden	Westminster City Hall	100 E Windsor Street	Westminster	
31	Nine Patch & Double Irish Chain	Residence	Adams Street	Westminster	
98	Texas Star	Residence	202 Augusta Street	Westminster	
03	Double Wedding Rings	Heritage Center Annex	126 East Main St.	Westminster	
99	Autumn Star	Residence	301 W. Abbey Street	Westminster	
93	School House	Rosenwald School	150 Pleasant Hill Cir	Westminster	
34	Peace	Residence	200 Adams Street	Westminster	

Attachment B

Upstate Heritage Quilt Trail
Brochure Distribution August 2012 through December 2013

Site	**Quantity provided to site**
Oconee County	
Westminster Chamber of Commerce	200
Greater Oconee Chamber of Commerce	200
Mountain Lakes Convention and Visitors Bureau and Walhalla chamber of Chamber of Commerce	300
Duke World of Energy	300
Oconee Heritage Center	100
Ballinger House	100
Wildwater Adventures	100
Chattooga Bell Farm	75
Public Quilt block sites throughout Oconee County	300
Special Events in Oconee County	250
Direct distribution at Oconee County outlets	**1925**

Promotion of Oconee County through UHQT Direct Mail Distribution

Distribution to out of state events and destination sites: Texas Quilt Museum; National Quilt Museum in Kentucky, National Quit Trail Gathering in Ohio, requests from individuals out side of Oconee County.	450
State Welcome Centers	3800
Visitors Centers, Art Centers and Museums throughout South Carolina, Quilt shops and Quilt Guilds in the Tri state area	2275
Presentations to groups and tours	650
Sub Total	7175 (1/3 attributed to promoting Oconee County, 2392)
Distribution to Anderson & Pickens County outlets	900
Total quantity used	10,000

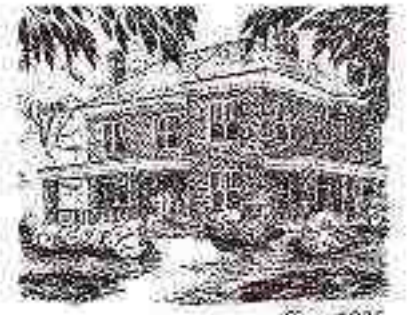
Attachment C

Letters of Support

Seneca Woman's Club

Westminster Chamber of Commerce

Letter from Gary and Eileen Peterson



Circa 1925

Seneca Woman's Club
212 East South Third Street
Seneca, SC 29678

February 11, 2014

Mr. Phil Shirley
Oconee County ATax Committee

This letter is intended as support for the Upstate Heritage Quilt Trail's request for funding for their updated brochure. We at the Seneca Woman's Club have had an active and mutually beneficial relationship with the Trail over the past four years. We have hosted several quilt exhibitions in conjunction with the bi-annual quilt show in the county as well as several independent quilt shows arranged by the Trail. The most recent of these was in December of 2013, highlighting the art-quilting group, The Thread Heads and was very well attended throughout the month of December.

We have also hosted receptions and book signings for the Trail as well as had UHQT speakers come to several clubs' meetings to talk about the Trail. They have consistently donated items for our auction fundraisers throughout the past years.

Visitors to the Historic Ballenger House always comment on our quilt square, which is mounted on the Ballenger garage and replicates a Ballenger family historic quilt. Many visitors have stopped by the house in their travels on the Trail, have picked up brochures from the house and have only positive comments on what they have seen.

The Seneca Woman's Club strongly recommends that the County support this project.

Sincerely,
Arlene Manley, President SWC

The mission of the Seneca Woman's Club is to foster and encourage the educational, literary, cultural and civic growth of the Seneca area.

Westminster Chamber of Commerce
P.O. Box 155
Westminster, SC 29693
864-647-5316
wcoc@nuvox.net

"Advancing the economic, industrial, professional, cultural, and, civic welfare of Westminster"

February 10, 2014

Mr. Phil Shirley
Oconee PRT Director
415 South Pine Street
Walhalla, SC 29693

Dear Mr. Shirley:

One portion of the Westminster Chamber of Commerce's mission is advancing cultural welfare in our area. Upstate Heritage Quilt Trail and the chamber have partnered in the past on quilt shows and other arts shows. We currently have plans to do more in the future.
The chamber has partnered with UHQT on several painted quilt blocks here in our area. There are blocks on city hall, the depot, the public library, Dad's and Lad's Store, and numerous private home. We have tour groups coming through town to see these and your funding will assist in the promotion of the blocks so that others can learn about them.

We respectfully request that you give this your consideration.

Sincerely,

Sandra Powell
Director

Ms. Eileen Petersen
2325 79th Ave. S.E.
Lake Stevens, Washington 98258

July 24, 1013

Mr. Ken Sloan: Executive Director
South Carolina Lakes CVB Oconee County
Walhalla, South Carolina 105 W. Broad Street
Walhalla, South Carolina 29691

Greetings from Washington State.

My husband and I visited South Carolina in June of this year. We want to take this opportunity to thank you and the state of So. Carolina for the gracious and inspiring welcome we were given. Most notably, we received our awesome vision and taste of the South from our time spent most specifically in Walhalla learning about The Quilt Trail. Special thanks to Chris Troy and her cadre of engineers and artists who bring the Quilt Project to life in Oconee County and its surrounding communities to include the state of South Carolina.

The Quilt Trail called us to your state and we were not disappointed! The Quilt Trail flier and map came in handy as we plotted our route. Thank you for the time, artistry and excellent directions provided in the flier.

We are overwhelmed at the experience we had in Walhalla County. The dedication you all are giving to enriching our American culture by keeping alive who and what we are as communities within this great country is truly inspiring. Showcasing the rich histories you have in your community in such a novel and visible way causes one to think about our great heritage as we pass by and view the beautiful and interesting quilt squares that pop up in the most surprising places.

How fortunate we all are to have these intelligent, committed and resourceful women and men keeping this project alive and thriving. The women in Clemens who welcomed us into their Thursday morning work session shared much in the way of history of the quilt trail origination, the processes they have found most successful and the importance of each quilt square reflecting the owner's story was unexpected and most appreciated.

Returning home to Washington, we were well prepared to share how you started the Trail and why it was/is so important to you. This effort has a life of its own. As we drove out of Pickens, where we stored our motor home, and drove past buildings both commercial and residential along our path, we felt excited/ surprised to see so many interesting quilt

squares. These squares are calling us back. We want to learn more about the history of each square and move into other nearby states that have trails too.

Sharing our story and yours with our communities here in Washington is an on-going experience. The response has been one of wonderment, surprise, and a "lets do it too" attitude. I do believe more folks here have heard about Walhalla, South Carolina and feel they have a connection to you. You will more than likely meet some of these tourists from Washington over the next few years as they add Walhalla, South Carolina and The Quilt Trail to their destinations.

Please, thank the gracious women who invited us up to their "studio" and gave so much of their time and knowledge. Now, back in Washington we still feel the warmth and wonder of your county and its place in our beautiful America.

We know this project it dependent totally on volunteers. We also realize that there are costs incurred to maintain the high quality reflected in the project. We are enclosing a donation to help in this most valuable effort.

It is our hope that the people of your county will know the impact they are making in other communities across the United States through their work on The Quilt Trail. This project is a treasure and as amazing as it is, it is one that grows. HOW VALUABLE IS THAT.

Our Warmest Regards,

Eileen Petersen

Gary and Eileen Petersen

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 **$15,151.50**

B. How will ATAX funds be used? **To promote our Weekend Entertainment Package in the Greenville News, Asheville Citizen Times and the Athens Banner Herald newspapers.**

C. Estimated percentage of costs directly attributed to attracting or serving tourist **100%**

D. Funds furnished by your organization **50%**

Matching Grant Source

III **Narrative Project Description**

A. Project Title **WCA's Weekend Entertainment Package Promotion**

B. Description of Project **To promote an all inclusive package that will include (2) show tickets, dinner for two and a one night stay at a local hotel.**

C. Who will benefit from this project? **The Walhalla Civic Auditorium and merchant partners Best Western and Paesano's Restaurant. By offering an all in one discount package this promotion will also encourage tourism from Western NC, NE GA and the Greenville area.**

III. **Dates of Project**

Beginning **4/14** Ending **12/14**

IV. **Applicant Category**

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

VI. How will the project influence tourism in Oconee County **By advertising in Western NC, Northeast GA and the Greenville area we hope to entice patrons not only to come to a show at the WCA but also enjoy dinner at a local restaurant and stay overnight. All potential participants in this promotion will be "tourist" as we are using media that will reach folks more than 50 miles from our location.**

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

LY **8438** TY **10000**

A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? **LY 34% or 2869 , TY 38% or 3800**

B. How many overnight stays were created by this event last year and are anticipated this year? **LY n/a TY 105**

C. How do you plan to advertise this event beyond the 50 mile radius of Oconee County. **Print ads in the Greenville, SC, Asheville, NC and Athens, GA newspapers (see attached ad)**

D. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? **The WCA will handle and track all package inquires including phone, email and web site correspondence.**

E. What records will be kept during this event to obtain the above demographic data? **All reservations will be handled through the WCA box office. We will make all reservations with our partners, Paesano's Restaurant and the Best Western in Seneca. We will keep a record of all Weekend Package inquires regardless of whether they buy a package or not.**

V. **Audit**

RECEIVED 1-31-14

Does your organization perform an independent audit? **No**

VI. Will your project by using any funds from another group that received A/TAX 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: Bill Chiusano **Title:** Executive Director
Signature _____ **Date:** 1/30/14
Address PO Box 523, Walhalla, SC 29691
Email walhallachy1744@bellsouth.net Fax: 864 638-5277
Phone Number 864 628-5277

B. Alternate Contact Name: Nancy C. Carter **Title:** UCA President
Signature Nancy C. Carter **Date:** 1-30-14
Address P.O. Box 1226
Email dinah@wlcty.com **Fax** _____
Phone number: 864-419-2020

Walhalla Civic
AUDITORIUM

Upstate SC's Premier Concert venue!

Weekend Entertainment Package!!!

only $175.00 (per couple)

Come join us for an all inclusive night out!!

package includes:
(2) Show Tickets
Dinner for two at Passano's Italian Restaurant &
One night at the Best Western in Seneca.

Upcoming Shows:

The Seldom Scene

(Bluegrass band) Saturday, April 12

To order your package simply call us at
864-638-5277 or online at: www.walhallacivic.com

South Carolina
Just right.

☐ PROOF O.K. BY: _____ ☐ O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

ADVERTISER: WALHALLA CIVIC AUDITORIU PROOF CREATED AT: 1/28/2014 1:06 PM
SALES PERSON: Karyn Woods PROOF DUE:
PUBLICATION: GN-WEEKLY TABS NEXT RUN DATE: 01/31/14
SIZE: 3 col X 5 in

GN-0100712849.INDD

Upcoming shows to be included in our Weekend Concert/Theater Package.

The Seldom Scene – April 12, 2014
Always a Bridesmaid (play) – April 25, 26, 27, May 2, 3 & 4
Hen Party –May 10
Doyle Lawson – May 17
Audie Blaylock – June 7
Tuesdays with Morrie (play) – June 20, 21, 22, 27, 28 & 29
Andy Offit Irwin – July 19
Driving Miss Daisy (play) August 15, 16, 17 22, 23, & 24
Bluegrass Concert – September 13
The Return – Nov. 8
Eddie Miles – Dec 6
Emile Pandolfi – Dec 12
Blue Highway – Jan 17, 2015
Foxfire (play) Jan 30, 31, Feb 1, Feb 6, 7 & 8
Mountain Heart – Feb 14
James Gregory –Feb 20
SteelDrivers – March 21

We will run one ad in each newspaper for every concert and two for each play for a total of 21 for the entire campaign

The Greenville News
media group
YOUR GOALS. OUR SOLUTIONS. GREAT RESULTS.

Walhalla Civic Center

E Greenville – Weekly Publication Content Focus is Entertainment and Restaurants

13-25x 15" ad full color - 285/week 57,410 yearly investment

26-52x 15" ad full color - $218/week $11,336 yearly investment

40,000 online impressions $320 on greenvilleonline.com $3,840 yearly investment

Ashville Citizen Times – Weekly Publication Content Focus is Entertainment and Restaurants

13x 15" full color $326.25/week $4,241.25 yearly investment

Thank you for the opportunity to quote!

Penny Cody
Account Manager
The Greenville Media Group
864 298 3777
pcody@greenvillenews.com

Walhalla Civic Auditorium

From: "Bennewitz, Thomas" <thomas.bennewitz@onlineathens.com>
To: <walhallaciv1744@bellsouth.net>
Sent: Wednesday, January 22, 2014 11:17 AM
Subject: Athens Banner-Herald Rate Quote

Good Morning Bill,

Thanks for the call this morning.

Here is the quote we discussed over the phone:

Running Starting End of March/ First of April

1/8th Page full color Ad in the Athens Banner-Herald

To run 13 weeks in the Thursday's Marquee Entertainment section.

Rate of $177.25 per run.

Please feel free to call or email me back with any questions you may have.

Thanks!

Tom Bennewitz
Automotive Advertising Representative
Onlineathens.com
Athens Banner-Herald
Phone: (706) 208-2340
Fax: (706) 208-2295
thomas.bennewitz@onlineathens.com

ABH MEDIA

OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Greater Walhalla Area Chamber of Commerce

B. Address: 105 West South Broad St.

Walhalla, South Carolina 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested $ 2,156.25

B. How will ATAX Funds be used? To advertise the event outside the 50 mile radius of Oconee County.

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 _____ 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: Walhalla Mayfest Art of Living

B. Description of project: Cultural festival with live music, vendor booths of arts, crafts and food lining Main St. There will also be a wine tasting.

C. Who will benefit from this project? Our vendors, merchants, restaurants, hotels and bed and breakfasts, as well as, our museums, county parks and surrounding towns.

IV. DATES OF PROJECT

Beginning: May 9, 2014 Ending: May 10, 2014

V. APPLICANT CATEGORY

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

RECEIVED 2-14-14

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
Our goal is to promote tourism through art and history. By producing traffic on our streets and increasing foot traffic in our businesses and museums, our stores, restaurants, hotels will benefit from the crowds. Our intent is to incorporate all that is available to a tourist for that weekend.

A. How many visitors/participants attended the event last year and are anticipated this year?
2000/2300

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 750
This Year 750

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 30
This Year: 40

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
TV ads, radio, posters, newspaper tab

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) Facebook, website, email blast to partnering chambers.

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) Random survey, website hits

VII. AUDIT

Does your organization perform an independent audit? Yes _X___ 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*
Signature *Vanessa Penton* ***Date*** *02/10/14*
Address *105 W. South Broad St. Walhalla*
Email *director@walhallachamber.com* ***Fax No.***
Phone Number (s) *864-638-2727*

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

2014 ESTIMATED ATAX EXPENDITURES FOR MAYFEST

GREATER WALHALLA AREA CHAMBER OF COMMERCE

Event: Annual Mayfest Art of Living

Event Dates: May 9 & 10, 2014

TV Stations:

WYFF 4 –Greenville	**$1,100.00**

Radio Stations:

WHLC Highlands	**306.25**
North Georgia/North Carolina Market	**750.00**
Total	**$2,156.25**

Thank you for your consideration and support

Vanessa Penton

From: Brenda Goodwin [brendagood@bellsouth.net]
Sent: Monday, February 10, 2014 11:39 AM
To: 'Vanessa Penton'
Subject: RE: Mayfest

Hi, Vanessa,

If you run 25 :60 ads May 5th or 6th – May 9th or 10th , at the non-profit rate of $12.25 per :60 ad, your total investment would be $306.25. If you decide to air more ads to increase your coverage, each ad would be at that same non-profit rate of $12.25 per ad.

I look forward to working with you again this year! If I can help in any way, please do let me know.

Thanks and take care,
Brenda

From: Vanessa Penton [mailto:director@walhallachamber.com]
Sent: Tuesday, February 04, 2014 12:24 PM
To: 'Brenda Goodwin'
Subject: Mayfest

Hi Brenda,

I hope you are well.

I'm in need of a quote for an ad for our Mayfest, May 9 and 10. We will run what we did last year which was 25 60-second ads and would, of course, request your non profit rate.

Thank you,

Vanessa Penton
Executive Director
Greater Walhalla Area Chamber of Commerce
103 West South Broad Street
Walhalla, South Carolina 29691
864-638-2727

director@walhallachamber.com
www.walhallachamber.com

February 6, 2014

Vanessa,

Below is the number of radio ads and the cost for advertising **Walhalla Mayfest**, 2014 on 4 of our sister radio stations;

WSGC- Elberton,Ga.- 25- 30 second radio ads for $187.50

WNEG- Toccoa, Ga. - 25- 30 second radio ads for $187.50

WRBN- Clayton, Ga. - 25 - 30 second radio ads for $187.50

WNCC-Franklin, N.C. - 25 - 30 second radio ads for $187.50

That's a total of 100- 30 second radio ads on 4 radio stations.

The total cost for all 4 radio stations is $750.00.

If you need any other information, please feel free to contact me.

Thank you,

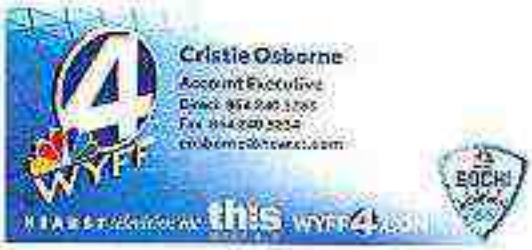
Ann W. Anderson
Sales Representative
WGOG - 96.3 FM
ann@wgog.com

Vanessa Penton

From: Osborne, Cristie <cosborne@hearst.com>
Sent: Thursday, February 6, 2014 9:21 AM
To: Vanessa Penton
Subject: RE: Walhalla Mayfest

No problem Vanessa! Yes, $1,100 is an accurate estimate that will include running the ads as well as editing the commercial. I do want to point out the cost for editing the commercial does depend on how long it takes to edit, so the total editing cost is subject to change. However, in saying that, I do not think it will cost more than $300 to edit the :15 commercial, just wanted you to be aware that production cost all depends on the length of time, as well as paying a third party to record a voice-over for the ad. Does that make sense? Let me know if you have any questions on that.

Thanks again!



From: Vanessa Penton [mailto:director@walhallachamber.com]
Sent: Thursday, February 06, 2014 9:18 AM
To: Osborne, Cristie
Subject: RE: Walhalla Mayfest

Thank you, Cristie! This is what I'll need to prepare my grant. So, we're looking at $1100 for creation and running the ad.

Vanessa Penton
Executive Director
Greater Walhalla Area Chamber of Commerce
103 West South Broad Street
Walhalla, South Carolina 29691
864-638-2727

director@walhallachamber.com
www.walhallachamber.com

From: Osborne, Cristie [mailto:cosborne@hearst.com]
Sent: Thursday, February 06, 2014 9:11 AM
To: Vanessa Penton
Subject: RE: Walhalla Mayfest

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: $2,900.00

B. How will ATAX Funds be used? Completion 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:

Other Funding: $1,000.00 Source: Walhalla Partners for Progress

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: Completion of Old St. John's Meeting House

B. Description of Project: ***(i)*** Purchase and install ADA handrails on the rear steps and front steps as required by Code; ***(ii)*** underpin the building with block to keep rain runoff from going under the building; and ***(iii)*** increase the height of the front porch roof support where it joins with the handicapped ramp from seventy-eight inches to eighty inches to meet the code requirement for head clearance.

C. Who will benefit from this project? Greater Walhalla Area Chamber of Commerce and Walhalla Partners for Progress are working in partnership with City of Walhalla on Downtown Streetscape, Stumphouse Development and Walhalla-West Union Bike Path projects; all designed to make Walhalla an attractive destination for visitors. While smaller in scope, OSJ Project is an excellent addition and complementary to these other larger projects, and shares the same goal. OSJ will become an attractive local event venue for weddings and similar ceremonies, as well as a destination for visitors interested in the historical architecture of OSJ as the only remaining example of "Carpenter Gothic" architecture in Oconee County.

IV. DATES OF PROJECT

Beginning: April 2014 Ending: June 2014

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? "Heritage tourism is the fastest growing segment of travel and tourism and South Carolina's leading industry". (*Preserving Our Past to Build a Healthy Future: A Historic Preservation Plan for South Carolina 2007-2015*, p. 8) The rehabilitation of Old St. John's Meeting House can only improve the already steady growth of tourism dollars in Walhalla and Oconee County. In 2011 Oconee County went over $50 million in tourism business for the first time, a seven percent jump over 2010. Tourism directly supports about 450 local jobs. Visitors to Historic Sites account for 9% (Old Homes 4% and Churches 5%) of In-State domestic trips annually in South Carolina and 15% of Out-of State visits (Old Homes 6% and Churches 9%). In addition to this, the Meeting House and Chapel, in conjunction with the Walhalla Depot, provide a venue for both weddings and receptions that will function as a viable revenue source and an attraction to outsiders attending the event.

A. How many visitors/participants attended the event last year and are anticipated this year? Between January 2011 and July 2012, the Depot, which is located on the same block with the chapel, had twenty-three wedding receptions and thirteen family reunions.

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

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

D. How do you plan to advertise this historic site beyond a 50 mile radius of Oconee County? After the rehabilitation is completed early in 2014, we will apply to have it included on the Mountain Lakes Region of the SC Heritage Corridor and the National Register for Historic Places.

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 National Trust defines Heritage Tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources." Old St. John's Meeting House offers an additional stop to the City of Walhalla's Heritage Walking Tour that includes the Oconee Heritage Center, St. John's Lutheran Church and its cemetery, the Cherokee Museum, and the Depot (and eventually the Keowee Courier building).

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 logs 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.

A. Contact Name: REV. FRANK STRICKLAND ***Title:*** PROJECT MANAGER
Signature Frank Strickland ***Date:*** FEBRUARY 12, 2014
Address: 442 DICKARD RD., SENECA, SC 29672
Email: franklin29672@bellsouth.net ***Fax No.*** n/a
Phone Number: 864-784-7268

B. Alternate Contact Name: JANET NEVILLE ***Title:*** TREASURER
Signature ***Date:*** FEBRUARY 12, 2014
Address: 402 S. COLLEGE STREET
WALHALLA, SC 29691
Email janetn-calyxfarm@att.net ***Fax No.*** n/a
Phone Number: 864-903-2840

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization ***South Carolina Apple Festival***
" Named on of the top 100 events in the Nation by the ABA".

B. Address ***P.O. Box 206 Westminster SC 29693***

II. FUNDS REQUESTED:

A. ATAX Funds Requested $ 4000.00

B. How will ATAX Funds be used?

The funds will be used to pay for TV ads and ads in Southern Travel Lifestyles

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

100%

D. Funds furnished by your organization$8050.

Matching grant $ _____ Source City of Westminster

Other Funding $ _____ Source: SCAF

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: ***South Carolina Apple Festival***

B. Description of project:

The South Carolina Apple Festival is held yearly in Westminster to promote the South Carolina apple heritage. The festival will be celebrating its 53nd year and is one of the longest running festivals in the state of South Carolina. Last year the South Carolina Apple Festival was named one of the Top 100 events in the Nation by the American Bus Association.

C. Who will benefit from this project?

The residents will benefit from increased tax revenue that is spent while people are visiting our area. The stores, restaurants, bed and breakfast inns, and gas stations enjoy increased revenue.

IV. DATES OF PROJECT

Beginning ***September 2,2014*** Ending ***September6,2014***

V. APPLICANT CATEGORY

____ Government Entity:

X Non-profit Organization: Incorporation date 1961

Eleemosynary Organization under IRS Code: IRS # 52-1663016

Date of Determination Letter September 1, 1961

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The project brings visitors to our area based on zip code studies and Clemson University studies.

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

20,000 over the two day festival and the rodeo.

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

38% of the people surveyed were from beyond a 50 mile radius.

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

Of the people surveyed, a total of 25% stayed overnight as a direct result of the South Carolina Apple Festival surverys.

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

Radio ads, Newspaper ads, Television ads, and magazine ads to promote the South Carolina Apple Festival in areas outside the 50 mile radius requirement.

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 from merchants and pictures from the 2013 Festival.

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)

A survey of zip codes were taken randomly on the streets last year during the two day festival. There were zip codes collected during the Quilt Show hosted by the chamber. We keep monthly records at the Chamber of Commerce about our website hits.

VII. AUDIT

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

Name of the Auditor ***Connie Spencer 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 and that all information required for final reporting MUST be detailed when project is complete.

A. Contact Name **Sherry Parker** Title **President**

Address **P.O. Box 206 Westminster SC 29693**

E-mail parker.sherry@gmail.com

Phone Number (s) 864-647-7223

Signature Sherry Parker Date 2-17-14

B. Alternate Contact **Sandra Powell** Title Chamber Director

Address **P.O. Box 206 Westminster SC 29693**

E-mail wcoc@nuvox.net

Phone Number (s) **864-647-5316** Fax No. **864-647-5013**

Signature Sandra B Powell Date 2-17-14

CITY OF WESTMINSTER
SOUTH CAROLINA

February 17, 2014

Mr. Phil Shirley
Oconee PRT Director
415 S Pine Street
Walhalla, SC 29693

Dear Committee Members:

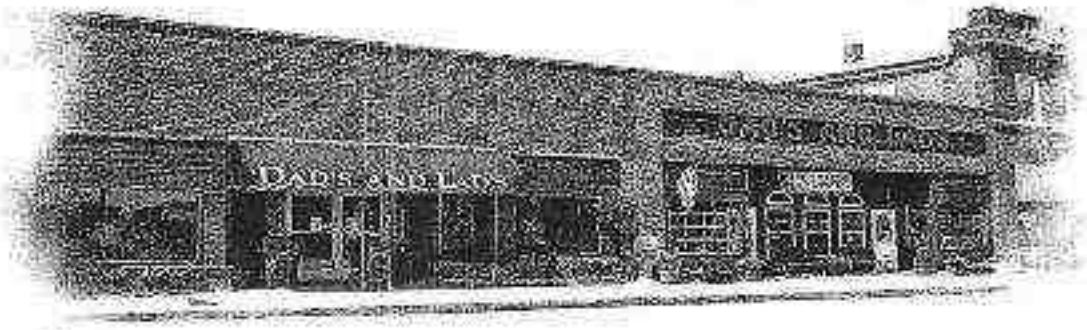
The City of Westminster welcomes visitors to the City of Westminster and attempts to make their visit/stay as enjoyable as possible. The chamber assists the city in sending out information to invite visitors to our fair city.

We support the chamber's efforts and hope the Oconee ATAX committee will do the same in providing funding for the advertisement in the Mountain Lakes Visitor's guide.

We respectfully request that you consider their request and we hope that you are able to find funding to honor their request.

David Smith
City Administrator

P.O. Box 399, Westminster, South Carolina 29693
864-647-3732



February 17, 2014

Oconee ATAX Committee
Oconee PRT
Mr. Phil Shirley
415 South Pine Street
Walhalla, SC 29693

Dear Mr. Shirley:

The South Carolina Apple Festival is one of two celebrated events in our city. As a business owner for twenty two of the fifty three years that the festival has been here, I can state that the SC Apple Festival promotes my business with weekend sales as well as repeat business after the festival is over. As a merchant and city council member I support the efforts of the SC Apple Festival Committee and would appreciate the Oconee ATAX Commission support in this endeavor.

Sincerely,

James Powell
Owner
Dad's and Lad's Store INC

Promoting the Economic, Industrial, Professional, Cultural, and Civic Welfare of Westminster

Westminster Chamber of Commerce

February 17, 2014

Mr. Phil Shirley
Oconee PRT Director
415 S Pine Street
Walhalla, SC 29691
Dear Committee Members:

One of the elements of the Greater Westminster Chamber of Commerce's motto is advancing cultural welfare in our area. The South Carolina Apple Festival is a shining example of promoting cultural welfare of our city. The festival, which will be celebrating its 53rd year, is a time for Westminster to welcome the world and share all it has to offer. The chamber supports this worthwhile endeavor each year.

We respectfully request that you give this your consideration.

Sincerely,
Sandra Powell

Sandra B Powell

Westminster Chamber Director

Street Scene from 2013

SC Apple Festival Estimated 2014 Ad Budget

TV		Radio		Print		Totals
WYFF Greenville	$2,500	GA Carolina Radios	$1,000	Southern Travel	$1,500.00	
Northland Cable	$500	WESC	$500	West News	$500.00	
WSPA	$1,500			Living in SC	$1,300.00	
				Brochures	$750.00	
				North GA Newspapers	$1,000.00	
				Greenville News	$1,000.00	
Totals	$4,500		$1,500		$6,050.00	$12,050