

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization City of Seneca Bertha Lee Strickland Cultural Museum
 B. Address City of Seneca, PO Box 4773, Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3,862.50
 B. How will ATAX Funds be used? Advertisement in the South Carolina Traveler Magazine (National Heritage Corridor publication)
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
 D. Funds furnished by your organization
 Matching Grant \$3,862.50 Source City of Seneca
 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 Campaign Launched to Visit the new Bertha Lee Strickland Cultural Museum
 B. Description of project Advertising promotion to visit the Bertha Lee Strickland Cultural Museum
 C. Who will benefit from this project? Persons of all ages will benefit through education, awareness, and appreciation of history and culture; and, Oconee County with increased tourism from beyond a 50-mile radius of Oconee County and increased overnight and weekend stays in the county.

IV. DATES OF PROJECT

Beginning November 2015 Ending November 2016

V. APPLICANT CATEGORY

Government Entity:
 Non-profit Organization: Incorporation date _____
 Ectemiosynary Organization under IRS Code: IRS # _____
 Date of Determination: Letter _____

RECEIVED
2-13-15

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

By reaching over 10,000 unique readers monthly throughout the southeastern United States, this campaign will be a viable draw for travelers interested in cultural, historical, and educational attractions. It will bring a new and larger segment of tourist to Oconee from beyond the 50-mile radius for overnight and weekend stays.

A. How many visitors/participants attended the event last year and are anticipated this year?
n/a - Open in 2016

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

Last Year n/a

This Year n/a

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

Last year : n/a

This Year: n/a

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

We plan a multimedia campaign using targeted radio, broadcast and cable television, statewide and regional newspapers, magazines, and 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) see attached.

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) The museum will keep a log of visitors that includes where they are traveling from (zip code), length of stay, and how they heard about the museum.

VII. AUDIT

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

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

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

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

A. Contact Name: Shelby Henderson Title Museum House Manager
Signature [Signature] Date February 13, 2015
Address PO Box 4773, Seneca, SC 29679
Email shenderson@senecasc.org Fax No. _____
Phone Number (s) 864-710-9994

B. Alternate Contact Name: Baker Martin Title Director / Curator
Signature [Signature] Date _____
Address PO Box 4773, Seneca, SC 29678
Email martinjohn@aol.com Fax No. _____
Phone Number (s) 864-710-7494

ATTACHMENT:

From the American Alliance of Museums:

Museums rank among the top three family vacation destinations, attracting more than 165 million tourists annually (2011 estimate) from around the world and bolstering a large tourism industry in local communities. Cultural and heritage tourism travelers—including visitors to museums— spend 63 percent more than other leisure travelers and tend to stay longer than other tourists, according to data from the U.S. Cultural & Heritage Tourism Marketing Council.

The U.S. Bureau of Economic Analysis finds that arts and cultural production constitutes 4.3 percent of the nation's entire economy, a \$698 billion industry. [1] The U.S. Conference of Mayors has recognized that "the arts, humanities and museums are critical to the quality of life and livability of America's cities." For every \$1 invested by governments in museums and other cultural institutions, \$7 is returned in tax revenues.

Bertha Lee Strickland Cultural Museum, City of Seneca**Budget**

South Carolina Traveler Online Banner (12-months)	\$2,000.00
Feature Story in SC Traveler E-Newsletter (2@\$500)	\$1,000.00
Magazine (hard copy) Ad (3 x for 1/2 page)	<u>\$4,725.00</u>
TOTAL:	\$7,725.00

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization City of Seneca
B. Address 221 S.W. First St.
Seneca SC 29672

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1277000
B. How will ATAX Funds be used? Advertising, Seneca Fest
"Proposals are Attached"
C. Estimated percentage of costs directly attributed to attracting or serving tourists? _____
D. Funds furnished by your organization \$80,000
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 9th Annual Seneca Fest in conjunction with Oconee
Education
BARBQ
cook
off
B. Description of project Memorial Day Weekend - Concerts
BARBQ, Cruise In, 5K Race, Artists, Kid/Family
C. Who will benefit from this project? Hotels + Restaurants Tides

IV. DATES OF PROJECT

Beginning May 1, 2015 Ending May 23, 2015

V. APPLICANT CATEGORY

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

RECEIVED
2-13-15

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

MAKE OCOONEE A destination for the unofficial
FIRST WEEKEND OF SUMMER - ONCE THEY VISIT
they will return.

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

2014 - 8000 2015 - 20,000

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

Last Year 50%

This Year 50%

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

Last year: 75%

This Year: 100% "Hotels should be full"

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

Radio and TV

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 for event photos - including pics from out of state

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) Addresses of Bar BO cooks -

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?

YES (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: Riley Johnson Title Events Coordinator
Signature [Signature] Date _____
Address 221 S. W. 1st Street
Email RJohnson@seneca.state.ga.us Fax No. _____
Phone Number (s) 723-3910

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

SENECA FEST 2014

DATE	PAYEE	DESCRIPTION	AMOUNT
20-Dec-13	PRIME SOURCE	BELLAMY BROS	6,000.00
20-Dec-13	PRIME SOURCE	JOHN ANDERSON	10,250.00
22-Jan-14	TURN KEY PROMOTIONS	SENECA FEST	616.92
03/10/2014	PACE RUNNING MAG	SENECA FEST	260.00
04/15/2014	INSURANCE AGENCY OF THE FOOTHILLS	SENECA FEST	6,642.00
04/21/2014	PURPLE TIGER	SENECA FEST	4,319.50
05/07/2014	PRIME SOURCE	SENECA FEST	10,250.00
	"	"	6,000.00
	MCKAYLA REECE	SENECA FEST	1,500.00
	BARBARA WILSON	SENECA FEST	100.00
05/13/2014	T & R GRAPHICS	SENECA FEST	147.87
	MOLLIE SMITH	SENECA FEST	9.49
05/20/2014	JEFF VAUGHN BAND	SENECA FEST	1,077.83
	SUPERIOR SOUND	SOUND SYSTEM	3,925.00
	ROLLIN STAGES	SENECA FEST	5,932.00
	RICK LACEY	MEALS FOR WORK	500.00
	PYROTECHNICO	LASERSHOW	6,750.00
	PURPLE TIGER	SUNGLASSES/TATC	954.00
	PRO-MOTION VIDEO	VIDEO	3,000.00
	JOEL SEAVEY	CHANGE	2,000.00
	BLUE MOUNTAIN	SIGNS	238.50
	AARON SLOAN	COLOR RUN DJ	476.00
05/27/2014	EPI	TICKET SALES	1,927.03
05/28/2014	TERRY TIMES	TIMING	571.00
	BEST WESTERN	STAY	154.00
	BENNETT EQUIP & SUPPLY	WALKBOARD	2,067.00
	CITY OF SENECA	BL BELLAMY BROS	94.30
05/29/2014	MOLLIE SMITH	REIMBURSE	246.55
06/03/2014	OCONEE COUNTY ROCK QUARRY	SENECA FEST	56.43
			64.08
			81.44
			76.83
			76.28
			81.03
	TRI COUNTY ACE	SENECA FEST	30.68
	HUTCH N SON	SENECA FEST	170.00
	BLUE MOUNTAIN	SENECA FEST	802.87
			93.22
06/03/2014	TYLER MIZE	SENECA FEST	190.00
06/10/2014	ACTION PORTABLES	SENECA FEST	384.81
			2,391.29
06/10/2014	SENECA FAMILY RESTAURANT	SENECA FEST	1,812.50
06/10/2014	LOWES	SENECA FEST	46.10
	LOWES	SENECA FEST	64.62
06/17/2014	ANDERSON INDEPENDENT	SENECA FEST	1,974.95
	BYRNE ACQUISITION GROUP	SENECA FEST	1,000.00
	JAMES BANDY	SENECA FEST	74.03
06/25/2014	STAPLES	SENECA FEST	33.91
06/30/2014	OCONEE COUNTY ROCK QUARRY	SENECA FEST	143.52
	WALMART	SENECA FEST	28.81
			227.61
			153.79

07/08/2014 MOLLIE SMITH
 07/15/2014 RALPH'S TROPHY SHOP
 06/30/2014 LACEY FC VISA CARD
 08/13/2014 WHLC
 08/29/2014 FC VISA LACEY

SENECA FEST 95.54
 SENECA FEST 68.31
 SENECA FEST 16.05
 BESCO 364.05
 SENECA FEST 2,067.00
 HAMPTON INN 252.41
 HAMPTON INN 3,927.00

Total of all invoices
 Approved by Council
 Left in budget

\$92,857.95
 \$70,000.00
(\$22,857.95)

Tickets sold

2659 18,625.00



SENECAFEST 2015

Author: VICKY CRENSHAW

Proposal ID: 17429
 Schedule Date: 5/13/2015 - 5/22/2015
 Advertiser: CITY OF SENECA
 Product: AAT Circus/Fair/Festival|22706
 Spot Length(s): :10,:15

Acct. Exec: Vicky Crenshaw
 Phone #: 864-240-5227
 FAX #: 864-240-5234
 Email: vcrenshaw@hearst.com

Flight Dates: 5/13/2015-5/22/2015

Program Time	Spot Length	MY 13	MY 18	DMA P21+ RTG	DMA P21+ (000)	Wks	Spots
WYFF							
WYFF 4 COUNTDOWN CLOCK CPP/CPM Mo-Su 5:00a-11:35p	:10	--	23	2.7 \$37.04	40.9 \$2.45	1	23
WYFF 4 5A-136A CPP/CPM Mo-Fr 5:00a-1:36a	:15	8	15	p5.4 \$20.37	p82.0 \$1.34	2	23
WYFF 4 NEWS BILLBOARDS CPP/CPM Mo-Su 5:00a-11:35p	:15	--	4	2.7 \$3.70	40.9 \$0.24	1	4
WYFF 4 production CPP/CPM Mon 5:00a-1:36a	:15	--	1	*0.0	*0.0	1	1
MOVIES CPP/CPM Mo-Su 5:00a-1:36a	:15	60	60	2.8 \$3.57	42.6 \$0.23	2	120
MOVIES CDC CPP/CPM Mo-Su 5:00a-12:00a	:10	--	15	2.9 \$13.79	44.2 \$0.91	1	15
WYFF 4 DOT COM CPP/CPM Mo-Su 5:00a-1:36a	:15	--	1	2.8 \$535.71	42.6 \$35.21	1	1

Total Cost:	\$8,770.00	Signature _____
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General Summary (DMA P21+ D.RTG)

Name	Spots	Cost	Gross	CPP	CPM	Reach	Freq
WYFF	187	\$8,770.00	579.4	\$15.14	\$1.00	74.3	7.8

Note: Asterisk (*) indicates manual adjustment of estimate.



From: Michael Pfitzer
 Phone: (854) 730-1068
 Email: michael.pfitzer@submitmedia.com
 2/11/2015 11:46 AM

Flight Dates: 04/27/2015 - 05/24/2015
 Demo: P 13+

Radio Market: GREENVILLE-SPARTANBURG
 Survey: FA14 / SU14 / SP14
 Geography: Metro

Station	Daypart	Daypart Info	Spots	Length	Net Rate	Total Cost	Net Reach	Frequency
WZLX (92.7) CHURCH WALKER HD3			113		\$13.27	\$1,500.00	51,000	4.1
Flight A - 1 wk (05/27)								
			10		\$12.00	\$120.00	10,200	3.0
One Week Total			10		\$12.00	\$120.00	10,200	3.0
	F 6A-7P		5	:30	\$15.00	\$75.00	7,000	1.5
	F-Sa 6A-12M		5	:30	\$10.00	\$50.00	4,500	1.2
Flight B - 2 wks (05/25, 05/11)								
			58		\$13.28	\$910.00	35,000	3.8
One Week Total			34		\$13.38	\$455.00	23,000	2.1
	M-F 6A-7P	Prime Rotation	23	:30	\$15.00	\$345.00	25,000	2.4
	M-Sa 7A-12M	Weekly	11	:30	\$10.00	\$110.00	11,000	1.4
Flight C - 1 wk (05/18)								
One Week Total			35		\$13.29	\$465.00	24,300	2.7
	M-F 6A-7P	Prime Rotation	23	:30	\$15.00	\$345.00	23,200	2.4
	M-Sa 6A-12M		12	:30	\$10.00	\$120.00	12,300	1.5

We warrant that the data in this report is accurate.

This report was created in Nielsen's proprietary software using the following data information: GREENVILLE-SPARTANBURG, FA14 / SU14 / SP14, Metro, Analysis Display Type: P 13+, Station Content Used: WZLX (92.7) CHURCH WALKER HD3 - WZLX-FM HD3. See Nielsen's Stationing Policy for Complete Details.

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MAY 29 10 54 AM '15

PAX 13

P.004

City Of Seneca May 2015



From: Michael Phelan
Phone: 361-232-1065
Email: michael.phelan@senecacounty.com
2/11/2015, 1:46:47

Schedule Grant Totals: 4 Weeks

Station	Spots	Unit Rate	Total Cost	Net Revenues	Frequency
WISN-TV	13	\$1,300.00	\$16,900.00	\$1,300.00	4.1
WISN-TV	13	\$1,300.00	\$16,900.00	\$1,300.00	4.1

Accepted by Station _____ Date _____

Accepted by Client _____ Date _____

This station does not discriminate in advertising contracts and will accept no advertising which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying advertising air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations or to trade spots, spots, offers & origin of identity.

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Detailed Sourcing Summary

Radio Market: GREENVILLE-SPARTANBURG

Survey: Average of Nielsen Radio Fall 2014, Nielsen Radio Summer 2014, Nielsen Radio Spring 2014

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	831,600	5,703

Stations: User Selected

Compos: *97.7 CHUCKFM WJMZ HD3 = WJMZ-FM HD3

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.nielsen.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cumulative) growth model.

Description

Website: <http://description.nielsen.com>

Rating Reliability

Estimator: <https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2014FAL/0191/pdf/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2014SUM/0191/pdf/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2014SPR/0191/pdf/SpecialNotices.pdf>

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nielsen

SenecaFest 2015

TAPSCAN

From: Zack Brown
 Phone: (264) 751-4321
 Email: zbrown@senecafest.com
 2/12/2015 4:56 PM

Flight Dates: 05/10/2015 - 06/29/2015
 Demos: M 25-54

Radio Market: GREENVILLE-SPARTANBURG
 Survey: FA117/SUM4
 Geography: Metro

Station	Demo	Daypart Code	Spots	Length	Unit Rate	Total Cost	Notes	CPM	Frequency	Spots/Sec
WROG-FM			82		\$26.47	\$2,175.70		\$13.56	3.0	42,600
Flight A - 1 wk (04/27)										
			2		\$10.00	\$20.00		\$10.00	1.3	13,600
One Week Total										
			2		\$10.00	\$20.00		\$10.00	1.3	13,600
	F 6A-10A		2	10	\$10.00	\$20.00	Table Sponsorships	\$10.00	1.3	13,600
Flight A - 3 wks (05/01, 05/11, 05/18)										
			30		\$76.00	\$2,280.00		\$13.73	13.2	38,100
One Week Total										
			30		\$76.00	\$2,280.00		\$13.73	13.2	38,100
	M-F 6A-10A	AM	17	10	\$28.00	\$476.00	Traffic Sponsorships	\$12.46	3.1	21,200
	M-F 6A-10A	AM	10	10	\$26.50	\$265.00	News Sponsorships	\$11.50	3.7	21,200
	S 6A-12M		3	30	\$40.00	\$120.00		\$20.77	1.2	22,000

This report was generated by the Nielsen system.

This report was created in TAPSCAN using the following Radio information: GREENVILLE-SPARTANBURG, FA117/SUM4, Demo: Multiple Demos, Usage: M 25-54, Geo: Metro, Reporting Period: Complete Daily, Copyright © 2015. All Rights Reserved. Geography: Metro



58613/2015/491 01:51 PM

Page 1 of 8

P.007

From: Zach Brown
 To: (61) 211-4221
 Email: zbrown@entel.com.com
 2/12/2015 4:56 PM

Schedule Grand Totals: 4 Weeks

Station	Spots	Unit Rate	Total Cost	Average Rating	CPM	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GU	CPM
WROU-TV	92	\$26.47	\$2,435.20	1.9%	\$15.66	178.3	100%	100%	18.7%	35,620	9.5	365,100	\$2.62

Accepted by Station _____

Date _____

Accepted by Client _____

Date _____

The station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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Detailed Sourcing Summary

Radio Market: GREENVILLE-SPARTANBURG
 Survey: Average of Nielsen Radio Fall 2014, Nielsen Radio Summer 2014
 Geography: Metro
 Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Men 25-54 (Primary)	208,400	802

Stations: User Selected
 Additional
 Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The Intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period. Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf. The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Description Website: <http://action.nielsen.com>
 Rating Reliability Estimator: <https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/RR8/2014FAL/0191/pdf/SpecialNotices.pdf> <https://ebook.nielsen.com/secure/RR8/2014SUM/0191/pdf/SpecialNotices.pdf>

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

I. APPLICANT

A. Name of Organization Collins Children's Home

B. Address P.O. Box 745
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 6,000

B. How will ATAX Funds be used? To advertise & promote our 3rd Annual Mud Run through direct mail, electronic marketing, billboards, TV, Radio and email to create a destination event and increase attendance.

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

D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding Sponsors Source Businesses
Other Funding Teams 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 3rd Annual Collins Home Mud Run

B. Description of project _____

C. Who will benefit from this project? Oconee County: Local businesses, hotels, restaurants, Wellness facilities, residents, etc. As well as the at-risk children and families served by Collins Home

IV. DATES OF PROJECT

Beginning 05/02/15 Ending _____

V. APPLICANT CATEGORY

____ Government Entity
 Non-profit Organization: Incorporation date 1980
____ Eleemosynary Organization under IRS Code: IRS # _____
____ Date of Determination Letter _____

2-13-15

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Mud Run provides a destination event that serious adventure racers will travel to from
across the state of SC and

- A. How many visitors/participants attended the event last year and are anticipated this year?
Approximately 900
- 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 Approximately 150
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : Approximately 150
This Year: _____
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
TV, Social Media, Billboard and Posters
- 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) Information collected at registration

VII. AUDIT

Does your organization perform an independent audit? Yes X No _____
Name of the Auditor: Byerley, 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: Alena Pelfrey Title Executive Director
Signature Alena Pelfrey Date _____
Address P.O. Box 745, Seheca, SC 29679
Email apelfrey@collinschildrenshome.org Fax No. _____
Phone Number (s) 864-882-0893

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

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Mud Run provides a destination event that serious adventure racers will travel to from
across the state of SC and

- A. How many visitors/participants attended the event last year and are anticipated this year?
Approximately 900
- 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 Approximately 150
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : Approximately 150
This Year: _____
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
TV, Social Media, Billboard and Posters
- 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) Information collected at registration

VII. AUDIT

Does your organization perform an independent audit? Yes X No _____
Name of the Auditor: Byerley, 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: Alena Pelfrey Title Executive Director
Signature Alena Pelfrey Date _____
Address P.O. Box 745, Seheca, SC 29679
Email apelfrey@collinschildrenshome.org Fax No. _____
Phone Number (s) 864-882-0893

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

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Lunney House Museum- City of Seneca

B. Address: 211 West South First Street
Seneca, SC 29678

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 3,000.00/ 1,500.00 match
- B. How will ATAX Funds be used? Destination Marketing/ Tourism (See Attached)
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization: 1,500.00

Matching Grant <u>1,500.00</u>	Source: <u>HAT Funds, City of Seneca</u>
Matching Grant _____	Source _____
Other Funding _____	Source _____
Other Funding _____	Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

- A. Project Title Seneca City Museums- Lunney House Museum Tourism Project
- B. Description of project: Focused marketing campaign designed to increase patron base.
- C. Who will benefit from this project? Oconee County Museums, Hotels, Restaurants, Retail Stores, Specialized Area Events.

IV. DATES OF PROJECT

Beginning March 2015 Ending April 2016

V. APPLICANT CATEGORY

- Government Entity: City of Seneca
- Non-profit Organization: Incorporation/Date _____
- Eleemosynary Organization under IRS Code: IRS # _____
- Date of Determination Letter _____

RECEIVED
2-12-15

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Targeting potential visitors from outside the 50 mile radius- outside Oconee county- outside state of South Carolina

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

N/A

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

Last Year N/A

This Year N/A

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

Last year : N/A

This Year: N/A

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

See attached information

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

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

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 registers, email addresses, zip code information, comment sheets.

VII. AUDIT

Does your organization perform an independent audit? Yes

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

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

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

A. Contact Name: DR. John Martin Title: Director- Seneca City Museums

Signature: [Signature] Date: February 12, 2015

Address: 211 West South First Street, Seneca, SC 29678

Email: martjohn@aol.com Fax No. _____

Phone Number (s): 864-710-7494

B. Alternate Contact Name: Shelby Henderson Title: House Manager, Strickland Museum

Signature: [Signature] Date: February 12, 2015

Address: 211 West South First Street

Email: shenderson@sparc.sc.us Fax No. _____

Phone Number (s): 864-784-9171

Compass eNews

What is Compass eNews?

- Low cost, high value targeted "top 20" Newsletter emailed once monthly to 25,000+ subscribers who've registered with CompassLiving.com by completing the 2014-2015 Carolina Lifestyle Survey™. All have returned complete information and been fulfilled with a "Thank you" email and the Carolina Living 2014.
- So qualified to each segment using merge technology
- See Compass eNews website at www.compassliving.com/pressroom/

Audience Benefits:

- These registered subscribers from their analysis and across the country have a median HHI of \$105,000, 77% have college degrees, 47% are female and 68% have planned your dates set
- Reach a Better Audience of 1,000 Carolina Press and Business Professionals
- Partner together with us and check through us you become the third party commercial endorsement of the Carolina Living and Travel Fund donation to the recipients
- New travel monthly destination creates you to target advertising. Daily features with extra frequency
- Audience can be viewed 11 days after posting
- Ask about adding your data feeds to our distribution list!

eNews Original Inspiring Content:

Food Tips, Advertisers, Festivals, Events, Real Estate Tips, Travel Information, Photos, Carpool, Wine/Water, Book Reviews, Local Business, Amazing photographs, etc.

Ways to Play:

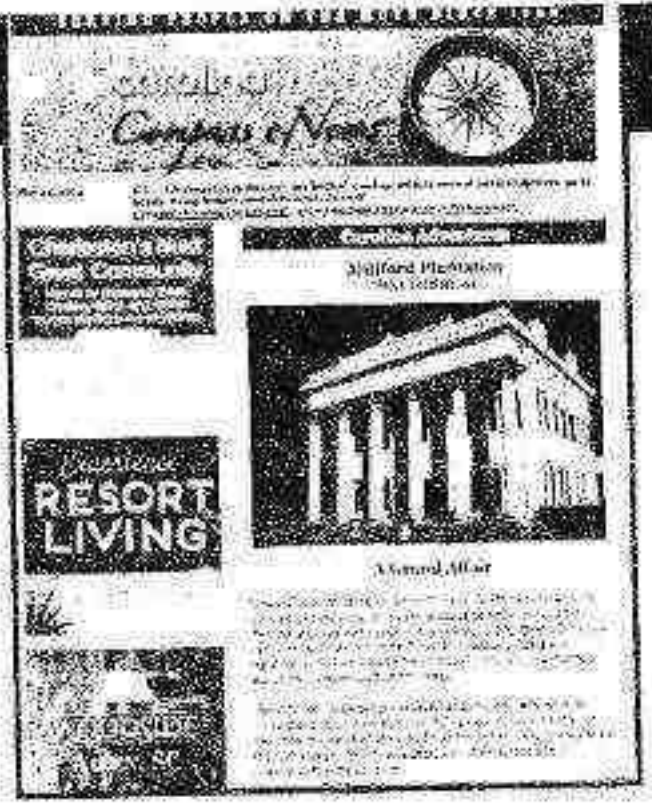
Logo Banner (700 x 200 pixels OR 1200 x 115 pixels supplied by you + links to your Website):

- 1 Month - 2X \$495 ea
- 3 Months - 6X \$1,200 ea (20% from 1st)
- 6 Months - 12X \$2,400 ea (25% from 1st)
- 1 Year - 24X \$3,000 ea (20% from 1st)

"Road Trip" or "Adventure" Destination Feature Sponsorship: Complementary

Travel party (1,200 - 1,500 word) featuring feature loaded with links that showcases your destination and fun place to visit, highlighting unique things to do, additionally published for a year in 1 annual magazine. We suggest you receive a complimentary print or tent card or special events

- \$695 ea - Annual cost to reach 277,000+ value programs with travel party that will use our marketing system. See Road Trip and Adventure Fast Slides PPT.



CONTRACT:

Please complete and sign below and email pmason@carolinacoming.com

Check Preferred Month(s) for Logo Banner(s):

- January February March April May June July August September October November December

Check Month for Road Trip or Adventure:

- January February March April May June July August September October November December

Organization Name: City of Seneca

Billing Address: 211 West South First Street

City: Seneca State: SC Zip: 29928

Phone: 864.882.4511 Email: MarciJohn@aol.com

Website: _____

Authorized Contact: D. John Martin

Signature: X Date: _____

Accepted this is a free of charge service in marketing services. Registered subscribers and placement, full payment must be received with contract. Refund in full if items cannot be accepted.

Contract Total: \$ 3,000

Questions? Call Patrick Mason at 803-782-1966. Thanks for your business!

Card cards received or checks payable to: Carolina Living - 4701 Blount St. Columbia, SC 29209-1853

* Valued at \$1695

CarolinaLiving.com Destination "Road Trip" & "Adventure"

PR Features

What are these PR tools?

- Organic traffic: there are link-bait content written by our expert travel editor, John Dink, to highlight your region with our primary descriptions and headlines.
- Road Trip articles have longer length of write. Several photos and an interactive video which were so successful they're related and are now involved in the community. They cover all the fun, great, checks, attractions, festivals, culture, and tons more on the experience they've discovered.
- Adventure articles focus on a particular attraction or region, and what to expect and do. We'll feature beyond the news these articles appear in an edition of Travel PR.

Audience Reach:

- These articles are most featured in an edition COMPASS edition, which gets 250,000 a year to 25,000 people with a total of 100,000 visitors in distribution.
- These three early editions are also a professional and consistently get highest click-through rates.
- Both features are featured on the CarolinaLiving.com home page AND listed on Road Trip and Adventure Director's online list a year - delivering exposure to an additional 250,000 visitor prospects.
- View for Directors on [Road Trip | Adventure](http://RoadTrip | Adventure)
- Editors are encouraged to promote these articles on their social and regional press for greater exposure.
- Subscribers are featured in our monthly the CarolinaLiving.com Guide for an additional 15,000 readers.

How it works:

Road Trip feature

Once contacted and booked, arrange for an enclosed resident couple to be interviewed by phone to share their best experiences offered in your region. They furnish us published quality, beautiful images for use in the article. See example: [Alcoa or Hendersonville Road Trip](#)

Adventure feature

Once contacted and booked, lead our editor on the PR features of the attraction being covered and we take a team to go build a professional show case article based on compelling results for our guides and operators.

Note: Adventure articles are featured on an edition of the CarolinaLiving.com (CLC), reaching an additional 125,000 affluent visitor prospects.

Fees to Play:

- Road Trip and Adventure features** are priced at \$3,000 for high value and you get final approval of content. Content lead and take 15% off the total. We say you control and targeted, lower cost, higher impact, national audience PR like this. Expect long shelf life and wide reach to 300,000 affluent, organic prospects in addition to hundreds of each link over the 12-month term. Coverage: Top Team up with a first class residential community developer.
- Special Lead Generation Offer:** Complete a Road Trip or Adventure and get 15% off any special lead generation package from \$1,800 to \$17,195. Plus you earn 2,000 recent visitor "registrations" who have expressed an interest in your region, all with email addresses. Check to: www.marketingtools.carolinalive.com

CONTRACT:

Please complete, sign below and fax 803.780.7240 or email pr@carolinalive.com

Check Preferred Month for Road Trip:

January February March April May June July August September October November December

Check Month for Adventure:

January February March April May June July August September October November December

Organization Name: Seneca

Billing Address: _____

City: _____ State: SC Zip: _____

Phone: () _____ Email: _____

Website: _____

Authorized Contact: Dr. John Martin

Signature: _____ Date: _____

CarolinaLiving.com does a great job of finding quality for marketing services. In violation of these rules and placement, full payment must be received with contract. Payment of any of these items will be reported.

Contract Total: 3,000.00 **Complementary ***

Questions? Call Patrick Mason at 803.780.7446. Thanks for your business!

On the cards accepted or checks payable to: CarolinaLiving, #201 Blossom St., Columbia, SC 29203-2050.

*** Value-add component of annual COMPASS edition contract of \$3,500.**

Handwritten signature and date: [Signature] 2/11/16

AOL Mail Toolbar | [View AOL Mail Home Page](#)

Learn about a prescription medication to lower stroke risk due to a type of AFib.



Account | Log Out

Account Settings | Help

Check Mail Compose

Search the Web Search

Forward | Reply | Print

Images blocked for your protection. Show images | Always show for this sender | Never block images

Photo Call! Lunney House Museum, Inc.'s Most Compelling Images for 500,000

From: CarolinaLiving.com <info@carolinacoming.com>
 To: Marc John <MarcJohn@aol.com>
 Date: Thu, Feb 5, 2015 9:46 pm

- Today on AOL
- Inbox (83)
- Drafts
- Sent
- Spam
- Trash
- Saved Chats
- Contacts
- Calendar
- My Favorites
- Manage Favorites

February 5, 2015

To: Dr. Martin

From:
 Ann Dingo, Creative Production Director
 Kathy Peritt, Executive Editor
 CarolinaLiving.com, GUIDE and COMPASS editors

Subject: Marketing
 February 5, 2015

Hello Dr. Martin,

Thank you invitation to share your best images with a world of Carolina Living.

CarolinaLiving.com, GUIDE and COMPASS have published fascinating images that truly showcase life and adventures across the Carolina. Now we're back asking for your newest, greatest photos.

The Outdoor Lifestyle

The Spring/Summer edition cover story will feature Outdoor Living. Pick a visit and move here – at least partially – because we have a great outdoor lifestyle. Most months, we extend our living area by taking it outside. We're seeking great images of outdoor porches, decks, patios, pergolas, pergolas, outside kitchens and more that blend seamlessly into and beyond the traditional indoors.

Subject: Marketing
 February 5, 2015

Our readers and browsers would love to see your community gathering, event and inclusive outdoor amenities – all types.

Fit your profile? Share your best with our readers, and your potential buyers.

Subject: Marketing
 February 5, 2015

Not your focus? No problem. We're also showcasing go-tows, lifestyle options, adventures, golf, coastal cruises, vacations, festivals, etc. Send us what you love! www.carolinacoming.com – strong and real!

We're betting you have some exceptional images of the outdoor experience.

Send us your most fascinating photography for CarolinaLiving.com & GUIDE... used by you, our fans, or for other visits.

The objective is to increase readers, inspire visitation and increase marketing buzz. Please let us get preferences.

Your phone deadline to participate is Tuesday, February 10.

Subject: Marketing
 February 5, 2015

We look forward to reviewing Lunney House Museum, Inc. images!

Thanks,
 Ann Dingo & Kathy Peritt

CarolinaLiving.com, GUIDE and COMPASS Editors
 1205 Blenheim Street
 Columbia, SC 29205-2029
 803 782 7366

Photo specifications:

JPEG/JPG format at 300 dpi, at least 5 x 7 and even 8 x 10 to give us more flexibility in usage. RGB or CMYK are usable.

All used images will be credited and richly captioned. Please provide description, location data, your preferred credit line and/or link.

Here are several different methods to transmit the images to us:

Email attached photo doc(s) to adolin@carolinalive.com. Attached file(s) should not be larger than 10MB per email. Multiple emails welcome.

Upload to our FTP site - for multiple photos compressed .ZIP docs are suggested.

Using a FTP upload software, such as Transmit or FileZilla:

Host: carolinalive.com

User: [carolinatp](#)

Password: [oEAQYhkTciot](#)

Drop your docs into /PhotoCall-Fall2014-CarolinaLiving

We Can Download from your FTP or other file-moving service. Let us know your credentials.

USPS Mail CD/DVD/thumb drive/flash drive containing photos to: Ann Dolin, CarolinaLiving.com Guide, 3110 Hope Ave., Columbia, SC 29205

Please note! After uploading or mailing is complete (or if uploading procedure does not work) please notify Ann at adolin@carolinalive.com to advise that photography's been submitted.

Courtesy of the College of Charleston

www.GreenvilleSC.com

Right: Six examples of previously used images in CarolinaLiving.com Media Sources

Images courtesy of Photography by James Hoffman

This email was sent to MarkJohn@aol.com by CarolinaLiving.com
CarolinaLiving.com, 4204 Blossom Street Columbia, SC 29205

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

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1,123.50
B. How will ATAX Funds be used? These funds will be used to re-print three-fold brochures and rack cards to advertise our 2 sites.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization Ø
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title OHC Brochures and Rack Cards (re-print)
B. Description of project The OHC will re-print our 3-fold comprehensive brochure and General Store Museum rack card.
C. Who will benefit from this project? These promotional materials will advertise the OHC and General Store Museum to potential visitors across Upstate SC, Western NC, and Northeast GA.

IV. DATES OF PROJECT

Beginning a.s.a.p. Ending a.s.a.p.

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date May 1999
Eleemosynary Organization under IRS Code: IRS # 31-1663047
Date of Determination Letter January 2000

RECEIVED
2-13-15

OHC Brochures and Rack Cards (Reprinting)

The brochures and rack cards purchased with ATAX funds will be distributed 100% beyond the 50-mile radius. The OHC may purchase additional quantities out-of-pocket for distribution within the 50-mile radius. The charts below reflect the anticipated distribution and associated costs.

Geographic Distribution:

	Beyond 50-mile radius	Within 50-mile radius
3-fold, full color brochure	3,000	1,000
GSM 2-sided rack cards	2,000	1,000

Cost estimates for distribution BEYOND 50-mile radius:

	Blue Mountain Promotions	Print It!
3-fold, full color brochure	\$750.00	\$1,455.00
General Store Museum 2-sided rack card	\$300.00	\$708.00
Estimated sales tax (7%)	\$73.50	\$151.41

Total funded by ATAX: \$1,123.50

Cost estimates for distribution WITHIN 50-mile radius:

	Blue Mountain Promotions	Print It!
3-fold, full color brochure	\$250.00	\$485.00
General Store Museum 2-sided rack card	\$150.00	\$354.00
Estimated sales tax	\$28.00	\$58.73

Total funded by OHC: \$428.00

Total project budget: not to exceed \$2,000

Print It !
Design · Print · Mail



PO Box 1707
Seneca, SC 29679
Ph. 864.882.3609
Fax 864.882.7778
mike@printitincolor.com

OCONEE HERITAGE CENTER
PO BOX 395
WALHALLA, SC 29691

February 3, 2015
Quote #: 14480
Tel: (864) 638-2224
Fax:
Page : 1 of 1

Contact: **LESLIE WHITE**

Quantity	Description	Sub-Total
250	Brochures - TRIFOLD - 4/4 w MARGIN White 100# Text Blazer Dig Gloss Copies On 8.5x11 2 Side To 2 Side, UnCollated	187.00
500	Brochures - TRIFOLD - 4/4 w MARGIN White 100# Text Blazer Dig Gloss Copies On 8.5x11 2 Side To 2 Side, UnCollated	290.00
1,000	Brochures - TRIFOLD - 4/4 w MARGIN White 100# Text Blazer Dig Gloss Copies On 8.5x11 2 Side To 2 Side, UnCollated	485.00
250	Rack Card - 4/4 w BLEED White 100# Cover Blazer Dig Gloss Copies On 3.625 x 8.5 2 Side To 2 Side, UnCollated	128.00
500	Rack Card - 4/4 w BLEED White 100# Cover Blazer Dig Gloss Copies On 3.625 x 8.5 2 Side To 2 Side, UnCollated	198.00
1,000	Rack Card - 4/4 w BLEED White 100# Cover Blazer Dig Gloss Copies On 3.625 x 8.5 2 Side To 2 Side, UnCollated	354.00

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

I. APPLICANT

A. Name of Organization South Carolina Apple Festival
* Named one 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 Living in SC Magazine

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

100%

D. Funds furnished by your organization \$8350.

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

RECEIVED
2-13-13

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 54th year and is one of the longest running festivals in the state of South Carolina. In 2013 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 8 Ending September 12, 2015

V. APPLICANT CATEGORY

Government Entity:

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

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

20,000 over the two day festival

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

45% 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 21% stayed overnight as a direct result of the South Carolina Apple Festival surveys.

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 2014 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 H& R Block

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 2-12-15

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 Powell Date 2-11-15

SC Apple Festival Estimated 2015 Ad Budget

TV		Radio		Print		Totals
WYFF Greenville	\$3,000	GA Carolina Radios	\$1,000	MISC/ internet ads:	\$500.00	
Northland Cable	\$1,000			West News	\$500.00	
WSPA	\$1,500			Living in SC	\$1,500.00	
				Brochures	\$750.00	
				North GA Newspapers	\$1,000.00	
				Greenville News	\$1,000.00	
				EC Publishing	\$600.00	
Totals	\$5,500		\$1,000		\$5,850.00	\$12,350

Sandra Powell

From: Buddy <buddy64@bellsouth.net>
Sent: Wednesday, February 11, 2015 1:35 PM
To: 'Sandra Powell'
Subject: RE: SCAF

Month	Visitors	Visits	Pages	Hits
Jan 2014	691	1,188	2,867	18,748
Feb 2014	673	1,094	2,586	18,315
Mar 2014	797	1,261	2,904	22,167
Apr 2014	987	1,341	3,086	34,693
May 2014	1,081	1,446	3,199	33,828
Jun 2014	997	1,251	2,812	30,742
Jul 2014	1,498	1,938	4,119	51,829
Aug 2014	4,191	5,665	12,248	176,276
Sep 2014	6,637	8,821	21,325	325,421
Oct 2014	1,372	1,845	3,829	48,995
Nov 2014	643	1,040	2,299	17,485
Dec 2014	585	890	2,157	16,649
Total	20,152	27,780	63,431	795,14

From: Sandra Powell [<mailto:wcoc@nuvox.net>]
Sent: Wednesday, February 11, 2015 11:24 AM
To: Wendell Tidwell
Subject: FW: SCAF

From: Sandra Powell [<mailto:wcoc@nuvox.net>]
Sent: Tuesday, February 10, 2015 1:34 PM
To: Wendell Tidwell (buddy64@bellsouth.net)
Subject: SCAF

Do you have the hits and visits from the SCAF website for 2014?
Sandra

Quilt Show Sept 5 and 6, 2014

Example

NAME	ADDRESS	CITY/STATE
Cathy Leric		29691
Joanne Anden	Simpsonville SC	29681
Madison Stroud		29672
Craig Dalton	Marion SC	29661
MARY B. Duggan	Belton	29620
Jessie	Aiken SC	29803
Ed & Linda Corley	Sunset, S.C.	29685
Carolyn Todd	Anderson, SC	29625
Randall Todd	Anderson, SC	29625
Lou Ann Williams	Fair Play, SC	29643
Ann & Jim Spearman	Fountain Inn S.C.	29644
Nelson & John M. Dyer		Gray Ga
Dwight Eason		Towheeville SC
Cheri Baker	Fair Play, S.C.	
Phyllis Lamb	Belmont, NC	
Betty Kae	Green SC	29651
Jeanne Curson	Green SC	29651
Brenda & Robert Steer	Fort Mill SC	29715
Therese Frieser	Westminster	29693
Suzanne Moore	Elberton, GA	30625
Ann & Kaita Lindell	Chapel, SC	29036
Barbara Hub	Simpsonville SC	29681
Jim 8510	" "	"







February 10, 2015

Mr. Phil Shirley
415 South Pine Street
Westminster, SC 29693

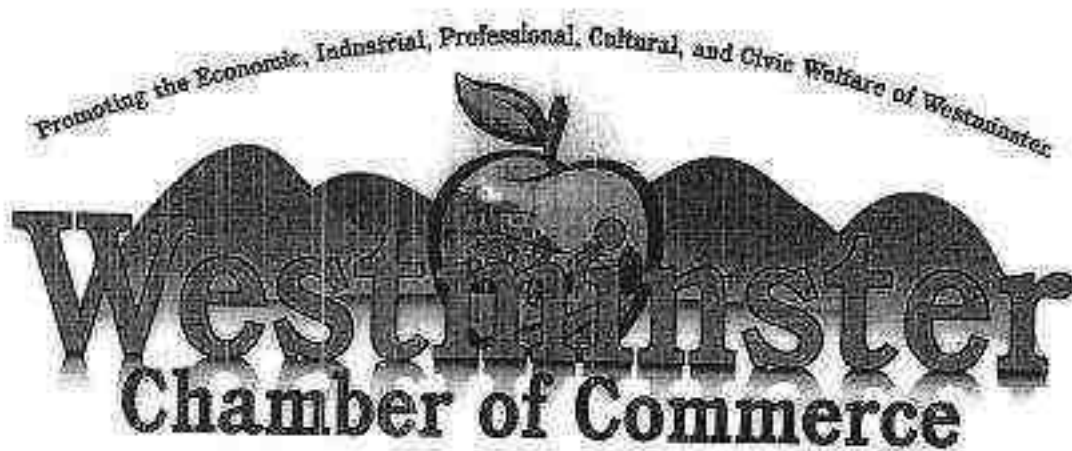
Dear Mr. Shirley

The South Carolina Apple Festival, held each September in downtown Westminster, is one of the highlights of the year. As a merchant for over thirty years the foot traffic generated by the festival is a boon to our business. We have tremendous business during the two days of the festival. Numerous times we get return business from the festival during the Christmas season. Customers will say I came in during the festival and decided to come back and shop during Christmas. I strongly support the efforts of the South Carolina Apple Festival in their endeavors each year as a business owner and for the last seven years as a city councilman.

Please give their grant proposal your consideration.

Thank you,

Jimmy Powell
Owner
Dad's and Dad's Store



February 09, 2015

Mr. Phil Shirley
Oconee PRT Director
415 S Pine Street
Walhalla, SC 29693
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 Appie Festival is a shining example of promoting cultural welfare of our city. In 2013 the festival was voted one of the top 100 festivals in the United States. This honor is greatly appreciated and well deserved. The festival, which will be celebrating its 54th 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

Westminster Chamber Director



Gateway to the Mountains Lakes Region

February 11, 2015

Mr. Phil Shirley

Oconee PRT Director

415 S Pine Street

Walhalla, SC 29693

Dear Committee Members:

The South Carolina Apple Festival plays an important role in the City of Westminster and in the rest of Oconee County by celebrating our heritage and drawing visitors to bolster the economy.

The City supports this event each year and we respectfully request that you give their request your full consideration.

Sincerely,



Jeffrey V. Lord
City Administrator

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 **\$43,757.11**
B. How will ATAX funds be used? **To purchase and install new sound and lighting equipment and the infrastructure associated with the new equipment's installation**
C. Estimated percentage of costs directly attributed to attracting or serving tourist: **100%**
D. Funds furnished by your organization **63%**
Matching Grant Source

III. Narrative Project Description

- A. Project Title **WCA Lighting/Sound system upgrades**
B. Description of Project **To enable the WCA to produce more plays and 'live' concerts that will draw more tourists to our facility.**
C. Who will benefit from this project? **All patrons who attend WCA events including theater productions, live concerts and special events. Our current lighting/sound systems are not sufficient to handle the increased volume of shows we are currently producing.**

III. Dates of Project

Beginning **6/15** Ending **12/15**

IV. Applicant Category

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

VI.

How will the project influence tourism in *Georgetown*? **An enhanced lighting and sound system will enable the WCA to bring in bigger shows and more of them. We will also be able to produce larger theater plays and musicals. These will attract more patrons for more shows and give them a more enjoyable event experience.**

How many visitors/participants attended the event last year and are anticipated this year.
LY 11584 TY 13000

- A. How many visitors/participants were from beyond a 50 mile radius of *Georgetown* last year and are anticipated this year? **LY 37% or 4286 , TY 40% or 5200**
B. How many overnight stays were created by this event last year and are anticipated this year? **LY 105 TY 198**
C. How do you plan to advertise this event beyond the 50 mile radius of *Georgetown*? **The WCA promotes all their events in print, radio, cable TV, email blasts, social media (facebook, twitter), posters, press releases and magazines. We place ads in the Greenville News, Asheville Citizen-Times, Athens Banner newspapers and various radio stations in NE Georgia, Western Carolina and Greenville/Spartanburg, SC.**
D. What other documentation can you provide demonstrating this event promotes Tourism in *Georgetown*? **The WCA keep records by ticket order and zip code for all our events to determine where our patrons are coming from.**
E. What records will be kept during this event to obtain the above demographic data? **Ticket orders are audited for patron location and zip-codes are obtained by volunteers during events.**

V. Audit

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

VI.

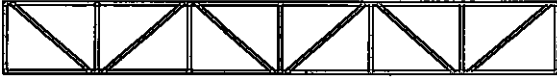
Will your project be using any funds from another group that received ATAX Funds? **NO**



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: Bill Chiusano Title: Executive Director
Signature:  Date: 2/12/15
Address: PO Box 523, Walhalla, SC 29691
Email: walhalla@civ1744@bellsouth.net Fax: 864 638-5277
Phone Number: 864 628-5277

B. Alternate Contact Name: Nancy Carter Title: Pres. Asst. Elect
Signature: Nancy C. Carter Date: 2-12-15
Address: P.O. Box 226 Walhalla, SC 29691
Email: dina.hoppe@v.com Fax: _____
Phone number: 864-419-2020



PRODUCTIONS UNLIMITED, INC.

870 Anderson Ridge Road
Greer, SC 29651
PH: 864-675-6146
Fax: 864-675-0820

QUOTATION

Date	Estimate #
2/12/2015	5454

Name / Address
Walhalla Civic Center Bill Chiusano walhallaciv1744@bellsouth.net

Project	Initials
	ET

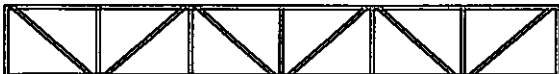
Qty	Description	Each	Total
1	<p>We can provide the following:</p> <ul style="list-style-type: none"> (1) E243ML, 24 Channel / 12 Module Dimmer Rack - DMX Only (10) D20, Dual 20Amp Dimmer Module (2) R20, Dual 20Amp Relay Module (1) SFML, SmartFade ML Lighting Control Console (1) SF-DC2, SmartFade Dust Cover (2) Raceways 1 electric and FOH (10) 42550J, S4 Jr. Zoom (10) Safety Cables (10) Mega Clamps (1) Lot of Misc Power and DMX Cables (1) PRE10-A, Preset 10 station (1) Lot of Conduit and Wire (1) Lot of Rigging material <p>Price includes materials above, estimated freight, 8% sales tax, and labor to install.</p>	33,557.11	33,557.11

Valid for 30 days. Please sign and return in order to proceed.	Subtotal	\$33,557.11
Let us know if we can help you.	Sales Tax (9.0%)	\$0.00
	Total	\$33,557.11

Customer Signature _____

Print Name: _____

Date: _____



PRODUCTIONS UNLIMITED, INC.

870 Anderson Ridge Road
Greer, SC 29651
PH: 864-675-6146
Fax: 864-675-0820

QUOTATION

Date	Estimate #
2/2/2015	5419

Name / Address
Walhalla Civic Center Bill Chiusano walhallaciv1744@bellsouth.net

Project	Initials
	JO

Qty	Description	Each	Total
	WE CAN PROVIDE THE FOLLOWING FOR:	10,200.00	10,200.00
	1 - DIGITAL MIXING CONSOLE		
	1 - STAGE BOX MIDAS DL16		
	2 - SIDE SPEAKER BRACKETS/HARDWARE ALLEN PRODUCTS SM-075-AS		
	1 - CENTER SPEAKER TANNOY VX8.2 8001 6341		
	1 - CENTER SPEAKER BRACKET TANNOY VX8.2 YOKE HORIZONTAL VX 8.2 (black) 8001 6990		
	1 - LOT CABLE CATEGORY 5 - STAGE BOX TO CONSOLE WHIRLWIND ENC2100		
	1 - LOT CABLE WEST PENN 227		
	7 - LOT CABLE WHIRLWIND MIC 10 CONNECT - STAGE BOX TO AMPS		
	PRICE INCLUDES ABOVE MATERIALS, SHIPPING, SALES TAX AND INSTALLATION.		

Valid for 30 days. Please sign and return in order to proceed.	Subtotal	\$10,200.00
Let us know if we can help you.	Sales Tax (9.0%)	\$0.00
	Total	\$10,200.00

Customer Signature _____

Print Name: _____

Date: _____

**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 Street
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1877.00
B. How will ATAX Funds be used? To purchase rack cards, Carolina Festivals magazine and TV ads for Walhalla's 2015 Mayfest Art of Living.
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 2015 Mayfest Art of Living
B. Description of project Spring festival with arts, crafts, food vendors, music and a car show
C. Who will benefit from this project? Area merchants, vendors, restaurants, hotels, b&bs, county and state parks.

IV. DATES OF PROJECT

Beginning: May 15, 2015 Ending: May 16, 2015

V. APPLICANT CATEGORY

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

RECEIVED
2-13-15

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Promotion of the area to bring guests from out of town to spend a few days in Walhalla and the area.

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

2000/2014 2500/2015

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 25%

This Year 30%

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

Last year : 15

This Year: 20

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

TV ads, rack cards, social network

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) website trends,

VII. AUDIT

Does your organization perform an independent audit? Yes No

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

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

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

A. Contact Name: Vanessa Penton Title Executive Director
Signature *Vanessa Penton* Date _____
Address 105 W. South Broad St., Walhalla, SC 29691
Email director@walhallachamber.com Fax No. _____
Phone Number (s) 638-2727

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

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Promotion of the area to bring guests from out of town to spend a few days in Walhalla and the area.

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

2000/2014 2500/2015

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Last Year 25%

This Year 30%

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TV ads, rack cards, social network

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Does your organization perform an independent audit? Yes No

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A. Contact Name: Vanessa Penton Title Executive Director
Signature *Vanessa Penton* Date _____
Address 105 W. South Broad St., Walhalla, SC 29691
Email director@walhallachamber.com Fax No. _____
Phone Number (s) 638-2727

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

Mayfest Art of Living

May 15 & 16, 2015

Greater Walhalla Area Chamber of Commerce

Brochures:

Vistaprint	\$166.34
------------	----------

Magazine:

Carolina Festivals	\$395.00
--------------------	----------

TV:

WSPA	\$1,300.00
------	------------

WYCW	200.00
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Asheville, Greenville, Spartanburg

TOTAL	\$1,877.00
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**Walhalla Area Chamber of Commerce
Mayfest 2015 Budget**

	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
Mayfest Expense			
	Bouncy Games		1,200.00
	R&J Sound	Sound	500.00
	David Tilley Project	Band	600.00
	Action Septic		164.59
	Printing Solutions	signage	125.00
	Sam's Club	miscellaneous	250.00
	Vista Print	Rack cards	166.34
	Carolina Festivals	Advertising	395.00
	WSPA	Advertising	1,300.00
	WYCW	Advertising	200.00
			<u>4,900.93</u>
TOTAL			<u><u>4,900.93</u></u>

Your order has been processed, and will be delivered according to your specifications.
To place another order, please [click here](#).

Order Number: BB628-73A07-0W1
[Print Order Summary](#)

Shipping Address: Vanessa Penton | Walhalla Chamber of Commerce, 105 W. South Broad Street, Walhalla, SC 29681, United States of America
Billing Address: Vanessa Penton | 302 South College Street, Walhalla, SC 29681, United States of America

My Products	Quantity	Price	Subtotal
 Back Cards Mayfest	1000	\$199.00 \$119.99 You Saved 25%	\$199.00
 Color Back Side		\$44.00 \$33.36 You Saved 25%	
 Crabby Stick Share 		NO USED	
		Original Price	You Pay
Product Total:		\$284.00	\$193.20
Shipping & Processing (Economy & Business Days):			\$12.99
Total:		\$217.40	\$186.34
			You Saved \$51.15!

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Keith Robinson, Publisher

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FAX: (276) 739-0015

Email: publisher@ecpub.net

INVOICE

INVOICE #9739

DATE: 2/10/15

PO #:

BILL TO:

Vanessa Penton

Walhalla Area Chamber Of Commerce

105 W. S. Broad St

Walhalla, SC 29691

DESCRIPTION:

Mayfest Art Of Living

This invoice constitutes a legally binding contract.

AD SIZE	RATE	INSERTIONS/ EDITIONS	ISSUES	DESCRIPTION	NET AMOUNT
1/4 4C	\$395.00 ea	1-SC	<input type="checkbox"/> JAN/FEB _____ 2015 _____ <input checked="" type="checkbox"/> MAR/APR/MAY _____ _____ <input type="checkbox"/> JUN/JUL/AUG _____ _____ <input type="checkbox"/> SEP/OCT/NOV/DE _____ _____	<input checked="" type="checkbox"/> CALENDAR _____ <input checked="" type="checkbox"/> MAP _____ <input checked="" type="checkbox"/> CLASSIFIED _____ <input type="checkbox"/> MARKET _____ <input checked="" type="checkbox"/> DISPLAY _____ <input type="checkbox"/> WWW _____ <input checked="" type="checkbox"/> ARTICLE _____ <input checked="" type="checkbox"/> PHOTO _____	\$395.00
TOTAL DUE:					\$395.00

NOTES: OK EK

NOTICE: Without prior written permission, all unpaid balances will be forwarded for collection after ninety (90) days.

Payment is due upon receipt. Please include invoice number on check and remit to:

EC Publishing Inc • P.O. Box 845 • Abingdon, VA 24212



WALHALLA CHAMBER MAYFEST ART OF LIVING FESTIVAL 2015

Book: MAYES

Proposal ID: 259317
 Schedule Date: 5/4/2015 - 5/15/2015
 Spot Length(s): :10
 Book: MAYES (sell)
 Author: Rachel Skweres

Adt. Exec: Rachel Skweres
 Email: rskweres@wspa.com

Flight Dates: 5/4/2015-5/15/2015

Program Time	Spot Length	MY 4	MY 11	DMA P18+ (000)	W	T	F	S	Spots
WYCW									
RONUS	:10	2	2	0.2					4
GRPs/Impressions Mo-Fr 5:30a-7:00a									
WSPA									
7 ON YOUR SIDE DAYBREAK ROTATO	:10	1	1	35.4					2
GRPs/Impressions Mo-Fr 5:30a-9:00a									
7 ON YOUR SIDE DAYBREAK @ 6A	:10	3	3	221.4					6
GRPs/Impressions Mo-Fr 6:00a-7:00a									
WYCW									
CWG2 NEWS AT 7AM	:10	10	10	65.0					20
GRPs/Impressions Mo-Fr 7:00a-9:00a									
WSPA									
7 ON YOUR SIDE NEWS @ 5P	:10	1	1	61.6					2
GRPs/Impressions Mo-Fr 5:00p-5:30p									

Signature _____

General Summary: (DMA P18+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach
WYCW	24	\$200.00	8.0	120.8	\$25.00	\$1.66	3.1	2.6	1.6	50,431
WSPA	10	\$1,500.00	24.8	395.4	\$52.42	\$3.29	13.5	1.8	4.9	219,831
GREEN/LL-SPART-ASHEV	34	\$1,500.00	32.6	516.2	\$45.73	\$2.91	16.2	2.0	7.6	263,453



HAMBER MAYFEST ART OF LIVING FESTIVAL 2015

Name: Rachel Skweres

[email: rskweres@wpsa.com](mailto:rskweres@wpsa.com)

1. WYFF4 - \$3,000 / Billboards - \$2,600
2. See below

Collins Children's Home & Family Ministries

Projected Budget

Mud Run 2015

Income:

Team Fees & Sponsorships		\$26,250
	Team Fees	\$14,750
	Sponsorships	\$11,000
	Kids Run	\$500
ATAX - Oconee County		\$6,000.00
Food Vendors		\$1,500.00
<hr/>		
Total Revenue		\$33,750.00

Expenses:

Insurance		\$530.00
Team Prizes		\$1,500.00
Timing: set-up & team fees (est. 418 teams)		\$2,600.00
T-shirts (mudders, volunteers, sale, kids)		\$7,000.00
Print Materials (Brochures, Invitational, Signage, Flyers, Posters, etc.)		\$2,500.00
Billboards (Interstates 85, 385, 26 & Hwy 81)		\$2,700.00
TV-Fox Carolina (reaching 2.5 million)		\$2,500.00
Radiocasting		\$500.00
Supplies (Volunteers, etc.)		\$500.00
<hr/>		
Total Expenses		\$20,330.00

<hr/>		
Total Projected Revenue		\$13,420.00