

OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization City of Seneca - 6<sup>th</sup> Half Marathon  
AND 5K  
B. Address: Shaver Rec - Seneca

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5000.<sup>00</sup> =  
B. How will ATAX Funds be used? Advertising on DYFF  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
D. Funds furnished by your organization 10,000  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding  Source Upstate Medical Researching  
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 6<sup>th</sup> Half Marathon - 5K  
B. Description of project 13.1 miles + 5K  
C. Who will benefit from this project? Restaurants and Hotels

IV. DATES OF PROJECT

Beginning Sept Ending March 15 2016

V. APPLICANT CATEGORY

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

RECEIVED  
8/14/15

10/24/2024

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Hotel Stays

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

300 +

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 6090

This Year 6090

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

Last year: 60-80

This Year: 100 plus

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

WYFF

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

**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? \_\_\_\_\_

*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: P. Johnson Title Events Coordinator  
Signature [Signature] Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email RHJohnson@conecountyga.gov Fax No. \_\_\_\_\_  
Phone Number (s) 723-3910

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



CITY OF SENECA 1/2 Marathon 2016

Author: VICKY CRENSHAW

Proposal ID: 19281  
 Schedule Dates: 1/4/2016-2/14/2016  
 Advertiser: CITY OF SENECA  
 Product: ART Circus/Fair/Festival  
 Spot Length(s): :30

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

Flight Dates: 1/4/2016-2/14/2016

Program Time	Spot Length	JA	JA	JA	JA	FE	FE	W K S	Spots
		4	11	18	25	1	8		
<b>WYFF</b>									
WYFF 4 PROMOS Mo-Su 5:00a-1:30a	:30	10	0	0	0	0	0	0	55
WYFF 4 DOT COM/MOBILE Mo-Su 5:00a-11:35p	:30	1	-	-	-	-	-	1	1
Production Mo-Fr 6:00a-7:00a	:30	1	-	-	-	-	-	1	1

Total Cost: \$5,000.00 Signature: \_\_\_\_\_

General Summary (DMA P16+ D.RTG)

Name	Spots	Cost
WYFF	57	\$5,000.00

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 HALF MARATHON 14
 

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DATE	PAYEE	DESCRIPTION	AMOUNT
17-Dec-13	RODALE	1/2 MARATHON	580.00
17-Dec-13	PACE RUNNING MAG	1/2 MARATHON	426.00
07-Jan-14	WYFF	1/2 MARATHON	4,800.00
01/14/2014	RODALE	1/2 MARATHON	580.00
01/22/2014	BLUE MOUNTAIN	1/2 MARATHON	270.00
02/18/2014	SCDOR	1/2 MARATHON	10.00
02/24/2014	PURPLE TIGER	1/2 MARATHON	3,339.00
03/04/2014	FIRST CITIZENS	1/2 MARATHON	2,000.00
03/10/2014	MOLLIE SMITH	CHANGE/PRIZES	1,450.00
	AARON SLOAN	SUPAMAN	400.00
	PAWFORMERS	WHITNEY WALTERS	400.00
03/19/2014	T & R GRAPHICS	SIGNS	165.36
	JAMES BANDY	PHOTOS	200.00
	BLUE MOUNTAIN	BAGS	434.00
	BLUE MOUNTAIN	TUMBLERS	1,404.00
	BLUE MOUNTAIN	SHIRTS	353.93
	BLUE MOUNTAIN	T SHIRTS	1,080.00
03/19/2014	BEST WESTERN	ROOMS	77.00
	BEST WESTERN	ROOMS	131.99
03/25/2014	WALMART	1/2 MARATHON	219.31
	TRI COUNTY RENTALS	1/2 MARATHON	300.02
	T & R GRAPHICS	HALF MARATHON	212.00
			165.36
03/25/2014	TERRY TIMES	HALF MARATHON	200.00
	PURPLE TIGER	HALF MARATHON	779.10
	RMS	TIMING SYSTEMS	1,939.05
	ACTION SEPTIC TANK	TOILETS	247.37
04/15/2014	TRI COUNTY RENTALS	BARRELS & COVER	164.61
04/29/2014	WALMART	HALF MARATHON	13.30
05/07/2014	BC CANNON	HALF MARATHON	2,745.40
			<hr/>
	Total of all invoices		\$25,086.80
	Approved by Council		\$5,000.00
	Left in budget		<u>(\$20,086.80)</u>

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

**I. APPLICANT**

A. Name of Organization : Issaqueena's Last Ride

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

**II. FUNDS REQUESTED**

A. ATAX Funds Requested - \$ 2,000

B. How will ATAX Funds be used? Rack cards that will be distributed to bike shops throughout the upstate of SC, Atlanta, Charlotte, Columbia, Asheville and other cycling centers. Social Media advertising through Active.com, a global endurance events online marketing firm.

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

D. Funds furnished by your organization \$ 5,000

Matching Grant _____	Source <u>Registration fees</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**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Issaqueena's Last Ride

B. Description of project 19<sup>th</sup> Annual bicycle ride that starts and ends in Walhalla with 32, 61, 80 and 100 mile routes through the mountains. Average 180+ riders each year.

C. Who will benefit from this project? Hotels and restaurants. Benefactor is Safe Harbor. ILR has given Safe Harbor over \$20,000 to date and expects to give them another \$5,000 this year.

**IV. DATES OF PROJECT**

Beginning April 23, 2016

Ending April 23, 2016

**V. APPLICANT CATEGORY**

Government Entity:

ILR operates under the corporate entity of the Mountain Lakes CVB





## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

ILR has brought in an average of more than 180 riders per year for 18 years. Many of these riders come here throughout the year to practice and train for other rides as a direct result of their ILR experience. Last year, over 85% of the riders came in from outside of a 50 mile radius.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
There were 130 registered riders last year. Typically, the ride will pick up more than 100 riders on the day of the ride. Last year, there were only 10 same day registrations due to excessively bad weather which caused many of the same day riders to return home without registering or riding. We expect to surpass the average of 180 this year.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year 109  
This Year 100+
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: 20  
This Year: 20+
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Distribute rack cards and brochures at bike and outdoor stores throughout the upstate and in Atlanta, Spartanburg, Charlotte, Columbia, Asheville and other major bike centers. Advertise via Active.com. The ILR social media outlet has 265 fans that receive weekly updates and promotions. ILR also has a newsletter that goes out to over 800 riders across the nation.

- 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)

The website, [www.ILRSC.com](http://www.ILRSC.com), is the primary source of information for this event. There is a photo gallery on the site that includes images and videos. The ILR Facebook page ([www.facebook.com/pages/Issaqueenas-Last-Ride](http://www.facebook.com/pages/Issaqueenas-Last-Ride)) has grown significantly over the past year and now has 265 fans throughout the US. Active.com provides a summary report of all pre-registered riders.

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

All participants must complete a registration form that includes all of the demographic data mentioned above plus birth dates and zip codes. Active.com provides a summary report with all registrant data.

## 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: Don George Title Chairman  
Signature Don George Date 8/10/15  
Address 105 West South Broad St, Walhalla, SC 29691  
Email donbettina@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-5980

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

## OCONEE COUNTY ATAX GRANT INTERIM PROJECT REPORT

This form is intended for use as a report on the spending of the ATAX funds recently authorized by the PRT Commission. *Please note this report is due within 60 days of the disbursement date of ATAX funds, unless you have completed the project and a Final Report has been filed.* Interim reports are required every 60 days if the project has not been completed. Reports submitted must be original no faxed copies will be accepted.

ORGANIZATION: \_\_\_\_\_

PROJECT NAME: \_\_\_\_\_

AMOUNT AUTHORIZED \$ \_\_\_\_\_

DISBURSEMENT DATE \_\_\_\_\_

AMOUNT SPENT TO DATE \$ \_\_\_\_\_

STATUS OF PROJECT: \_\_\_\_\_

\_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS : \_\_\_\_\_

\_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ DATE \_\_\_\_\_



Report forms are to be submitted to: **Oconee County PRT**  
**c/o ATAX**  
**671 High Falls Road**  
**Seneca, SC 29672**  
**Ph: (864) 888-1488**  
**FAX: (864) 888-1489**  
**pshirley@oconeesc.com**

## Accommodations Tax Funding Final Report

This form is to be used as a **Final Report** on the spending of the ATAX funds recently authorized by the PRT Commission. *Please note this report is due within 60 days of the ATAX disbursement date of funds unless the project has not been completed and an Interim Report has been filed.* A Final Report is required when the project has been completed. Reports submitted must be original no faxed copies will be accepted.

**I. PROJECT INFO:**

Date: \_\_\_\_\_ Amount: \_\_\_\_\_ Project : \_\_\_\_\_

Organization Name: \_\_\_\_\_

**II. PROJECT COMPLETION:**

Were you able to complete the project as stated in your original application? \_\_\_\_\_

If no, state any problems you encountered. \_\_\_\_\_

**III. PROJECT SUCCESS:**

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

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**IV. PROJECT ATTENDANCE:**

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers are to reflect attendance and funds received for projects for current and previous years.

		Last Year		Current Year
Total budget of event/project				
Amount funded by Oconee County A-tax				
Amount funded by A-tax from all sources				
Total attendance				
Total tourists*				

\* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by cases basis.

**V. METHODS:**

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.) \_\_\_\_\_

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**VI. PROJECT BUDGET:**



*Accept the Challenge*

**2015 Issaqueena's Last Ride**

**Saturday, April 25, 2015**

**100 - 80 - 61 - 32 Miles**

Through the Scenic Blue Ridge Mountains

**Ride Starts at 9:00**

**Registration Begins at 7:30**

More details can be found at  
[www.ILRSC.com](http://www.ILRSC.com)



**Location:**

**St. Johns Lutheran Church**  
301 West Main Street Walhalla, SC



## April 25, 2015 Issaqueena's Last Ride

- 17<sup>th</sup> Annual Ride benefitting Safe Harbor, a safe house for abused women.
- 100, 80, 61, 32 mile routes through the scenic Blue Ridge Mountains.
- King and Queen of the Mountain awards for the first riders to reach the peak of Wigington Overlook.
- Total accumulative elevation for the 100 mile ride is over 8,000'!
- On site bike support provided by Speed Shop Cycles.
- SAG Support for all routes.
- Great assortment of incredible pre and post ride foods home made by the ladies from St. John's Lutheran Church.
- Free 50 mile pre ride with the ride coordinators on March 21 at 9:30 AM.



Pre-Register on [Active.com](http://Active.com)

\$35 Before 2/28/15

\$40 Between 3/1/15 – 4/24/15

\$45 Day of registration



For more information:

[www.ILRSC.com](http://www.ILRSC.com)

Don George – Ride Coordinator

[cycle.ILR@gmail.com](mailto:cycle.ILR@gmail.com)

864-638-5980



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

**I. APPLICANT**

A. Name of Organization Museum of the Cherokee in South Carolina  
B. Address 70 Short Street  
Wallhalla S.C. 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 20,000.00  
B. How will ATAX Funds be used? Construction of sixteen custom-made display cases for new exhibits at our museum annex.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization  
Matching Grant \$,000.00 Source Daughters of the American Revolution  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \$,000.00 Source Museum of the Cherokee in S.C.  
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 Museum Annex Display Case Project  
B. Description of project Construction of sixteen custom-made display cases for new exhibits at the Museum of the Cherokee in S.C. Annex  
C. Who will benefit from this project? Oconee County will benefit 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 September 2015 Ending September 2016

**V. APPLICANT CATEGORY**

Government Entity:



Non-profit Organization, Incorporation date 1/15/2012



Eleemosynary Organization under IRS Code: IRS # 90-0788631



Date of Determination Letter 1/15/2012

**RECEIVED**  
6-14-15

1947



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

~~This project 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?

608 / 950

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 189

This Year 600

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

Last year: ?

This Year: ?

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

Printed brochures, webpage, facebook

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 traveled from (zip code) length of stay, etc

**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: Dorothy Lyle Title Director/Curator  
Signature [Signature] Date 8/11/2015  
Address 55 Highway 200, Wadley, SC  
Email lthorn1@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-710-9210

B. Alternate Contact Name: Carolyn B. Evans Title Treasurer  
Signature Carolyn B. Evans Date 8/11/2015  
Address 114 Shelter Care Dr., Seneca, SC, 29672  
Email evans640723@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-882-0018

#### Outline:

We would like to develop additional educational and entertaining exhibits utilizing material we have in our current collection and supplementing that with the professionally designed display panels, printed media, and archaeological artifacts from the now closed Keowee-Toxaway Museum in order to help explain the history of the Cherokee in our area and the part they played on the frontier in South Carolina during the formative years of our country. An important part of this project would involve the construction of new custom display cases in order to expand our display area into our newly acquired adjacent building.

#### Need and urgency of the project:

Our museum has been very fortunate in acquiring artifacts and expanding our collections since our opening a little over a year ago. Recently, two simultaneous events have given us the opportunity to expand our exhibit space four-fold and increase our interpretative collection at the same time.

In the first instance, Oconee County Council voted to donate to us a vacated county-owned building adjacent to our museum. This two story brick building had been constructed in 1959 to house the county treasurer's office as well as other county departments. It is very solid and structurally sound, but is no longer needed by the county due to the recent construction of new county facilities.

In the second instance, South Carolina Department of Parks, Recreation and Tourism offered us their complete museum display now in storage at Keowee-Toxaway State Park relating to the Cherokee Indians in upstate South Carolina. This collection includes priceless historical archaeological artifacts from the site of Fort Prince George as well as the Cherokee village of Keowee. These sites were excavated by the South Carolina Department of Archaeology and Anthropology, and the artifacts were inventoried and preserved prior to the inundation of Lake Keowee by Duke Energy in 1968. Initially these artifacts and interpretive materials had been displayed in a museum and four kiosks at Keowee-Toxaway State Park, but were put into storage several years ago due to state budget cuts and reduction of park staff. In order to capitalize on this opportunity, we must construct new custom display cases to accommodate our expanded collection.

#### How the project will benefit Oconee County:

A great deal of regional and national support has already been expressed in our museum's progress due in part to our website ([www.cherokeemuseumsc.org](http://www.cherokeemuseumsc.org)), brochures, newspaper articles, Facebook page, and word-of-mouth. Due to the fact that our facility is the only museum in the state of South Carolina dedicated to our Native American heritage, other Native American groups and individuals have donated time and artifacts to help make this museum a success. The primary goal of our project is to educate the public and create a better understanding of the rich and diverse history of South Carolina in relation to the Cherokee, and their interaction with non-native cultures. The four-fold enlargement of our storage and exhibit area as well as the acquisition of the Keowee-Toxaway Museum collection will greatly enhance our interpretation of our county's rich history.

The success of this project will be measured by the number of visitors to the museum, but also by the knowledge they take with them as measured and evaluated by a voluntary feedback form.



# National Society Daughters of the American Revolution

*Lynn Forney Young, President General*

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**SPECIAL PROJECTS GRANTS COMMITTEE — Dianne Biggs Janis, National Chair**  
110 Fawncrest Court, Flat Rock, NC 28731-8539 ♦ (828) 698-1212 ♦ E-mail: dargrants@dar.org

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April 30, 2015

Luther Lyle, Director and Curator  
Museum of the Cherokee in South Carolina, Inc.  
70 Short Street  
Walhalla, SC 29691

Dear Mr. Lyle:

The National Society Daughters of the American Revolution Special Projects Grants Committee is pleased to inform you that the grant application by the **Museum of the Cherokee in South Carolina, Inc.** for the **Construction of display cases project** has been approved in the amount of **\$8,000.00**.

This letter and the enclosed Grant Agreement Form outline the terms and conditions for accepting the grant. Please read all the terms and conditions carefully, sign and return with documentation of grant matching funds to the National Chair by U.S. Postal Service or another carrier before cancellation date of **May 28, 2015**. Upon receipt of two signed copies of the Grant Agreement Form and documentation of grant matching funds, the first payment will be mailed to your organization within six weeks of **May 21, 2015**.

The funds must be used specifically for the designated purpose(s) prior to **June 30, 2016**. You must submit a written request to the National Chair at least ninety days in advance if the funds will not expended within the one year period.

#### CALENDAR TIME FRAME FOR FUNDING SPECIAL PROJECTS GRANTS

May 21 - U.S. postal service or another carrier cancellation date – Sign and return two copies of the Grant Agreement Form and the documentation of grant matching funds to the Committee National Chair.

No later than six weeks after May 21 – The distribution of the first half of approved funds from the Office of the Treasurer General, NSDAR will occur no later than six weeks following receipt by the National Chair of the signed Grant Agreement Form and documentation of matching funds.

No later than one year from the date of first payment – Grantee submits to the National Chair a final report of project including photos, newspaper articles and receipts for expenditures. The final report must include how the National Society Daughters of the American Revolution and sponsoring DAR Chapter or DAR State Organization were acknowledged for their support of the project.

No later than June 30 – Within three weeks of receipt of the final report by the National Chair the second half of funds are distributed to Grantee from the Office of the Treasurer General, NSDAR.

Upon signing this Grant Agreement Form, your organization agrees to notify the National Chair, Special Projects Grants Committee if there is any change in your public charity status. At the completion of your project, you are required to submit a written final report. For projects taking longer than six months to complete, a six month and nine month progress report is required no later than **January 15, 2016** and **April 1, 2016**.

Records substantiating that funds received have been used solely for the purposes described in the application must be maintained by Grantee and available for inspection.

This Grant Agreement Form also grants permission to the National Society Daughters of the American Revolution and the local chapter or state organization to use photographs, logos, published and printed information, and any other materials you supply, without further notice, in press releases and/or publications. Upon completion of the project, NSDAR requires one to three photographs electronically sent to the National Chair for posting on a slideshow on the DAR public webpage.

Congratulations on the recognition of your important efforts. We look forward to working with you during the coming year.

Sincerely,

*Dianne Biggs Janis*

Dianne Biggs Janis  
National Chair, Special Projects Grants Committee





## House of Representatives

State of South Carolina

William R. Whitmire

District No. 1 - Oconee County  
P. O. Box 157  
Walhalla, SC 29691

August 10, 2015

636-D Blatt Building  
Columbia, SC 29211

Tel. (803) 734-3009

**Committee:**

Education and Public Works

Museum of the Cherokee in South Carolina  
70 Short Street  
Walhalla, SC 29691

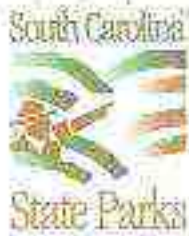
Dear Luther,

I have been notified that the staff of the South Carolina Institute of Archaeology and Anthropology has located their artifacts from the Cherokee Village sites of Chauga, Tamassee, Keowee and Toxaway and will send them to the Cherokee Museum as soon as they are cataloged. The Institute will retain ownership, but the Cherokee Museum may keep them as long as they are properly maintained and displayed.

Sincerely,

A handwritten signature in cursive script that reads "Bill Whitmire".

Bill Whitmire



## Keowee-Toxaway State Park

7/8/15

Luther Lyle  
Museum of the Cherokee in South Carolina  
70 Short Street  
Walhalla, SC 29691  
Email: [lutherlyle@belisouth.net](mailto:lutherlyle@belisouth.net)

### Collections – Outgoing Loan Agreement

The South Carolina State Park Service does hereby loan to the above named recipient the property described below until the recipient decides to remove the property from the Museum of the Cherokee in South Carolina or if the SC State Park Service makes a written request to have the property returned to the SC State Park Service within 30 days.

Purpose of the Loan: Enhance Exhibit Displays at the Museum of the Cherokee in South Carolina.

Lists of Objects: 110 item/panel numbers listed on the attached sheets. Items include interpretive panels and reproduction props from old park exhibits.

I agree to adhere to this loan agreement:

Signed:   
Title: Director of Collections  
Date: 7/9/2015

Approved for the South Carolina State Park Service:

Signed:   
Title: Park Manager  
Date: 7/8/15



**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. ¶ 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.**

## Museum of the Cherokee in South Carolina

Proposal budget:

Artifact storage units-	\$6,000.00
Boxes, trays and tags-	4,000.00
Conservation tools and supplies	2,000.00
LED lighting strips	2,500.00
Security locks	<u>1,500.00</u>
	\$16,000.00

Custom exhibit cases- \$20,000.00



**FOWLER'S CABINETS**  
 241 CRESTWOOD DR.  
 SALEM, S.C. 29676  
 PHONE 864-944-2078  
 FAX 864-944-2058

**PROPOSAL / CONTRACT**

TO: Museum of the Cherokee in SC

We hereby submit specifications and prices for:

8' wide X 87 1/2" High X 21" Deep Display Case w/ Glass doors  
 and Glass panels in ends  
 Back to be slot Board white.  
 Doors Shaker style w/ concealed hinges & Locks.  
 Wood to be Red oak.  
 Taxed + Installed.

All above to be furnished complete in accordance with specifications for the lump sum of:

Two thousand four hundred Dollars \$ 2,400.00 X 16 =  
 \$ 38,400.00

AUTHORIZED SIGNATURE: [Signature] DATE: 1/6/2015

ACCEPTANCE:  
 AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**TERMS:**  
 1/2 down upon contract / order ; balance upon completion.  
 10% retainage may be held for any backorders or delays beyond our control.  
 If the job site is not ready upon receipt of cabinets, a partial draw may be requested less installation.  
 If legal action is necessary for collection you are responsible for attorney fees and court cost.







## 75" Display Case w/ Sliding Doors, Adjustable Shelves, Locking, Side Lights - Oak

SKU: L711OAKLGT



© 2012 Light Center, Dallas, Texas, Inc.

### Color: Oak

Black (P-5014) Wood Case w/ Side Lighting (Black Lacquer Finish on Cherry Veneer)

Cherry (P-2053) Wood Cabinet w/ Side Lighting (Clear Finish on Cherry Veneer)

Maple (P-5212) Wood Cabinet w/ Side Lighting (Clear Finish on Maple Veneer)

Go

### Lighting: Side / Top

Side / Top Top (P-5212) Wood Showcase (582 lb) w/ Clear Finish on Oak Veneer

- Click Here (<http://www.youtube.com/watch?v=3Ct1H7mASE>) for a video demonstrating how to receive and uncrate a showcase.
- Click Here (<http://www.youtube.com/watch?v=CnxzIT5u28>) for an instructional video on how to install sliding glass doors.
- Seven, 26-watt track lights spaced evenly over two side lighting tracks illuminate your displayed merchandise!

**\$5,487.00 / Each (USD)**

ADD TO CART

### Description

#### Display Case w/ Side Lighting & Clear Finish on Oak Veneer

Oak Case - This wooden display case which is great to display all your collectibles, trophies, awards or your most prized possessions. It can be used as a waiting lobby unit in a hotel or office. This case is fabricated in many other wood finishes. Display features are:

- tempered glass
- six 50 watt halogen top lights
- track lighting
- three adjustable 3/8" thick glass shelves
- locking sliding doors with center panel
- six adjustable (or removable) floor levelers
- an electrical cord with switch

This dust resistant case can welcome people into your decor, office or hotel. People will notice our displays from a distance because of its wood finish and because of the lighting features. Crafted from oak veneer with a clear finish. Weight 378 pounds, shipp by truck. Dimensions - 75"W x 17.5"D x 82"H

Track lighting is pre-mounted within the case. Lights are spaced evenly along two tracks. If your setup requires lighting adjustments, including moving lights from one track to the other, [Track Lighting Troubleshooting](http://www.displays2go.com/downloadablefiles/tracklighttroubleshoot.pdf) (<http://www.displays2go.com/downloadablefiles/tracklighttroubleshoot.pdf>).

### Specifications

SKU: L711OAKLGT

Brand: Teoro Display

Overall Width x Height x Depth: 75.0" x 82.0" x 17.5"



NAME	ADDRESS	EMAIL
Travis Perry	136 Bend Tree Dr. Trumbull, SC 29381	
Chip Owen	314 High Country Way Landrum SC 29356	
John Ball	721 Raven Rd Landrum, SC 29356	
Rich Barton	91 Eagle Rock Rd Landrum SC 29356	
Rick Barton	9834 NW 17th Rd Gainesville, FL 32606	
Suzie Grow	811 Raven Rd Landrum SC 29356	
Marty Puckhaber	985 N. Broadway, Apt 82, De Pere, WI 54115	
NEW Puckhaber	722 DORSETMOUTH LN. NEW GENEY, IL 60451	
July 4, 2015		
KEEGER Family 4	Campbell, IL 29322	
Judy Lyke	Waltham	
Cynthia Thomas	205 Woodland Dr Beaufort, NC 28516	
Lara-Jane Bush	Adrian, SC	
July 11, 2015		
Madeline Lewis	14th Kent St. 230 - Landbridge Rd	
Mary Sawcok	Cleaveland Pt. Sumner, SC	
David Hosking	Chattanooga, TN.	
Vivian Alpert	Westminster, NJ.	
Shirley Johnson	Bullock, SC	
Rick Connelly	Bullock, SC	
Jan + Mike Durkin	West Union, SC	
Nettie + Mary Hatchell	Florence, SC	

Total - 24 / 14 out of somite values



NAME	ADDRESS	EMAIL
Jim Quinn	9927 50 <sup>th</sup> Ave. W, Mukilteo WA 98275	
Jace Shoopman (3)	2502 Cambridge Dr. Shepherdsville KY 40165	JShoopman@yahoo.com
Aug 1, 2015		
Timothy R. Brown	761 W. Bear Swamp Rd Wachulla, SC 29691	
Charles Bright	605 W. Walter Scott Blvd West Columbia SC 29696	blackkerryhollow@att.net
Boss Smith (4)	2529 Pine Street Palmetto SC 29922	
Libby Smith	↑ ↑	
Boss Smith III		
Betty Carr	6587 S.E. Boswells Ct	
Dick Cohen	Nebe Sound, FL	
Timothy L. Gfell	1104 Averley Oak Irmo SC 29063	GFELTL@GMAIL.COM
Genevieve Sullivan	8442 High Cotton Ct. Charleston, S.C.	SullivanPLACE@EMSU.COM
Aug 8, 2015		
Cooper A. Sanford III	1068 St. Johns Church Rd Wadley Ga	None
Julie Hongkull	432 Myrtle Main Farm Mt. Rest, SC	YANI YUNWIYA
Randy Tate	mt. rest, SC rt43@sc.rr.com	AHO!
Ruby Crumpler	mt. rest, SC	GREAT!
Rick & Susan Lewis	Bradenton FL	
Katby Strickland	Socorro, S.C.	
Justin Crane	101 1/2 Socorro, S.C.	Last Black@outlook.com
Lucas Pearson	440 Whitewater Dr, Irmo, SC 29063	ti.pear@live.com
Jamie Pearson	"	jwpear@live.com

Total 26/17 out of 50 mile radius

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

**I. APPLICANT**

Name of Organization Oconee Conservatory of Fine Arts/dbd Upstate Heritage Quilt Trail (UHQT)

Address 201 North College Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$3616.00  
B. How will ATAX Funds be used? Marketing UHQT through four publications with State and Regional audiences and updating, production and distribution of UHQT Map.  
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 \$13,830 Source TBD: Anderson County, Pickens County and Clemson, Anderson City ATAX grant request, other fund raising efforts

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 UHQT Map update and distribution and Advertisement Plan  
B. Description of project: Promotion of Oconee County by following the Upstate Heritage Quilt Trail. To encourage people to visit the UHQT and other points of interest, to dine, shop and stay in Oconee County. Place advertisements in regional and national publications that are read by heritage and cultural arts tourists. Update UHQT Map, print and distribute.  
C. Who will benefit from this project? Area businesses and tourist destination sites visited throughout Oconee County and the Upstate.

**IV. DATES OF PROJECT**

Beginning October 2015 Ending September 2016

**V. APPLICANT CATEGORY**

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

Non-profit Organization: Incorporation date 11/15/2004

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

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







**V1. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County? The UHQT exposure through printed media distributed throughout the state, region and nation is attracting individuals and groups interested in history, the arts, scenic adventures, small town explorations as well as quilting enthusiasts The UHQT efforts are to promote local history through quilts and quilting related activities but also highlight the destination points of interest while touring the UHQT. The travelers who visit the UHQT sites often stop and tour the site or location. We have learned that tourist are often visiting friends and family in the area, passing through in route to other destinations and have learned about our Trail through our independent and joint promotion efforts and word of mouth from friends and family.

- 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 2014/15

Web site visits	5990
Face Book likes	423
Average Face book organic views per month	3500
UHQT organized quilt shows	360/223>50 Miles
Maps	10,000/6761>50 miles
Tours	135>50 miles
Help with travel	12>50 miles
Walhalla Studio visits	35>50 miles
Presentations attendance	205/155>50 miles

- 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? Our web site visits and Face Book friends and views have shown increased interest though out the United States and foreign countries, with clustering from NC, FL, GA, TN and KY, Proposed contact through suggested monthly outlets is 165,000 per month and The American Quilters Society Magazine is 95,000 per quarter in addition to UHQT Map distribution of 15,000 individuals or destinations.

**2015/16 UHQT Publications and Advertising Sites**

**UHQT Map**

10,000 UHQT Maps were distributed between October 2014 and July 2015. A few 2013 maps were also distributed.

Number in Group	Group Category	Quantity Distributed
	<i>Not in the Anderson, Oconee or Pickens Counties</i>	
131	Quilt Shops: GA (14), FL (5), NC (25) and SC (24 greater than 50 miles)	
	Quilting Guilds and Groups: GA (9), NC (3) and SC (46 greater than 50 miles)	1965
8	SC Welcome Centers	3300
43	Quilt Museums: CA (3), GA (2), PA (2), WA (2) KY, MA, MI, NC, ME, TX, VA & Ontario	860
22	SC Historical Societies, Museums, Low Country Visitors Centers	330
6	UHQT individual contacts in CA, KY, OH, VA, FL, MI	6

	UHQT Presentations or conferences attended greater than 50 miles	300
Subtotal		
	210 individual contacts or locations	6761
<i>Within Anderson, Oconee or Pickens Counties</i>		
1	SC Welcome Center, Fair Play	1200
77	UHQT individual contacts	77
73	UHQT Destination Sites not included above	2060
41	UHQT Donors	41
	Events attended	250
Subtotal		
	192 individual contacts or locations	3628
<b>Totals</b>		
	<b>402 Individual Contacts or locations</b>	
	<b>Maps distributed October 2014 through July 2015 (10 months),</b>	<b>10389</b>

### ***2015/16 UHQT Proposed Advertising Sites***

Through monitoring of our web site, Facebook and visitors through our studios and site locations we have observed interest from surrounding states. We believe that by promoting to these, we will encourage visitors to spend more time in the Upstate and enjoy the UHQT sites and many attractions in the area.

***The Country Registers*** are state specific newspaper published every two months. They are all targeted to audiences with interests in Crafts, Antique shops, Quilting as well as shows and events. The papers are free to readers

- ***The Carolinas Country Register*** has a distribution of over 10,000 papers that are distributed through our advertising retailers, event locations and shows, plus 17 Visitors/Welcome Centers in both Carolinas.
- ***The Country Register of GA*** publishes 21,000 copies per issue. The paper is distributed at all GA Welcome Centers, many local CVB and Chamber of Commerce visitor centers, large antique malls and shows, events, restaurants and other local businesses, and at all advertisers places of business, as well as to our growing list of subscribers.
- ***The Country Register of Florida*** is distributed through all advertising shops and events. Circulation currently is 25,000 per issue.
- ***The Country Register of Kentucky & Tennessee*** is distributed through all advertising shops and events. Circulation currently is 9,000 per issue.

***Carolina Arts*** is an electronic arts newspaper which is published monthly covering the visual arts in North and South Carolina. The paper is published monthly and is uploaded on the first day of the month. Circulation: Constantly changing, averaging over 100,000 most months.

***The American Quilter's Society Magazine***, published bimonthly, the magazine goes out to about 95,000. It is distributed to 70,000 AQ members and then sales to another 25,000 on the newsstands nationwide.

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 A

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 source of requests for additional information, Web site visits, Face Book contacts and views of posts as well requests for additional information will be monitored. Guest logs will be kept at community based events the UHQT is sponsoring or participants.

**VII. AUDIT**

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

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

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

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

**A. Contact Name: Martha File Title Chair, Upstate Heritage Quilt Trail**  
Signature Martha File Date 8-10-2015  
Address P.O. Box 333, Walhalla, SC 29691  
Email info@uhqt.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-6603 or 904-874-1975

**B. Alternate Contact Name: Judy Goodwill Title Treasurer, Upstate Heritage Quilt Trail**  
Signature Judy Goodwill Date 8-12-2015  
Address P.O. Box 333, Walhalla, SC 29691  
Email info@uhqt.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-6603 or 864-419-8148



Upstate Heritage Quilt Trail  
PO Box 333  
Walhalla, SC 29691

864-723-6603  
www.uhqtr.org, email info@uhqt.org

August 10, 2015

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

Dear ATAX Commission,

The Upstate Heritage Quilt Trail (UHQT) began in 2009 with the placement of one quilt panel in Oconee County. This panel quickly caught attention and the program has grown to over 161 quilt panels in Anderson, Oconee and Pickens counties. These quilt panels can be found mounted on barns, businesses, homes and public buildings. The mission of this grassroots organization is to honor and preserve quilting traditions while promoting tourism through the public display of painted quilt panels. The UHQT is an all-volunteer organization. Two teams of volunteers contributed over 6,500 volunteers' hours this past year. We produce quilt panels and administer the UHQT for Anderson, Oconee and Pickens Counties as well as support other communities who desire to start a Quilt Trail throughout the State.

Enclosed is an ATAX application from the Upstate Heritage Quilt Trail (UHQT). This application has two objectives:

- Production of an updated UHQT map.

The first objective includes assisting with funding the updating, production and distribution of the UHQT map/brochure. This is a major tool for promoting the UHQT and the counties it represents. Our current map/brochure was designed 2014 to highlight clusters of quilt panels with maps and information to ease a visitor's trip planning. The request for printed maps comes from visitors as well as destination sites personnel that help promote the UHQT through their venues. This map is distributed across the country, with concentration in the tristate area. Over 10,000 maps were distributed in the past ten months.

- Marketing UHQT to heritage and art travelers nationally and regionally.

The UHQT efforts are to promote local history through quilts and quilting related activities but also highlight the destination points of interest while touring the UHQT. The UHQT exposure through printed media distributed throughout the state, regionally and nationally is attracting individuals and groups interested in heritage, the arts, scenic adventures, small town explorations and quilting enthusiasts. In 2014/15 the UHQT initiated expanded mailing of the UHQT Map to several locations nationally and regionally, advertising in the *Carolina Country Register*, the *American Quilters Society Magazine* and *Carolina Arts*. Our recorded visitors, web site visits and Face Book interests have shown increased interest throughout the United States and foreign countries, with clustering from NC, FL, GA, TN and KY. The travelers who visit the UHQT are passing through in route to other destinations and visiting quilt trails in route, visiting friends and family in the area, or have learned about our Trail through our independent and joint promotion efforts and word of mouth from friends and family.





Our web site is currently under redesign so that in the future we will have the capability to utilize antalgics to assist in evaluation of marketing venues and web site activity, improving marketing and program promotion. The costs for website improvements are not included in this proposal.

I would like to take this opportunity to thank you for your consideration of this request and would appreciate the opportunity to answer any questions you may have.

Sincerely

A handwritten signature in cursive script that reads "Martha File".

**Martha File**  
**President, Oconee Conservatory of Fine Arts**  
**Chair, Upstate Heritage Quilt Trail**

**2015 – 2016 Promotion Budget  
Upstate Heritage Quilt Trail**

<b>Promotion Item</b>	<b>Description</b>	<b>Costs</b>
UHQT MAP	2015 printing 15,000 copies, Design and Location Updates included	\$9,354.00**
American Quilter Society Magazine	6 issues	\$3,801.00
The Country Register,	FL, TN, KY, NC, SC, GA	6 issues \$5,304.00
Carolina Arts		12 issues \$420.00
Design work	6 ads developed and reformatted for various publication specifications	\$1,300.00
<b>Total costs</b>		<b>\$20,179.00</b>

**Funding requests 2015/16**

Clemson City	\$2500
Oconee County	\$3616
Anderson County	\$3616
Pickens County	\$3616
Anderson City	\$1000

**Total Requests from ATAX resources \$14,348.00**

**\*\* Three bids were obtained and are included. We have selected PurpleTiger ink because design work, updating maps and delivery is included in bid.**



**QUOTE**

QUOTE GOOD FOR 15 DAYS

TERMS DATE  
 31-301-15

Item #	Description	QTY	Rate	Amount
	Job Name: Update Heritage Quilt Trail Map/Brochure Customer Name: Martha Rep: Kelly Stagg			
	Quilt Map Booklet: 20 Pages Self Cover 4/6 Process; Aquabond Coating 80# Gloss Text Net Size: 16x9 (Plus Bleeds) Finished Size: 8x5/ Soft First in Half 4x5 Bindery: Saddle Stitch QTY: 15,000 Design Included	1	\$9,354.00	\$9,354.00
SUB TOTAL				\$9,354.00
DISCOUNT				
TAX (6%)				INCLUDED
TOTAL				\$9,354.00

Make Checks Payable to:  
**Kelly Stagg**

**Thank You for Your Business!!**

Begin forwarded message:

From: "Kyle Sarratt" <kyle@ink4.biz>  
Subject: Estimate for UHQT Maps  
Date: August 4, 2015 at 9:43:13 AM EDT  
To: "Tina LeMay" <lemay.tina@gmail.com>



quote request

August 4, 2015

Estimate Number 35401

Tina LeMay

Hi Tina,

Thanks for considering us for your upcoming printing project. The prices below are based on our understanding of the specifications provided by you. Please review and verify they are accurate. Any variations are subject to additional charges.

In accordance with printing industry standards, please allow for 10% over run to be billed accordingly. If you require an exact count, please inform us before price is confirmed. Please be aware that requiring an exact count may alter the price of your job. *As of 5/5/14 we will be adding an addition 5% processing fee for any credit card payments.*

**DESCRIPTION:** UHQT Maps  
**SIZE:** 16 x 9 flat folded and stitched to 8 x 9 then soft folded to 4 x 9  
**PAGES:** 20 page self cover  
**PRE-PRESS:** Print ready files provided (All alterations are subject to additional charges)  
**PROOF TYPE:** PDF (standard) Hard copy will be available but must be returned to avoid additional charges.  
**PAPER 1:** 80# Gloss Text  
**INK:** 4/4 + Gloss Aqueous Coating  
**FINISHING:** Cut, Fold, Saddle Stitch and Re-Fold and Carton Pack  
**SHIPPING:** Our Truck

Quantity	15,000
Price	\$6,975.00

Please feel free to call us with any questions. We look forward to partnering with you on this and future projects.

Thank you,

Kyle Sarratt



**Print It!**  
Design · Print · Mail



PO Box 1707  
Seneca, SC 29679  
Ph. 854.682.3609  
Fax 854.682.1778  
mike@printitcolor.com

UPSTATE HERITAGE QUILT TRAIL

August 3, 2015  
Quote #: 14792  
Tel:  
Fax:  
Page 1 of 1

Contact: ^

Quantity	Description	SubTotal
16,000	Booklets - UPSTATE HERITAGE QUILT TRAIL PAPER: WHITE 80# GLOSS TEXT - self cover INK: CMYK ALL PAGES - aqueous coating PAGES: 20 PAGES (8X9) BINDERY: COLLATE AND SADDLE STITCH 5 FLATS (16X9) TO 8X9 - FOLD BOOKLET TO 4X9	11,086.70

Ship Via	Sub Total	Tax Rate %	Tax	Freight Charges	Discount	Total
CUSTOMER TO	11,086.70	6.000	664.00	0.00	0.00	\$ 11,750.70



MOUNTAIN LAKES  
CONVENTION AND VISITORS BUREAU

'Destination of a Lifetime'



---

July 29, 2015

Martha File  
Upstate Heritage Quilt Trail  
PO Box 333  
Walhalla, SC 29691

Dear Ms. File,

It is my pleasure to write this letter of support for your grant request for A-Tax funding to support the necessary updating, production and distribution of the trail map/brochure and your marketing efforts. The progress that you have made over the last few years is impressive and inspiring. The Mountain Lakes CVB is proud to be a sponsor and supporter of this amazing organization.

With well over 100 quilts completed and installed, the Upstate Heritage Quilt Trail is a tourism draw in Oconee County for the leisure traveler and our group bus tours. What is most impressive to me is the fact that all of the work has been done with a very minimal budget and a tremendous amount of volunteer labor. In an effort to further develop your marketing reach to the education and special interest groups, which will result in increased tourism in our county, I encourage Oconee County's A-Tax Commission to provide you with the much needed funding that you are requesting.

Thank you for all the hard work that you and all of the other volunteers have put into the Upstate Heritage Quilt Trail. 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  
Mountain Lakes CVB



Walhalla, South Carolina  
oconeeheritagecenter.org

July 24, 2015

Dear Oconee County PRT Commission Members,

I am writing in support of the Upstate Heritage Quilt Trail's advertising budget grant request. Oconee Heritage Center was the 1<sup>st</sup> installation of The Upstate Heritage Quilt Trail in 2010, and the trail has been one of the fastest growing and most successful elements of Oconee County's blossoming heritage tourism industry ever since. The quilt trail attracts all ages and demographics, encouraging visitors to travel all across Oconee County and the greater Mountain Lakes region. Quilt trail pieces are often featured on existing heritage tourism destinations, which adds a dynamic new layer to the sites and enhances visitor experiences. Visitors to heritage tourism destinations stay longer and spend more than the average tourist. Likewise, the quilt trail is a great heritage tourism element that puts Upstate SC and Oconee County's heritage tourism industry more on par with Western North Carolina, Eastern Tennessee, Kentucky, and Ohio. We feel strongly that the Upstate Heritage Quilt Trail is an attraction worth advertising in and of itself, but also because it ties so many destinations together and subsequently cross-promotes them as well. We hope you will support the Upstate Heritage Quilt Trail's request. Thank you!

Sincerely,

Leslie White  
Director/Curator  
Oconee Heritage Center





*The Greater*

*Walthalla Area Chamber of Commerce*

July 30, 2015

To: The D Boone County ATAX Commission

RE: Upstate Heritage Quilt Trail ATAX Grant Request

Dear Commission:

I write this letter in support of the ATAX grant request by UHQT. Their grant will have two parts attached. The first is to revise their current marketing materials including updated maps with the newest addition of quilt squares, not only in our area, but throughout the upstate. The second part will broaden their market area to a regional and national art audience. This particular marketing approach will focus on small group travels, with an interest in heritage and culture, which will strategically include other attractions in the area in addition to the quilt trail.

I consistently draw visitor's attention to the UHQT maps when they ask, "What should we do while we're in your area?" This map always raises eyebrows with amazement that the art of quilting is still revered in our area. I recently had a group of ladies (sisters and a niece) come in from Lakeland, Florida and they told me they were on the quilt trail. We had a wonderful conversation about the panels they had seen and they were very anxious to continue their trek.

While this quilt trail is something that is present in the Upstate, the stories of the quilt patterns extend across the country and around the world. I am personally having a quilt square created from a quilt my maternal grandmother and great grandmother did when I was a child. This quilt square will be placed in front of my home, with pride, for all to see. The quilt was very present in my childhood home and brings many good memories. Others see these patterns on houses, barns, historic buildings throughout our area and are taken back in their memory to a happy time and the people in their lives. No doubt, that brings a smile to their face.

Thank you for your consideration of the grant. I hope you support it 100%.

Sincerely,

Vanessa Penton  
Executive Director



306 North Catherine Street  
Walhalla, SC 29691

July 30, 2015

Mr. Phil Shirley  
Department of Parks and Recreation  
South Pine Street  
Walhalla, SC 29691

Dear Mr. Shirley:

Martha File has asked me to write a letter supporting her grant for advertising materials (brochures) and marketing the Upstate Heritage Quilt Trail nationally and regionally. I am happy to do so.

When told that Old St. John's Meeting House and Wedding Chapel had received a grant for a quilt block on the building, I was ecstatic, having long admired the many blocks presented throughout Oconee and the connections that the blocks were creating. The family of a deceased lady, Alberta Bowers, was asked to lend the quilt to the "block makers" in order to create the image needed.

The pattern was "Storm at Sea," an outstanding piece of work in gorgeous blue and white with a red heart in the center. She had labored long sewing the hundreds of pieces together in a manner needed to create the sea waves, and to give her heart to her eldest son. She was making quilts for her children and grandchildren. Laughing, when she said it, "This quilt is driving me crazy." I can easily understand why.

The Quilt Trail for Oconee and the Upstate has revived interest in the old skill of quilt making, and brought the use of fabric as an art medium forward when previously there was only the utilitarian aspect. Quilt making is nationwide, so the UHQI should be marketed nationwide, especially considering the thrust that Oconee is presently experiencing in the tourist trade.

Ms. File and her cadre of volunteers will make great use of the brochures and the project should be funded as soon as possible.

Sincerely,

*Maxie W. Duke*

Maxie W. Duke

Westminster Chamber of Commerce  
P.O. Box 155  
Westminster, SC 29693  
864-647-5316  
[wccsc@outlook.net](mailto:wccsc@outlook.net)

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

July 29, 2015

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 also host a quilt show each year during the SC Apple Festival which brings many visitors to the depot.

We respectfully request that you give this your consideration.

Sincerely,



Sandra Powell  
Director

**Other Documents**

**2014 UHQT Map**

**103 Quilt Block Locations in Oconee County**

**Samples of Advertisements placed in**  
***The American Quilters Society Magazine***  
***Carolinas Country Register***  
***Carolina Arts***  
***Quilters of South Carolina Quarterly Newsletter***

***Sample of Feature Story from SCNHC Site***  
***Demonstrates how the UHQT promotes locations on the UHQT***

Oconee County has 103 out of 182 Quilt Block Locations in the Three Counties

	Quilt Name	Quilter	Sponsor	Location	Address	City	Size
01	South Carolina Block	unknown	Footnote Book Club	Fair Play Welcome Center	185, Exit One	Fair Play	2x2
02	Crazy Quilt	Emma Sloan Towle Dacia Rogers Towle	Fair Oak Elem. PTSD, After school Program.	Fair Oak Elementary	1954 Oak Way Rd	Westminster	4x16
03	Double Wedding Rings	Bessie Ross Barrett & Sarah Buchanan Jones	Westminster Historical Association	Oconee Heritage Center General Store-Museum	126 East Main St.	Westminster	2x4
04	Card Trick	Mary Dee Rudy	OHQT	Westminster Library	112 W. North Ave.	Westminster	2x2
05	Flower Basket	Becky DeFoor		Residence	210 Adams St.	Westminster	4x4
06	Rocky Mountain Road	Mae Land Tally	Wynward Point Ladies group	Oconee Heritage Center	123 Brown Square Drive	Walhalla	8x8
07	Goose on the Pond	Unknown	Ron & Stephanie Sparling	Oconee Conservatory of Fine Arts	101 East North Broad St.	Walhalla	8x8
08	Star in Star	Jenny Grobusky	Foothills Newscorpers Club	Oconee County Public Library	501 W. South Broad St.	Walhalla	2x2
09	Oresden Plate	Jenny Grobusky		Residence	249B Blue Ridge Hwy.	Walhalla	4x4
10	Compass Rose	Unknown	Keowee Elementary School	Keowee Elementary School	7051 Keowee School Road	Seneca	4x4
11	Original Design	Chris Troy		Residence	210 Crestview Ct.	Seneca	4x4
12	Mohawk Trail	Minnie Haselton Carter		Residence	507 Lighthouse Ct.	Seneca	3x4
13	Fusion Star	Gil Higgins		Residence	514 Beacon Shores Drive	Seneca	4x4
14	Star	Unknown		Residence	729 Navigators Pointe	Seneca	3x4
15	The Tulip	J.J. Warlick	Ron & Stephanie Sparling	Takeena Angus	3057 Pine Grove Rd.	Seneca	4x4
16	Grandmother's Flower Garden	Ruth Vonada Auman Bahn	Lucinda Becker	Red Door	120 Ram Cat Alley	Seneca	4x4
17	Star with Cats	Jenny Grobusky	Seneca Merchant Asson.	Ram Cat Alley	106 Ram Cat Alley	Seneca	4x4
18	Log Cabin	UHQT	UHQT	Blue Ridge Arts Council	111 E. South Second St.	Seneca	2x2
20	Double Ts	Elizabeth Bynum Richardson	Seneca Women's Club	Balenger House	212 E. Third St.	Seneca	4x4
21	South Carolina Star	Laurel Horton	OHQT	Seneca Public Library	300 E. South Second St.	Seneca	2x2
22	Jackson Star	unknown	BRE PTSD	Blue Ridge Elem	995 South Oak St.	Seneca	4x4
23	Ohio Star	Vicky Bryson		Residence	14072 S. Radio Station Rd.	Seneca	4x4
24	Cather's Maze	Mary Mandana Cannon	OCP&R	High Fall Park	671 High Falls Rd.	Seneca	2x2
25	Log Cabin	Nell Crow	Duke World of Energy	The World of Energy	7812 Rochester Hwy	Seneca	8x8
30	Carolina Mystery Pattern	Mary Hall Walker	Christine File	Dads & Lads Store	224 E. Main Street	Westminster	4x4
31	Nine Patch & Double Irish Chain	Lucy Looney DeFoor	Sarah Brown DeFoor in honor of late husband Wayne	Residence	Adams Street	Westminster	3x4
32	Eagle Ridge Star	Christine Drais		Residence	476 Fire Tower	Seneca	4x4



	Quilt Name	Quilter	Sponsor	Location	Address	City	size
					Rd.		
33	All -A- Loon in the Mist	Pat Huggins	Friends of Karen Brooks	Residence	307 Valley View Drive	Seneca	4x8
34	Peace	Becky DeFoor		Residence	200 Adams Street	Westminster	4x4
35	Oconee Flag	Jenny Grobusky	Cherokee Bear Clan of SC	Cherokee Museum	70 Short St.	Walhalla	8x8
37	Friendship	Alabama Bell Hinman	UHQT	OCPL - Salem Branch	5-8 Park Avenue	Salem	2x2
41	Fusion Star	Gil Huggins		Residence	116 Pinnacle Pointe Dr.	Seneca	2x2
42	Cross Canoes	Cindy Blair	Hiking Chicks	Academy at Wildwater	1251-A Academy Rd.	Long Creek	8x8
44	Crazy Quilt	Mary Nicholson King	Dave & Gloria Arnold	DAR Thrift Store	9695 N Hwy 11	Tamassee	4x8
45	Double Wedding Rings	unknown	Allen Medford	James M. Brown Elementary	225 Coffee Road	Walhalla	8x8
46	Starlight's	Susan Wright	K.Marshall/M.File	FOLKS	4065 Keowee School Rd.	Seneca	8x8
49	Mountain and Lakes	Jenny Grobusky	Mountain Lakes Convention & Visitors Bureau	Historic Earle House	105 West South Broad Street	Walhalla	4x4
51	Drunkards Path	unknown		Residence	135 Cloverdale Dr.	Seneca	2x2
52	Bowtie	Dr. Richard Goode Christopher		Residence/workshop	235 Jumping Branch Road	Tamassee	2x2
53	Eagle	Bessie Lusk Fortson	City of Salem	Community Center Building	5 A Park Avenue	Salem	4x4
54	Saw Blade	Gail Duncan	City of Salem	Community Center Building	5 A Park Avenue	Salem	4x4
58	Mozart's Star	Gil Huggins	UHQT	Hamilton Career Center	100 Vocational Drive	Seneca	4x4
59	Fan	Mary Dee Rudy		Residence	712 Tall Oak Trail	Seneca	4x4
62	Stargazing	Betsy Ward	UHQT	Toussaint Law Firm	10131 Clemson Blvd.	Seneca	4x4
63	Fenced in Dahlia	Ola Coombs	MLNHC & SCNHC	Fair Play Presbyterian Church	201 Fair Play Church Road	Fair Play	4x4
64	Par 3	Jenny Grobusky	Jenny Grobusky	Blue Ridge Golf Center	2499 Blue Ridge Blvd	Walhalla	4x4
65	Hot Cotton	Dixie Haywood	Mary Lou Cushman	Residence	301 Jaynes Street	Walhalla	8x8
66	Strom at Sea	Alberta Ramey Bowers	MLNHC & SCNHC	Old St. John's Meeting House	200 S. Catherine Street	Walhalla	4x4
68	Yellow Ribbon	Marilyn Delay	Patriots' Hall Association	Patriots' Hall	13 Short Street	Walhalla	4x8
72	Rolling Landscape - Lake and Mountains	Betsy Ward	MLNHC & SCNHC	Devils Fork State Park	161 Holcombe Circle	Salem	4x4
73	Blue Horizon	Lori Kuba	Dave & Gloria Arnold	Arnold Building	10612 Clemson Blvd.	Seneca	4x4
75	Hearts and Gizzards	Jean LaFreniere	Chattooga Belle Farm	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	6x6
76	Hearts and Stars	Jean LaFreniere	Chattooga Belle Farm	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	6x6
82	Railroad Crossing	Denise McCormick	UHQT	Westminster Chamber	135 East Main Street	Westminster	4x4
83	James River Blues	Grace James Whitaker		Residence	103 S. John Street	Walhalla	2x2

	Quilt Name	Quilter	Sponsor	Location	Address	City	size
84	Flower Basket	Carolyn Harris	UHQT	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	4x4
85	Caesar's Crown	Edna Harris	UHQT	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	4x4
86	Cactus Blossom	Harris Family, unknown	UHQT	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	4x4
88	Tulip	Janie Mae Nicholson Ridley	MLNHC & SCNHC	Oconee State Park	624 State Park Road	Mountain Rest	4x4
89	Presidents Wreath	Emmert Family quilt, quilter unknown	MLNHC & SCNHC	Oconee Community Theater	8001 Utica Street	Seneca	8x8
92	My Blue Ridge	Carolyn Harris		Residence	650 Deer Creek Lane	Fair Play	3x6
93	School House		UHQT	Rosenwald School	150 Pleasant Hill Cir	Westminster	4x4
94	Hawaiian Patch	Patricia Ann Slater	Drs. Ross & Fredrickson	Dental Practice	10229-A Clemson Blvd.	Seneca	4x4
95	Stars	Mattie Ryan Blackwell	Cissy Terry	Residence	517 W. Main Street	Walhalla	3x6
96	Tsunami Relief	Martha Duke	Seneca Literary and Civic Club	Brown-Oglesby Funeral Home	101 E.N. Second Street	Seneca	4x4
97	Log Cabin	Judy & Robin Anne Cooper DuBose	Friends as a wedding gift	End of the Road Studio	255 E. Bear Swamp Road	Walhalla	4x4
98	Texas Star	Jessie Blackwell		Residence	202 Augusta Street	Westminster	4x4
99	Autumn Star	Denise McCormick		Residence	301 W. Abbey Street	Westminster	4x4
100	Friendship Garden	Essie Jane Spencer Smith	Donna J. Campbell	Westminster City Hall	100 E Windsor Street	Westminster	8x8
109	Carolina Lilly	Helen Wright Wilson, Grace Wright Watson	Clarkson Family	Residence	306 N. Catherine Street	Walhalla	4x4
110	Dutch Doll	Ruth Azilee Shirley Black	Melanie Burton	Residence	560 Theo Martin Road	Westminster	1x1
111	Building Blocks	Ellen Henderson	UHQT	Oconee County Administration Bldg.	415 S. Pine Street	Walhalla	8x8
112	Flags	Jean Christopher		Boat Dock/ Lake Cherokee	235 Jumping Branch Road	Tamassee	2x2
113	Crossroads	Sue Rash	Tamassee/Salem High School Class of 1981	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	4x4
114	Fan	Mrs. Jones	Tamassee/Salem High School Class of 1981	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	8x8
115	Native Birds	June Fisher, Sadie German, Mable Peters, Florence Murth		Residence	202 Chartwell Point Road	Seneca	4x4
116	Holiday Splendor	June Kuter	Lorraine Harding Real Estate	Lorraine Harding Real Estate	10898 Clemson Blvd.	Seneca	3x3
117	Tuffet	Carolyn Harris	Carolyn & John Harris	Residence	10623 Long Creek Hwy	Westminster	4x4
122	Nine Patch	Louise Elliott	Friends of Lila Doyle	Lila Doyle at Oconee Medical Center	101 Lila Doyle Drive	Seneca	8x8
123	Bouillabaisse	Verla Warther	UHQT	Residence	645 The Bear Blvd.	Tamassee	2x2
125	Scenes from Mountain Rest	Geneva Fiskeaux Upton designer	The Etcetera Club of Mountain Rest	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	3x3
127	Butterfly	Marie Hardy King		Residence	6515 Toccoa	Westminster	3x3

	Quilt Name	Quilter	Sponsor	Location	Address	City	size
					Highway		
128	North Star	Katherine Kincaid Allen	Tamassee Elementary School	Tamassee Elementary School	9950 N. Hwy 11	Tamassee	4x4
129	Grandmothers Choice	Unknown	OCSD Artist in Residence Program	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	4x4
131	Bible Blocks	Myrtle Childers	Mrbc S.A.S.S.Y. Group	Mountain Rest Baptist Church	9915 Highlands Hwy	Mountain Rest	6x6
132	Blue Birds	Mary Melinda Davis	Patricia Sheriff	Hopewell United Methodist Church	Methodist Drive & Jenkins Bridge Rd	Westminster	2x2
135	Crazy Quilt	Aurelia, Sibley, Carrie Bristol; Lauria Bristol Martin; Jennie Sibley	Jeannie Dodson	The Kitchen Table Restaurant	8211 S Carolina 11	Tamassee	4x4
138	Orchard of Learning	Patricia Huggins	OCSD Artist in Residence Program	Orchard Park Elementary	600 Toccoa Highway	Westminster	8x8
139	Dogwood	Bessie Mae Stanfield Lee	Nancy Warmath	Residence	507 Willow Branch Lane	Seneca	1x1
142	French Rose	Daphne Murphree	Staff at Oconee Medical Center in honor of Sharon's 30 years of service	Residence	833 White Oak Hill Drive	Seneca	4x4
143	Crazy Tie Quilt	Mildred Spearman	Jim and Mildred Spearman in honor of both maternal grandmothers	Residence	101 Augusta Street	Westminster	4x4
144	Josephine's Knot	Claudia Spearman Designer Debbie Maddy	Claudia Spearman in honor of her paternal grandmother	Residence	200 Augusta Street	Westminster	1x1
146	Faith n Grace	Virginia Cawood		Faith and Grace Open Air Market	13843 Long Creek Hwy	Mountain Rest	4x4
161	Prairie Star	Barbara Schoonover	Jan McKinney	Hospice of the Foothills	390 Keowee School Road	Seneca	4x4
	Grandmothers Flower Garden	Betty Deaton & Tiffney Addis		Residence		Westminster	2x2
Nov/show	Thai Memories of Saffron and Silk	Jane Oliver, Designer	Jerry and Kathy Smith	Moon's Drug Store	132 Main Street	Westminster	4x4
Nov/show	Quilted Tulip	Joy duBois and Sue Hackett	Sue and Douglas Hackett	Residence	112 Nardellas Circle	Westminster	4x4
Nov/show	Texas Star	Mary Elizabeth (Libby) Long	Sandifer Funeral Home	Sandifer Funeral Home	512 East Main Street	Westminster	4x4
Nov/show	The Starke 1834 Baby Quilt	Margaret Evans Larkin Rochelle Starke	Sally Gravino	Residence	Chattooga Lake Road	Mountain Rest	
In production	Grandmother's Garden	Ellen Gunter and Hattie Butler	Vanessa and Danny Penton	Residence	302 S. College Street	Walhalla	3x3
In production	Courthouse Steps	Unknown	Historic Old Pickens Foundation	Old Pickens Presbyterian Church	SC 183 near intersection of SC 183	Seneca	
TBD	Rotary Quilt	Denise McCormick	Westminster Rotary Club	Westminster Chamber of Commerce	135 E. Main Street	Westminster	4x4
Inside limited viewing	Sun Bonnet Sue	Cora Hardy Moorhead, owner. Quilter unknown	G Arnold	Residence	311 Harbor Drive	Seneca	2x2
Inside limited viewing	A Bridge to a New Beginning	WHS Students	OCSD Artist in Residence Program	Walhalla High School inside		Walhalla	8x8




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Florence, SC 29501 843.721.0001  
info@downhomequilting.com  
www.downhomequilting.com





**Treasures at a Bargain**  
 Large Yard Sale  
 at the Home  
 23 Mile Hwy, Bluffton, SC 29910  
 June 5 & 6, 2015  
 10am - 5pm

## Treasures at a Bargain, June 5 & 6 At 44-Mile Yard Sale Along SC Hwy 23

Located on "The Ridge" in rural South Carolina, The Peachtree 23 Yard Sale event, which is being held on June 5 and 6, is a one-of-a-kind "stop and go experience" you don't want to miss! You will meet some great folks as you wind your way along a beautiful stretch of rural South Carolina dotted with charming small towns, beautiful old Southern homes and historic places.



Spanning 44 miles along South Carolina Highway 23 running through seven towns from Beaufort/Leesville to Moseley is everything from clothing and jewelry to furniture, household items and more. Also, along the route you will find Farmers & Artists' Markets carrying local seasonal fruits and vegetables and area restaurants ready to provide nourishment when you need to re-fuel.

Do you like to score a deal? Do you get a thrill from the hunt? Come out and do some keepin' hunting. You never know what treasures you will find at this unique yard sale.



Put ACHIL Beever mayor of Ridge Spring says, "Everything you want to find, you can find on the Peachtree."

Peachtree 23 Yard Sale, now in its 10th year, is held annually the first weekend of June, and this is the first official year for both Friday and Saturday selling. (Note: Some municipalities work on Fridays so they may not participate both days.) It just keeps getting bigger and bigger! The towns beyond yard sale permits for the event, but ask that you contact individual town halls to sign up for the Peachtree 23 Yard Sale event. Ridge Spring rents spaces for anyone wanting a space, but they sell out early, so make the call soon to join in the fun!

Continued on page 10.



**People, Places, & Quilts**  
 124 W. Riverwalk Blvd.  
 Bluffton, SC  
 29910




**Upgrade Heritage Quilt Trail**

The South Carolina Upgrade Heritage Quilt Trail is a self-guided tour that celebrates the history of quilting, the craft and the people. Each town on the trail has a quilt panel on display through Beaufort, Anderson and Bluffton areas.

Religious, Nature, and general quilting panels are available at the Bluffton area. Website: [www.upgradequilttrail.com](http://www.upgradequilttrail.com)

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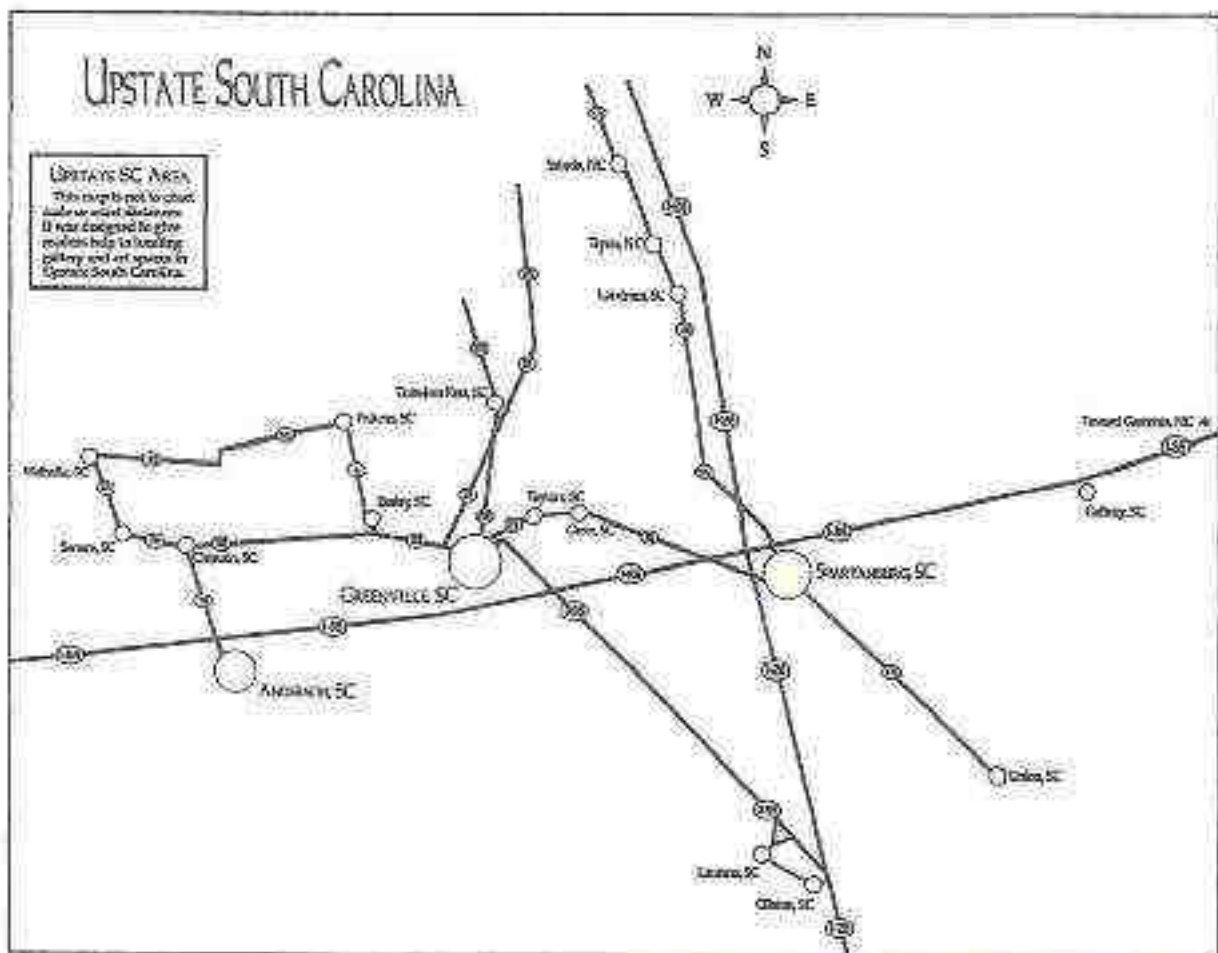
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## Converse College in Spartanburg, SC, Features Works by Mark Grote

Converse College in Spartanburg, SC, will present *Is It U, or Is It U?*, featuring a large selection of sculptures by Louisiana artist Mark Grote, on view in the Milliken Art Gallery, from Feb. 12 through Mar. 12, 2015. An artist's talk will be offered on Mar. 12 at 6pm, followed by a reception at 6:30pm.

With this series of Grote's work he "intentionally illustrates that one can create several works of art while focusing and utilizing one simple material." Grote visits "the works draw on references from primitive societies around the world, highlighting the simplicity of object making. Many primitive societies have limited material resources provided either by location or by trade. My approach to the sculpture was to make one with the other. The sculpture illustrates rope as a tool made with a surface rib in texture and color resembling the litest."

Currently a Professor of Visual Arts at Loyola University in New Orleans, Grote has exhibited his work both nationally and internationally. In 1992-93 he received a Fulbright to England as a visiting artist to Exeter College of Art and Design. Additionally, Grote has received numerous grants from the National Endowment for the Arts. His work is placed in many public and private collections, including the K & B Collection, New Orleans, LA; Vidéa Foundation, New Orleans, LA; Pan American Life Insurance Company, New Orleans, LA; Museum of Art, Alexandria, Louisiana; West Texas Museum, Rowlesville, TX; Museum of Art, Jackson, Mississippi; Dayton Museum of Art, Dayton, OH; Hilliard Museum of Art, Lafayette, LA; Mobile Museum of Art, Mobile, AL; Meadows Museum, Silerport, LA; Moore Museum of Art, Missouri, LA; Minnesota Museum of Art, Minnesota, MT.

Grote has exhibited work at the Gallery Quadras in Paris, France; Guatemala



Work by Mark Grote

Gallery in London, England; Sculpture House Gallery in London, England. The line received a Pollock-Wassner grant, Jane Mitchell Postolowski Grant, and A Box grant for CA, Board of Regents. In 2010 Grote was awarded the Macraete Fellowship from Loyola University.

Founded in 1889 and located in the heart of Spartanburg, South Carolina—home to six colleges and 13,000 college students—Converse helps women develop the skills necessary to balance a full life. Students develop their unique voices through our challenging liberal arts curriculum, century-old honor traditions, and Daniels Center for Leadership and Service. Our close-knit residential community nurtures a spirit of scholarship and enterprise among women diverse in backgrounds and interests. Across the board—fresh and design to science, business, music and education—professors actively mentor and challenge students through

(continued on Page 5)



# Double Visions:



## Quilts



## Upstate Heritage Quilt Trail

## Photographs

Jane Dorn

Jo Carol Mitchell

## Anderson Arts Center Opening

September 11th

## Show Dates

September 11th - October 30th



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Anderson, South Carolina  
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Upstate Heritage Quilt Trail  
Anderson, Orange & Pickens Counties, SC  
UHQT.org

Sponsored by Orange and Anderson Counties A&A Commissioners.

Quilts of South Carolina (Prohibited  
of copy to be placed in Fall 2015)  
shown





Please note formatting is off due to copy from web site. See <http://www.scnhc.org/story/featured-road-trip-the-upstate-heritage-quilt-trail>

Media

## FEATURED ROAD TRIP: The Upstate Heritage Quilt Trail



Published by: SONHC Categories: The Arts; Day Trips

For centuries, quilting has been preserving sacred family history through needle and thread. The Upstate Heritage Quilt Trail brings these traditional patterns to life by showcasing painted quilt panels on key locations throughout South Carolina, ultimately weaving together the past and present to create an intriguing road trip for art and history lovers alike.

The Upstate Heritage Quilt Trail has over 145 locations throughout Anderson, Oconee, and Pickens counties. You can experience the trail as a self-guided adventure. One way is by county, allowing you to experience the culture and history of that particular area. You could also visit them by category, choosing to visit only the museums, art centers, agriculture sites and more. Below is an Agriculture Road Trip to give you an example of what is in store for you!



## AGRICULTURE: ROAD TRIPPIN' THE QUILT TRAIL



1. **Anderson Farmers Market**  
402 N. Murray Avenue, Anderson  
Quilt Name: *Com & Peas and a Cornucopia*

This market is open every Saturday year-round, and guarantees a taste of this beautiful region. The downtown location is the perfect opportunity to explore the shops and sites of Anderson, one of South Carolina's most unique towns.



2. **South Carolina Agriculture Museum**  
120 History Lane, Pendleton  
Quilt Name: *Churn Dasher*

The SC Agriculture Museum features historic practices and artifacts, to the Future of Agriculture, and how sustainable, local agriculture is experiencing a resurgence in our state.



3. **Boxwood Manor**  
1790 Boxwood Manor, Pendleton  
Quilt Name: *Crazy Quilt*

This is a Century Farm with loads of southern charm. Visit here to view the quilt, or for special events! It's especially famous for as a beautiful backdrop for weddings.



**4. Link Family Farm**

*1606 Danenhowe Road, Pendleton*

*Quilt Name: Crazy Quilt*

At present, the farm is the site for the annual Farm/City Day Event that Pendleton High School FFA Students sponsor each year. The old pole-barn has become the centerpiece for educational events and other gatherings. The quilt block is centered above the entrance of this old barn to be viewed by all who pass by.



**5. Lucky Acres Farm**

*1024 Milford Road, Townville*

*Quilt Name: Grandmother's Quilt*

Lucky Acres is an alpaca haven. You can tour the farm and even visit their shop on-site for all of your alpaca products, including soap, gloves, socks & more!



**6. Split Creek Farm**

*3086 Centerville Road, Anderson*

*Quilt Name: Echo of the Past*

This Grade A goat dairy features farm tours, and a gift shop featuring all of their award-winning products like goat cheese feta, yogurt, logs, fudge & more!



**7. Happy Berry Farm**

*510 Gap Hill Farm, Six Mile*

*Quilt Name: Happy Quilt*

Everything's happy at Happy Berry, including you when you taste the fresh-picked produce straight from the rolling hills surrounding an old Cherokee road. Their menu includes blueberries, blackberries, grapes & muscadines!



**8. Hagood Mill**

*138 Hagood Mill Road, Pickens*

*Quilt Name: Fiddlers Jig*

This restored 1845 grist mill is listed on the National Register of Historic Places and is the only mill in SC grinding with original wheel components. The site includes a blacksmith shop, 1791 Murphree cabin, 1830s Hagood cabin, the South Carolina Rock Art Center, and much more. The mill is open Wednesday – Saturday from 10am-4pm for tours or to pick up mill products. The Third Saturday of each month here brings folklife festivals with demonstrations, living history, and musical entertainment. Group tours are offered by appointment.





**9. The Smokehouse at Hendricks Century Farm**

*1035 Anderson Highway, Easley*

*Quilt Name: Oak Leaf*

This farm was recently named a 'South Carolina Century Farm' and was home to four consecutive generations of the Hendricks family. The current owners live in the original family home built by Mr. Hendricks. Their quilt block is mounted on an old smokehouse built by Charles Hendricks that was used throughout the 20th century to cure meat.



**10. Tokeena Angus**

*3057 Pine Grove Road, Seneca*

*Quilt Name: The Tulip*



**11. Chattooga Belle Farm**

*454 Damascus Church Road, Long Creek*

*Quilt Names: Hearts and Stars & Hearts and Gizzards*

Along with boasting 2 quilts for your viewing pleasure, Chattooga Belle also showcases picturesque vineyards, a gift shop, restaurant, disc golf course, a cabin for rent, and one of the best views of the foothills of the Blue Ridge Mountains.





**12. Faith In Grace (Crooked Oak Orchard)**

*13843 Long Creek Highway, Long Creek*

*Quilt Name: Faith & Grace*

This open-air market offers something for everyone, including apples, Chattooga Belie Farm Chutneys, sauces, syrups, and other specialty foods!



**13. Harris Farm**

*650 Deer Creek Lane, Fair Play*

*Quilt Name: My Blue Ridge*

The Harris Farm is known for its swine and cattle, both Angus and a few others from only the finest families.

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[Download full list of quilts](#)

[Download list of quilts by category](#)

*Sponsored by the Anderson City ATAX Commission*

**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 **\$29,188.22**  
B. How will ATAX funds be used? **To purchase advertising in print/radio in Greenville, SC, Asheville, NC, Athens, GA and Spindale, NC. To print both our theater and live concert brochures to be distributed at welcome centers in the Upstate. This marketing program is designed to stimulate and increase tourism and participation via attendance and to continue our very successful Weekend Entertainment Package promotion.**  
C. Estimated percentage of costs directly attributed to attracting or serving tourist **100%**  
D. Funds furnished by your organization **62%**  
Matching Grant                      Source

**III. Narrative Project Description**

- A. Project Title **WCA 2015/16 Performance Season Marketing**  
B. Description of Project **To promote our 2015/16 season of shows and Weekend Entertainment Packages from 9/1/15 through 6/30/16. These funds will be used to purchase advertising in Western NC, NE Georgia and Greenville, SC and print our (2) 2015/16 brochures to be distributed at SC Welcome Centers**  
C. Who will benefit from this project? **Increased out of county attendance for all our events will directly contribute to increases in tourism dollars spent in Oconee county hotels, restaurants, retail shops and convenience stores.**

**III. Dates of Project**

Beginning **9/1/15**                      Ending **6/30/16**

**IV. Applicant Category**

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

**VI.**

How will the project influence tourism in Oconee County **All ATAX funds will be used to advertise our shows and Weekend Entertainment Packages outside of Oconee County. Approximately 38% of our audience would now be classified as 'tourist' by the 50 mile radius definition. Through this marketing program we hope to increase our tourism percentage to 40%. We are planning 71 performance dates for our 2015/16 season.**

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

**LY 11,630      TY 13000**

- A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? **LY 38% or 4419, TY 40% or 5200**  
B. How many overnight stays were created by this event last year and are anticipated this year? **LY 167 TY 198**  
C. How do you plan to advertise this event beyond the 50 mile radius of Oconee County. **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.**  
A. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? **The WCA is a destination venue that has the capability of drawing patrons within a 100 mile radius of Walhalla. Last season we produced 66 performance dates that generated revenue of approximately \$181,456.00. For**



RECEIVED



venues such as ours the historical multiple factor is for every dollar our patrons spend with us they spend three times that amount at our local restaurants, shops, hotels and convenience stores. Using that number our economic impact for Oconee County was \$544,368.00 last season.

Using the same formula for our upcoming season we are planning 71 performance dates that will generate \$202,000.00 in revenues for us and in turn will generate an additional \$606,000.00 for our local economy. Tourism's economic impact will account for 40% or \$242,400.00 of that total.

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

#### Audit

- Does your organization perform an independent audit? No
- V. 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: 6/22/15  
Address PO Box 523, Walhalla, SC 29691  
Email walhalla@1744@bellsouth.net Fax: 864 638-5277  
Phone Number 864 628-5277

B. Alternate Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email \_\_\_\_\_ Fax \_\_\_\_\_  
Phone number: \_\_\_\_\_



**ATAX Grant Advertising Breakdown for 2105/16 performance Season**

**Greenville News**

¼ page in E Greenville (their weekly entertainment guide)  
36 ads X \$218 per ad \$7848

**Asheville Citizen Times**

¼ page in their weekly entertainment guide  
36 ads X \$306.25 \$11,025

**Athens Banner Herald**

¼ page ad in their Thursday Lifestyle section  
36 ad x \$170.50 \$6138

**WNCW** radio in Spindale, NC (public radio that features bluegrass music)

6 spots per show (will promote our 8 bluegrass shows)  
X \$30 per spot \$1440

24 weeks of 'live' calendar of events listings @ \$70 per week \$1680

**2015/16 Theater Brochure – (8 1/2 x 11")** 5000 printed & folded \$528.61

**2015/16 "Live" concert brochure (8 ½ x 11")** 5000 printed & folded \$528.61

**Total \$29,188.22**



One Press Place  
Athens, GA 30601  
[www.onlineathens.com](http://www.onlineathens.com)

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Tuesday June 30<sup>th</sup>

Mr. Chiusano,

The rate for our eighth page 5"x5" full color ad we run for Walhalla Civic Auditorium will remain at \$170.75 per run.

If you need anything else please let me know.

Thank You,

Tom Bennewitz  
Athens Banner-Herald  
706-206-2340  
[Thomas.bennewitz@onlineathens.com](mailto:Thomas.bennewitz@onlineathens.com)

# **WNCW Underwriting Agreement**

## **Walhalla Civic Auditorium**

PO Box 523

Walhalla, SC 29691

Bill Chiusano

864-638-5277 / walhallaciv1744@bellsouth.net

## **Schedule and Dates: 2015-2016 Season**

### **Live Calendar weeks & show**

Week of 10/12, 10/19 & 10/26 – Appalachian Homecoming

Week of 10/26, 11/2 & 11/9 – New Dixie Storm & Tugalo Hollar

Week of 12/28/15, 1/4/16, 1/11/16 – Chatham county Line

Week of 2/1, 2/8, 2/15 – Mountain Heart

Week of 2/22, 2/29, 3/7 – SteelDrivers

Week of 3/28, 4/4, 4/11- Ralph Stanley II

Week of 4/18, 4/25, 5/2 – Seldom Scene

Week of 5/2, 5/12, 5/19 – Peter Rowen

3 weeks of live calendar per show = \$1680

### **Goin Across the Mountain – 3 spots per show per week**

10/17 & 10/24 – Appalachian Homecoming

10/31 & 11/7 – New Dixie Storm & Tugalo Hollar

1/2 & 1/9 – Chatham County Line

2/6 & 2/13- Mountain Heart

2/27 & 3/5 – SteelDrivers

4/2 & 4/9 – Ralph Stanley II

4/23 & 4/30 – Seldom Scene

5/7 & 5/14 – Peter Rowen

6 spots per show X 8 shows @ \$30 per spot = \$1440

**Total Package: \$3,120**

<b>Billing Terms:</b>	Monthly, for previous month's run of announcements.
<b>Payment Due:</b>	30 days from date of invoice. Remit payment to: WNCW Accounts Receivable PO Box 804; Spindale, NC 28160

Final approved copy is due five (5) business days prior to the schedule start date. If copy has not been received prior to scheduled air date your company name, description and phone number will be used. Should credits be preempted due to technical difficulties, WNCW, at its discretion, will extend the date of this agreement or reschedule the preempted credits in other comparable time periods. WNCW reserves the right to preempt the credits during occasions when, in the judgment of the station, special programming of news value or community interest necessitates such action. Payment terms are net 30. If an invoice remains unpaid for 90+ days, underwriting messages will be suspended until payment is received. If this agreement correctly states your understanding of the contract terms, please sign and return one copy to:

Cathy Walker, Business/Traffic Manager, WNCW  
PO Box 804; Spindale, NC 28160  
Telephone: 828-395-1585 email: cathy@wncw.org

**The Greenville News**  
**media** group  
A GANNETT COMPANY

7/6/15

**Advertising Addendum – eGreenville**  
**Prepared for Walhalla Civic Auditorium**

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**Print advertising rate, includes color:**  
(4.93"x4.75") – \$218/ad or \$15.30 pci

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**Online advertising recommendation:**

Depending on your events, we're able to include online Yahoo! banners to target a particular genre/audience.

For instance, we have the following targets:

**Entertainment/Music/Children and Family**  
Entertainment/Music/Country  
Entertainment/Music/Electronic  
Entertainment/Music  
**Entertainment/Music/Folk**  
**Entertainment/Music/Holiday**  
**Entertainment/Music/Instruments and Education**  
**Entertainment/Music/Jazz**  
**Entertainment/Music/Latin**  
**Entertainment/Music/Opera**  
Entertainment/Music/Pop  
Entertainment/Music/R and B  
Entertainment/Music/Rap  
**Entertainment/Music/Rap/Hip Hop and Soul**  
Entertainment/Music/Rock  
**Entertainment/Music/Rock/Hardcore and Punk**  
Entertainment/Music/World  
**Entertainment/Music/Shows and Movies**

The pricing depends on the ad size and amount of impressions (number of times your ad is shown). For example, a leaderboard sized online ad is only \$12.00 per thousand so running about 30,000 impressions would only be about \$360.00. We can also target by geography if you need reach a specific area/zip codes. The online banners can click through to your website or "buy tickets now" page, and we provide reporting to show how many times the ad was shown and clicked on to give you transparent feedback.

Let me know if you would like further details.





Minuteman Press  
3308 North Main Street  
Anderson, SC 29621  
Phone: 864-224-9115 / Fax: 864-224-7012  
Web: www.anderson.minutemanpress.com  
E-mail: anderson@minutemanpress.com

## Quotation

Date: 27-Apr-2015

**Bill To:** Walhalla Civic Auditorium, Inc.  
Bill Chiusano  
PO Box 523  
Walhalla SC 29691

Phone: 864-638-5277  
Mobile: 864-710-5539  
Email: wchiusano@gmail.com

**Ship To:** Walhalla Civic Auditorium Inc  
Bill Chiusano  
PO Box 523  
Walhalla SC 29691

Phone: 864-638-5277  
Mobile: 864-710-5539  
Email: wchiusano@gmail.com

The First & Last Step In Printing

American Express, Visa, Master Card and Discover Accepted

500 2015 - 2016 Season Brochure - 8.5 x 11 - Trifolded (Job ID 96982)	Total:	\$202.05
1,000 2015 - 2016 Season Brochure - 8.5 x 11 - Trifolded (Job ID 96983)	Total:	\$241.17
1,500 2015 - 2016 Season Brochure - 8.5 x 11 - Trifolded (Job ID 96984)	Total:	\$275.46
3,000 2015 - 2016 Season Brochure - 8.5 x 11 - Trifolded (Job ID 96985)	Total:	\$382.16
5,000 2015 - 2016 Season Brochure - 8.5 x 11 - Trifolded (Job ID 96986)	Total:	\$528.61

Salesperson: Danny Ross

Price does not include applicable sales taxes.

Terms: Net 10 days. Quote valid for 30 days.

Thank you, \_\_\_\_\_, Estimate based on verbal specs and to be reviewed/verified on receipt of actual order.



DATE: 7/7/2015

NAME ON ACCOUNT: Walhalla Civic Center

ACCOUNT NUMBER: 360939

SALES REPRESENTATIVE: Martha Rutherford (828-232-5860)  
[mrutherford@gannett.com](mailto:mrutherford@gannett.com)

For each of your runs of quarter page ads are 306.25 this includes color in our Entertainment paper The Asheville Scene that hits the kiosk on Thursday and are in the Friday paper.

*Genesis Jefferson*

Account Manager

ASHEVILLE CITIZEN-TIMES

ASHEVILLE SCENE

828-232-5916

140 Terry Avenue / Asheville, NC 28601

[citizen-times.com](http://citizen-times.com)

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

**I. APPLICANT**

A. Name of Organization: Walhalla Oktoberfest

B. Address: PO Box 6, Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested: \$7,000.00

B. How will ATAX Funds be used?

Radio and TV spots in out-of-area markets, newspaper ads in markets over 50 miles from Walhalla, printing of promotional rack card

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 35%

D. Funds furnished by your organization: \$13,000.00

Matching Grant	_____	Source	_____
Matching Grant	_____	Source	_____
Other Funding	<u>\$13,000.00</u>	Source	<u>Admissions from Walhalla Oktoberfest</u>
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: Advertising and Promotions for 37<sup>th</sup> Annual Walhalla Oktoberfest

B. Description of project: The Walhalla Oktoberfest was founded in 1979 and is held on the third weekend of October each year. The mission of the Walhalla Oktoberfest is to celebrate the history and heritage of the town of Walhalla which was founded by a German Colonization Society in 1850. The festival is also an instrument that spotlights the numerous attractions, events, and other resources in the greater Walhalla community so that the festival will benefit the area not only during one weekend in October, but year round.

C. Who will benefit from this project?  
Attracting approximately 28,000 people to the community during a three day period will positively impact numerous businesses and organizations in Walhalla and Oconee County. Lodging properties, restaurants and gas stations will see increased revenues. A large number of the vendors at the event are local businesses. Several churches, civic and service organizations participate in the festival to raise funds that benefit the area through their efforts. Retail stores in the area will also see increased business as a result of Oktoberfest.

**IV. DATES OF PROJECT**

Beginning 9-7-15 Ending 10-18-15

**V. APPLICANT CATEGORY**

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

Non-profit Organization: Incorporation date 3-7-14

\_\_\_\_\_ Ecclesomary Organization under IRS Code: IRS # 24-058796-1  
\_\_\_\_\_ Date of Determination Letter 4-25-14



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Approximately 90% of the advertising that will be done for the Walhalla Oktoberfest will be targeted to audiences that range from 50 to 200-mile radius of Walhalla. The festival is a mechanism to attract new visitors to Walhalla and expose them to not only the event, but to the other wonderful attributes here.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
24,840 in 2014. Projected 28,000 in 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 – 8,750  
This Year – 9,800
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 1,250  
This Year – 1,400
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

Advertising will be placed in radio and television markets that reach a 50 to 150-mile radius of Walhalla. Newspaper and magazine advertisements will be placed in publications that will target potential visitors in the 50 to 200-mile radius.

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

Admission is charged for Walhalla Oktoberfest at Sertoma Field, therefore we know the exact attendance. In 2014, there were 15,840 participants. An estimated 9,000 attendees visited the events held in the downtown area.

- 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)

On-site surveys will be administered at the festival that will gather valuable information including origin of visitor, spending data, and will also ask how they heard about the event. Website statistics will also be gathered and provided.

## VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Renita Owens, 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: Barbara Justus Title: Director  
Signature: Barbara Justus Date: August 13, 2015  
Address: PO Box 6, Walhalla, SC 29691 Email: walhallaoktoberfest@gmail.com  
Phone Number: 864-280-1880

*Dwight Addis - President - 864-723-4430*



# Walhalla Oktoberfest

## Budget for 2015

### Income:

Admissions	\$57,200.00
Carnival	\$10,000.00
Booth Rental	\$12,000.00
Souvenir Sales	\$1,500.00
Accommodations Tax Grant	\$7,000.00

Total Income: 587,700.00

### Expenses:

German Band	\$6,000.00
Security	\$7,000.00
Souvenirs/T-shirts	\$2,500.00
Advertising	\$20,000.00
Fireworks	\$6,500.00
Tent	\$4,500.00
Garbage/Litter Pickup	\$2,000.00
Portable Toilets	\$1,500.00
Parking Staffing	\$750.00
Gate Staffing	\$1,000.00
Disc Jockey	\$450.00
Electrician/Electrical Repairs	\$1,250.00
Electricity	\$1,000.00
Banners & Signs	\$500.00
Sertoma Field maintenance/restoration	\$4,000.00
Event Coordinator	\$9,000.00
Volunteer meals	\$1,300.00
ASCAP/BMI License Fees	\$250.00
Community Luncheon	\$750.00
Liability Insurance	\$4,300.00
Phone, Internet and Office Expenses	\$1,500.00
Accounting Services	\$1,000.00

Total Expenses: 577,450.00

Net Profit (Loss) 510,250.00

# Walhalla Oktoberfest

## Advertising Budget for 2015

Item	Grant Ineligible	Grant Eligible	
Brochures	\$700.00		
Posters	\$300.00		
Walhalla Civic Auditorium program	\$500.00		
WGOG Radio	\$500.00		
Keowee Courier	\$500.00		
iHeart Media (Radio)		\$2,250.00	
WHLC Radio - Highlands, NC		\$500.00	
WYFF Television - Greenville, SC		\$1,000.00	
WHNS Television - Greenville, SC		\$3,500.00	
The Greenville News - Greenville, SC		\$1,000.00	
South Carolina Living - October issue		\$3,000.00	
Asheville Citizen-Times, Asheville, NC		\$1,000.00	
Charlotte Observer - Charlotte, NC		\$1,500.00	
Spartanburg Herald-Journal - Spartanburg, SC		\$1,000.00	
Festiva! News Magazine		\$750.00	
The State - Columbia, SC		\$1,500.00	
Facebook - Promoted posts/ads in NC, SC and GA		\$2,500.00	
<b>Totals</b>	<b>\$2,500.00</b>	<b>\$17,500.00</b>	<b>\$20,000.00</b>

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

**I. APPLICANT**

A. Name of Organization WESTMINSTER CHAMBER OF COMMERCE  
B. Address: P.O. Box 155  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$15,500.00  
B. How will ATAX Funds be used? ADVERTISING & PROMOTING THE 5th ANNUAL MAYBERRY COMES TO WESTMINSTER  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$5000.00  
    Matching Grant \$10,000 Source CITY OF WESTMINSTER  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \$10,000 Source CORPORATE & BUSINESS SPONSORSHIP  
    Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title "MAYBERRY COMES TO WESTMINSTER"  
B. Description of project See attached  
C. Who will benefit from this project? See attached

**IV. DATES OF PROJECT**

Beginning: May 5, 2016 Ending: May 7, 2016

**V. APPLICANT CATEGORY**

\_\_\_\_ Government Entity  
 Non-profit Organization: Incorporation date April 23, 1985  
 Eleemosynary Organization under IRS Code IRS # 57-0801881  
\_\_\_\_ Date of Determination Letter \_\_\_\_\_

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8-24-15

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## MAYBERRY COMES TO WESTMINSTER MAY 6 – 7, 2016

### III. NARRATIVE PROJECT DESCRIPTION

#### A. Project Title: 6th Annual "MAYBERRY COMES TO WESTMINSTER"

#### B. Description of project

Since October 1960, folks have enjoyed "The Andy Griffith Show". Still in syndication after 55 years, the show crosses all generations with its humor and great life lessons. As with several areas, there are thousands of Mayberry fans in the southeast. With that in mind, the City of Westminster will again transform itself into the Town of Mayberry for three days... May 6 – 7, 2016. Several venues are planned along with...

- \*\* "Back to Mayberry Bible Study" Thursday evening
- \*\* two Mayberry Day parades on Saturday
- \*\* a Cruise-In featuring vintage autos Saturday
- \*\* "Trivia & whistling contests
- \*\* daily music venues downtown
- \*\* a Blue Grass concert on Friday evening downtown
- \*\* arts and craft displays
- \*\* food venues
- \*\* Several Mayberry Tribute Artists (Look-a-likes)
- \*\* A Little Miss, Jr. Miss, Miss & Mrs. Mayberry Contest in mid-April

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

Primarily Westminster area merchants, but also many other Oconee County businesses, especially the lodging & food enterprises. In addition we're again involving several civic groups who will be having fund raising dinners, breakfasts, etc. In 2015 we were able to donate \$500 to the Oconee County Sheriff's Dept. to assist in their Drug Education program. In addition we donated \$150 to WE CARE MINISTRIES of Westminster. There will be a lot of exposure for local music groups, as well. This "one of a kind" event will be an excellent **FAMILY VALUES** function promoting our area as very *family friendly*.

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

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

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

12,000 in 2014 & 2015. Expect at least the same number in 2016.

How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year (2014) 5160; this year (2015) 4920.

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

64 according to surveyed guests. Note: Economic impact to Oconee Co. is estimated @ \$150,000 for the weekend. This is based on motel/hotel rooms rented, meals for guests, festival goers' expenditures and gasoline.

B. Guest came from several states including: North Carolina, Georgia, Tennessee, Indiana, Ohio, Missouri, Florida, Texas, New Hampshire, Virginia, Iowa & New jersey.

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

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

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

**VII. AUDIT**

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

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

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



## MAYBERRY COMES TO WESTMINSTER

MAY 5, -- MAY 7, 2016

### Budget for Requested ATAX Funds

<b>WYFF CH 4</b>	<b>\$2500</b>
<b>WSPA CH 7 &amp; WYCW CH 62</b>	<b>\$3500</b>
<b>NORTHLAND CABLE (Out of market)</b>	<b>\$1000</b>
<b>SC LIVING MAGAZINE</b>	<b>\$800</b>
<b>CAROLINA FEST. NEWS</b>	<b>\$450</b>
<b>BILLBOARDS</b>	<b>\$5000</b>
<b>SURRY ARTS COUNCIL AD</b> Publication distributed during Mayberry Days – Mt. Airy, NC	<b>\$200</b>
<b>GREENVILLE NEWS</b>	<b>\$400</b>
<b>CLAYTON TRIBUNE</b>	<b>\$500</b>
<b>MOUNTAIN LKS VISITORS GUIDE</b> Two publications – Spring & Fall	<b>\$750</b>
<b>WEB DESIGN AND UPDATES</b>	<b>\$500</b>
<b>TOTAL FOR 2016</b>	<b>\$15,600</b>


Respectively Submitted,

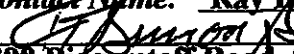
  
Tom Rusk, Event Coordinator MCTW





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

A. **Contact Name:** Tom Rusk **Title:** Event Chairman  
**Signature**  **Date** 08/04/15  
**Address** 136 Jefferson Road, West Union, SC 29696  
**Email:** ruskt@bellsouth.net **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-638-7426; 407-922-3827

B. **Alternate Contact Name:** Ray Burroughs **Title:** Assit. Event Chairman  
**Signature**  **Date** 08/04/15  
**Address** 398 Biggerstaff Road, Seneca, SC 29672  
**Email:** rburroughs@bellsouth.net **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-882-3337; 864-784-1857