

# 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 \$ 1,150

B. How will ATAX Funds be used?

ILR will be placing a half page ad in the Blue Ridge Outdoors magazine in the October edition that features bike rides throughout the south. Blue Ridge Outdoors is a top regional outdoor adventure publication that reaches the primary market demographics of the prospective ILR participant.

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

D. Funds furnished by your organization \$1,150

|                      |                                 |
|----------------------|---------------------------------|
| 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

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 Oconee mountains. Average 180+ riders each year.

C. Who will benefit from this project?

Hotels and restaurants. Benefactor is Safe Harbor and the Palmetto Trail. ILR has given Safe Harbor over \$20,000 to date and expects to give them another \$2,500 this year. Last year ILR gave the Palmetto Trail \$2,000 and expects to give them \$2,500 in 2017.

## IV. DATES OF PROJECT

Beginning April 22, 2017

Ending April 23, 2016

## V. APPLICANT CATEGORY

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

ILR operates under the corporate entity of the Mountain Lakes CVB



**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 9/11/16* \_\_\_\_\_  
*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)* \_\_\_\_\_

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 \$31,500.00  
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 50%  
Matching Grant Source

III Narrative Project Description

- A. Project Title WCA 2016/17 Performance Season Marketing  
B. Description of Project To promote our 2016/17 season of shows and Weekend Entertainment Packages from 9/1/16 through 6/30/17. These funds will be used to purchase advertising in Western NC, NE Georgia and Greenville, SC and print our 2016/17 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 9/1/16 Ending 6/30/17

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 39% 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 61 performance dates for our 2016/17 season.

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

LY 13,575 TY 14,500

- A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? LY 39% or 5294 , TY 40% or 5800  
B. How many overnight stays were created by this event last year and are anticipated this year? LY 192 TY 209  
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 58 performance dates that generated revenue of approximately \$197,574.00. For

RECEIVED  
7-05-16

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 \$592,722.00 last season.

Using the same formula for our upcoming season we are planning 61 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: [Signature] Date: 6/22/15  
Address: PO Box 523, Walhalla, SC 29691  
Email: walhallaiv1744@bellsouth.net Fax: 864 638-5277  
Phone Number: 864 628-5277

B. Alternate Contact Name: Kenneth H Martin Title: Bar-Owner  
Signature: [Signature] Date: \_\_\_\_\_  
Address: 730 Imping Branch Road Tomassoe SC 29686  
Email: edward.martin@sc.walnet.net Fax: \_\_\_\_\_  
Phone number: 864 638 2213

**ATAX Grant advertising detail by media (rate documentation for each media is attached).**

**2016/17 WCA Brochure**

5000 printed and distributed to all SC Visitors Centers and area Chambers of Commerce \$810

**Greenville News**

(40) - ¼ page ad in full color in Weekly Entertainment section @ \$243\* each \$9720  
\*includes daily web site listing for all ads.

**Asheville Citizen Times**

(40) – ¼ page ads in full color weekly entertainment section @ \$302.50 each \$12,100

**Athens Banner Herald**

(40) – 1/8 page ads in full color in entertainment section @ \$170.75 \$6830

**WNCW Radio in Spindale, NC**

3 spots for two weeks on targeted show @ \$30 each  
Three weeks of 'live' Calendar listings @ \$160 for 3 weeks  
Total for 6 shows @ \$340 each show \$2040

**Targeted shows:**

Goin Over the Mountain (bluegrass) Sat, 10-2 pm  
Loudermilk Band, Feb 4, SteelDrivers, March 11, Bleu Highway, May 20  
Country Gold, Sun, 10-12 pm  
American Pride-Statler Bros Tribute, Sept 24  
Cosmic Avenue, Fri, 8-11 pm  
7 Bridges – Eagles Tribute, Jan 14, 2017  
The Gospel Truth, Sun, 6-10 am  
Guy Penrod, April 22, 2017

**Total advertising expense \$31,500**



Minuteman Press  
 3308 North Main Street  
 Anderson, SC 29521  
 Phone: 864-224-9115 / Fax: 864-224-7012  
 Web: www.anderson.minutemanpress.com  
 E-mail: anderson@minutemanpress.com

**QUOTATION**

6/16/2016

**Bill to:** Walhalla Civic Auditorium Inc  
 Bill Chiusano  
 PO Box 523  
 Walhalla, SC 29691  
  
 Phone: 864-638-5277  
 Mobile Phone: 864-710-5539  
 Email: wchiusano@ymail.com

**Ship to:** Walhalla Civic Auditorium Inc  
 Bill Chiusano  
 PO Box 523  
 Walhalla, SC 29691  
  
 Phone: 864-638-5277  
 Mobile Phone: 864-710-5539  
 Email: wchiusano@ymail.com

*We Design, Print, and Promote...You!!!*  
 American Express, Visa, Master Card and Discover Accepted

|   |        |          |
|---|--------|----------|
| 5000 2016 - 2017 Season Brochure - 8.5 x 14 - Parallel Fold (Job ID 101956) | Total: | \$810.37 |
|---|--------|----------|

|   |        |          |
|---|--------|----------|
| 2500 2016 - 2017 Season Brochure - 8.5 x 14 - Parallel Fold (Job ID 101957) | Total: | \$524.09 |
|---|--------|----------|

|   |        |            |
|---|--------|------------|
| 3000 2016-2017 Playbill - 28 pages plus 4/4 Cover (Job ID 101960) | Total: | \$3,350.51 |
|---|--------|------------|

|   |        |            |
|---|--------|------------|
| 3000 2016-2017 Playbill - 32 pages plus 4/4 Cover (Job ID 101963) | Total: | \$3,615.09 |
|---|--------|------------|

Salesperson: Laura Sears

Taxes are not included.  
 Quote valid for 30 days.  
 Thank you.

Estimate based on:

Terms: Net 10 days



June 27, 2016

Bill Chiusano  
Business Manager  
Walhalla Civic Auditorium  
101 E. N. Broad Street  
Walhalla, SC 29691

Re: July 2016 – June 2017 Season

The Walhalla Civic Auditorium has a contracted rate for 40 times per year to run a 15" color ad (3 columns x 5 inches) in the EGreenville publication for \$218/ad.

There is an additional \$25/per ad charge for OwnLocal which is an enhancement that will digitize the print ad, place it on the Business Directory of GreenvilleOnline.com and optimize it for search engines across all platforms.

Let me know if you need anything further.

Thank you,  
Karyn Woods  
Multimedia Account Executive  
The Greenville News Media Group  
305 South Main Street  
Greenville, SC 29601



## ADVERTISING COMMITMENT

This Advertising Commitment, entered into by and between [The Asheville-Citizen-Times Media Group] ("Publisher") and [Walhalla Civic Center] ("Advertiser"), is subject to the terms of the Advertising Services Agreement between Publisher and Advertiser dated as of 6/27/2016 (the "Agreement"). Advertiser and Publisher hereby agree to the following Commitment during the period indicated below ("Commitment Term"). If, during or at the conclusion of the Commitment Term, Advertiser desires to make a new Commitment with Publisher, the parties will separately execute a new Advertising Commitment that will supersede this Advertising Commitment and will be incorporated into this Agreement by reference. Capitalized terms used in this Advertising Commitment and not defined herein will have the meanings ascribed to such terms in the Agreement.

**Commitment Term** (insert dates): 9/1/2016 to 5/31/2017

**Total Spend** (where applicable): 24x minimum commitment in the Asheville Scene

**Rates:** In connection with Advertiser's agreement to the Commitment described below, the parties agree that the rates set forth herein will apply to Advertiser's purchases of the Services described herein during the Commitment Term. Following the Commitment Term, unless the parties execute a new Advertising Commitment describing a new Commitment, all Services purchased by Advertiser will be billed at Publisher's then-current Standard Rate for such Services.

1. **Print ROP & Preprint Advertising Rates** (Addendum A). The Advertiser has hereby agreed to the following (size, frequency, PCI):

Asheville Scene - 1/4 Page @ \$302.50 per ad. \*Color included in rate

2. **Digital Display Rates** (Addendum A). The Advertiser has hereby agreed to the following (impressions, CPM, CPO, sponsorship):

N/A

3. **Digital Marketing Services Rates** (Addendum B). The Digital Marketing Services Rates outlined herein are based upon the Company's Digital Marketing Services Rate Card (SEO, PPC, email, social and web development):

N/A

4. **Other Advertising Rates** (Specialty Magazine, We Print, Post-its, etc.). The Other Advertising Rates outlined herein shall be earned based upon fulfillment of the Advertising Commitment:

N/A

### GENERAL NOTES:

### AGREED AND ACCEPTED:

#### PUBLISHER

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

#### ADVERTISER

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

#### AGENCY

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Walhalla Civic (acct #1000655527) Agrees to a min of \$2,500 spend between May 2016- April 2017 based on the following rates:

| Dollar Vol.<br>Commitment | Per Column Inch |         | 1/8 Page Modular |          | 1/4 Page Modular |          | 1/2 Page Modular |          | Full Page Modular |          |
|---------------------------|-----------------|---------|------------------|----------|------------------|----------|------------------|----------|-------------------|----------|
|                           | Mon-Thu         | Fri-Sun | Mon-Thu          | Fri-Sun  | Mon-Thu          | Fri-Sun  | Mon-Thu          | Fri-Sun  | Mon-Thu           | Fri-Sun  |
| \$2,500                   | \$10.93         | \$14.96 | \$123.50         | \$166.25 | \$209.00         | \$285.00 | \$346.75         | \$475.00 | \$560.50          | \$764.75 |

(Add Color: +\$3.00 PCI)

(Add Color: +\$47.25) (Add Color: +\$94.50)

(Add Color: +\$175.00) (Add Color: +\$249.00)

# OnlineAthens

ATHENS BANNER-HERALD

## ADVERTISING CONTRACT

### Account Info

Advertiser Walhalla Civic Auditorium Acct. # 1000855527

Contact Addr. PO Box 523 City WALHALLA State SC Zip 29682

Phone 803-638-8527 Fax \_\_\_\_\_ Email walhalla1744@bellsouth.net

### Contract Details

Contract Type Customer-Specific (See Attachment)

#### CUSTOMER-SPECIFIC CONTRACTS

If customer-specific, please attach details here:



Attachment must include ALL details including total annual spend.

Start Date 05/01/2016 End Date 04/30/2017

Total Commitment: \_\_\_\_\_

Subject to terms and conditions below & on Page 2. Failure to meet minimum commitment will result in the advertiser being billed for the difference between contracted volume and actual expenditure.

Accepted By: Advertiser *Bill Chiusano* 6/21/2016  
Digitally signed by Bill Chiusano

Contact Name & Title: Bill Chiusano

### Internal Use Only

Accepted By: Sales Rep *Tom Bennewitz* 6/21/2016  
Digitally signed by Tom Bennewitz

Accepted By: VP of Revenue \_\_\_\_\_

Printed Name & Rep # BENNEWITZ, Tom - 224118

Accepted By: Controller \_\_\_\_\_

Accepted By: Publisher \_\_\_\_\_

### Terms & Conditions

The advertiser warrants that the actual number of impressions delivered will be within 10% of the number of impressions ordered. If the actual number of impressions delivered is less than 90% of the number of impressions ordered, the advertiser will be entitled to a credit for the difference. If the actual number of impressions delivered is more than 110% of the number of impressions ordered, the advertiser will be entitled to a credit for the difference. The advertiser warrants that the actual number of impressions delivered will be within 10% of the number of impressions ordered. If the actual number of impressions delivered is less than 90% of the number of impressions ordered, the advertiser will be entitled to a credit for the difference. If the actual number of impressions delivered is more than 110% of the number of impressions ordered, the advertiser will be entitled to a credit for the difference.

Accepted By: Controller \_\_\_\_\_  
 Printed Name & Rep # \_\_\_\_\_



## Underwriting/ Program Sponsorship Rates:

### WNCW-FM Profile:

Frequency: 88.7 Spindale, 92.9 Boone, 90.9 Wilkesboro, 97.3 Greenville, SC.

Estimated Weekly Cume: 100,000

Format: Americana/AAA Music/Eclectic Music Format with NPR's Morning Edition & News Headlines

| <b>Standard Radio Day-Parts:</b> |                            | <b>For Profit</b> | <b>Non Profit</b> |
|----------------------------------|----------------------------|-------------------|-------------------|
| Morning Drive Time:              | 6am-10am                   | \$45.00           | \$30.00           |
| Mid-day:                         | 10am-3pm                   | \$30.00           | \$20.00           |
| Afternoon Drive Time:            | 3pm-7pm                    | \$45.00           | \$30.00           |
| Evening:                         | 7pm-Midnight               | \$26.00           | \$20.00           |
| Overtight:                       | 1am-5am                    | \$12.00           | \$8.00            |
| Weekend Programming:             | 7am - Midnight (Sat & Sun) | \$30.00           | \$20.00           |

|  |                |                |
|--|----------------|----------------|
| <b>Specified Time:</b> (Specific Time Slot Requested)      | <b>\$35.00</b> | <b>\$30.00</b> |
| <b>Goin' Across the Mountain:</b> 11 AM – 7 PM (Saturday)  | <b>\$35.00</b> | <b>\$30.00</b> |
| <b>The Grateful Dead Hour:</b> 8 pm – 9 pm (Wednesday)     | <b>\$35.00</b> | <b>\$30.00</b> |
| <b>Run of Schedule (ROS)</b> 6 AM–Midnight (Monday-Sunday) | <b>\$20.00</b> | <b>\$15.00</b> |
| <b>Weekday Plan:</b> 6 AM – 7 PM, (Monday-Friday)          | <b>\$25.00</b> | <b>\$20.00</b> |

*Rates are per mention. Maximum 40 words.*



## Live Music Calendar Listing

WNCW offers a Live Music Calendar listing of area concerts, musical events, and festivals.

### Good Things to Know:

- Calendar Format: "Promoter or Business Name" presenting "Official Event Name" featuring "Up to 3 Artists" "Venue" "City" "Date" "Time"
- Pre-recorded and Aired 6am to 12am; No Sundays.
- Split and Rotating Calendars.
- Calendars will Air 8 Times per Day; Your Event will Air 4 Times Per Day.
- Notice required 5 business days before desired airdate; 2 weeks before the actual event date (Due to pre-recording.)
- Contract Agreement must be signed and returned before airdate.
- NO REDUCED PRICES for Partial Weeks.
- No phone numbers, websites, directions, descriptions, call to actions
- Orders for Live Music Calendar Packages received before 11 AM weekdays will begin within 5 business days.
- Event sponsor names may be included in the underwriting credit only if the name is part of the official title of the event.
- Current rates effective as of July 01, 2012. Promoters will be notified of rate changes in advance of the changes taking effect.

|                   | FOR-PROFIT<br>(PER EVENT) |                  |
|-------------------|---------------------------|------------------|
| Seating Capacity  | Weekly Rate               | Additional weeks |
| Up to 100 Seats   | \$75.00                   | \$27.50          |
| 101 - 300 Seats   | \$100.00                  | \$40.00          |
| 301 - 600 Seats   | \$125.00                  | \$62.50          |
| 601 - 1000 Seats  | \$150.00                  | \$75.00          |
| 1001 - plus Seats | \$175.00                  | \$87.50          |

|                   | NON-PROFIT<br>(PER EVENT) |                  |
|-------------------|---------------------------|------------------|
| Seating Capacity  | Weekly Rate               | Additional weeks |
| Up to 100 Seats   | \$55.00                   | \$27.50          |
| 101 - 300 Seats   | \$80.00                   | \$40.00          |
| 301 - 600 Seats   | \$105.00                  | \$52.50          |
| 601 - 1000 Seats  | \$130.00                  | \$65.00          |
| 1001 - plus Seats | \$155.00                  | \$77.50          |

## Walhalla Civic Auditorium

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**From:** Cathy Walker (WNCW) <cathy@wncw.org>  
**Sent:** Monday, June 27, 2016 11:18 AM  
**To:** Walhalla Civic Auditorium  
**Subject:** 2017 Contract  
**Attachments:** Live Music Calendar Listing.docx; WNCW MS Rate Sheet 2017.docx

Hi Bill,

It was nice talking with you this morning. Attached are copies of our rate sheet and LMC information for your records. Below are the specific times and dates of the shows we discussed as well.

*The Gospel Truth* airing Sunday from 6a – 10a  
*Country Gold* airing Sunday from 10a – 12p  
*This Old Parch* airing Sunday from 3p – 6p  
*Music Mix* airing Mon-Fri from 9a – 5p  
*The Cosmic American* airing Friday from 8p – 11p (this would be good for Eagles show)

These are a few of our specific shows that I think your shows would be great for.

Please let me know if I can help you further.

Thanks,  
Cathy

*Cathy Walker*  
*Business and Traffic Manager*

**WNCW 88.7**

**Isothermal Community College**

P.O. Box 804

Spindale, NC 28160

828-395-1585

Spindale-88.7, Boone-92.9, Charlotte-100.3, Greenville-97.3 [www.wncw.org](http://www.wncw.org)

[cathy@wncw.org](mailto:cathy@wncw.org)

E-mail correspondence to and from this sender may be subject to the North Carolina Public Records law and may be disclosed to third parties.

Upstate Heritage Quilt Trail



Upstate Heritage Quilt Trail

PO Box 333

Walhalla, SC 29691

August 10, 2016

Mr. Phil Shirley  
South Cove Park  
1099 South Cove Park Road  
Seneca, SC 29672

Dear Mr. Shirley,

Enclosed is an ATAX application from the Upstate Heritage Quilt Trail (UHQT). The primary objective of this request is to support the promotion of the UHQT to independent and small group travelers nationally and regionally. The UHQT was highlighted in *Following The Barn Quilt Trail* by Suzie Parron in 2016. The UHQT exposure through printed media distributed throughout the state, regionally and nationally attracts individuals and groups interested in the vast array of offerings the Upstate of South Carolina provides. We find travelers are coming for scenic adventures, small town and historic explorations along with 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 Upstate.

The Upstate Heritage Quilt Trail (UHQT) began in 2009 with the placement of one quilt square in Oconee County. This square quickly caught attention and the program has grown to over 180 quilt panels in Anderson, Oconee and Pickens counties. 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 7,000 volunteers' hours this past year. We paint the quilt panels and administer the UHQT for Anderson, Oconee and Pickens Counties. Additionally our teams support other communities who desire to start a Quilt Trail throughout the State, provide educational programs in school and for community groups, contribute auction quilts for a variety of community groups and network with quilts trail throughout the country.

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,

Martha File

President, Oconee Conservatory of Fine Arts/dba Upstate Heritage Quilt Trail

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

- A. Name of Organization Oconee Conservatory of Fine Arts/ dba Upstate Heritage Quilt Trail (UHQT)
- B. Address PO Box 333, Walhalla, SC 29691

## II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 3,676.00
- B. How will ATAX Funds be used? To promote the UHQT and Oconee County emphasizing its heritage, cultural and recreational points of interest.
- 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 <u>\$3000.00</u> | Source <u>ATAX monies from Pickens Counties</u> |

Other Funding \_\_\_\_\_ Source ATAX application pending in the City of Clemson. Will submit to Anderson County ATAX in 2016/17 cycle.

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 2016/17 UHQT Promotion
- B. Description of project The Upstate Heritage quilt Trail is in the unique position for promoting Anderson, Oconee Pickens Counties. Our promotion plan is being presented to local ATAX Commissions for support of our effort to promote tourist destination sites and points of interest that have quilt panels on the UHQT. The UHQT works closely with local communities to support their tourism objectives and involve community members in selection and production. Painted quilt panels replicate original cloth quilts and are installed on outdoor venues for tourists to see while walking or driving in the area. Currently there are 182 quilt panels on the Trail, 103 which are located throughout Oconee County and listed in our Trail Map and highlighted through other promotion efforts.
- C. Who will benefit from this project? The UHQT collaborates with other groups and activities to promote tourism in the Upstate area. We organize tours when requested by individuals or groups. We recommend local shops, restaurants and places to stay. Our intent is that visitors will stop and visit the sites that have a quilt panel, adding to their visitation numbers. Local vendors and freelance professional are utilized to the extent possible.

## IV. DATES OF PROJECT

Beginning October 2016 Ending February 2017

## V. APPLICANT CATEGORY

|       |   |                   |
|-------|---|-------------------|
| _____ | Government Entity:                              |                   |
| _____ | Non-profit Organization: Incorporation date     | <u>11/15/2004</u> |
| _____ | Eleemosynary Organization under IRS Code: IRS # | _____             |
| _____ | Date of Determination Letter                    | _____             |



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate Area has many attractive destinations for tourists to enjoy, from outdoor adventure, historical sites, art venues and quaint communities to explore. Over 103 quilt panels are located throughout Oconee County. The UHQT encourages travelers to get off the main roads and explore the back roads through our communities and make their own discoveries. Every quilt tells a story and every quilt leads to discovery. This project helps promote community pride and remembrances to local history from all walks of life.

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

UHQT is a self-guided tour. Feedback received from destination sites indicated sites do have frequent visitors who found them by touring the Trail.

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

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

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

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

Last year : \_\_\_\_\_

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

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

See Attached Advertisement Plan FY 2016-17

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

Promoting Oconee County through Upstate Heritage Quilt Trail and letters of support.

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Attendance logs will be collected at various quilt show sites throughout Sept./Oct. or any other community Quilt Shows in which UHQT is involved. Web site hits and other social media usage will be monitored and evaluated. Advertisements and other public outlets will be monitored for promotion effects or inquiries received. Requests for promotion materials and tour assistance will be recorded for location and quantity supplied.

## 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.*

Contact Name: Martha File Title President

Signature Martha File Date 8-10-2016

Address PO Box 333, Walhalla, SC 29691

Email info@uhqt.org Fax No. \_\_\_\_\_

Phone Number (s) 204-874-1975, 864-273-6603

Alternate Contact Name: Judy Goodwill Title Treasurer

Signature Judy Goodwill Date 8-10-2016

Address PO Box 333, Walhalla, SC 29691

Email info@uhqt.org Fax No. \_\_\_\_\_

Phone Number (s) 864-273-6603

## 2016/17 Budget for the Upstate Heritage Quilt Trail Promotion

| Promotion   | Costs      |
|---|------------|
| Needle Travel yearly publication, full page ad  | \$500.00   |
| The Country Register, FL, TN/KY, NC/SC, GA 3 issues   | \$2,652.00 |
| Blue Ridge Country Magazine, ¼ page ad 3 issues   | \$3,825.00 |
| The Quilt Shop Navigator, two publication per yr. full page                                 | \$400.00   |
| Design work 3 ads in 4 formats for publications and Face Book                               | \$700.00   |
| Face Book page boosts   | \$150.00   |
| Tourism writer to assist in writing travel articles for submission to tristate publications | \$1,000.00 |
| Photographer to produce quality photos to use with articles and other advertising           | \$1,000.00 |

**Total Promotion Costs \$10,227.00**

### ATAX Funds already received for Promotion:

|   |            |
|---|------------|
| Pickens County 2016 awarded to use for promotion                              | \$3,000.00 |
| <i>Pickens County 2016 awarded to develop quilt panel clusters \$2,000.00</i> |            |
| <i>(Not include in total for available promotion funds)</i>                   |            |

### ATAX Requests

|   |            |
|---|------------|
| 2016/17 Clemson City ATAX request                                   | \$2,600.00 |
| 2016/17 Anderson County ATAX request will be                        | \$3,075.00 |
| 2016 Fall Oconee County ATAX request will be                        | \$3,675.00 |
| <i>(Includes Mountain Lakes CVB web page insert 1 yr. \$600.00)</i> |            |

## Promoting Oconee County through Upstate Heritage Quilt Trail

2013/14

2014/15

2016 as of July 1, 2016

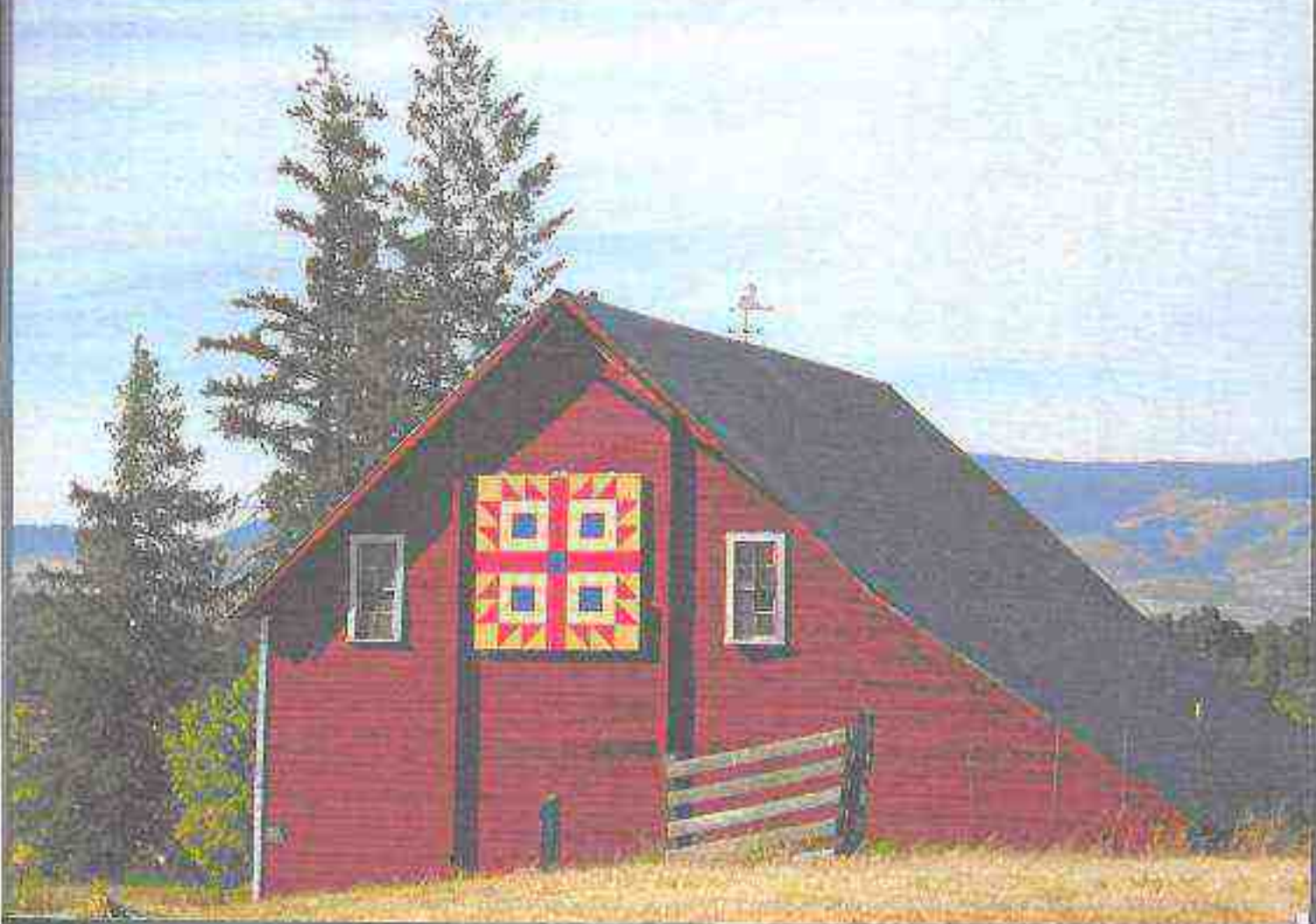
|                                       |                  |                  |  |
|---------------------------------------|------------------|------------------|--|
| Web site visits                       | 4,599            | 5,990            | 5,327  |
| Face Book likes                       | 200              | 491              | 909  |
| Face Book posts reached               |                  | 58,880           | 19,188   |
| Organized Quilt Shows signed register | 290              | 360/223>50 Miles | upcoming   |
| UHQT Maps                             | 7,500            | 10,000           | 5,780 mailed>50 miles<br>800 distributed <50 miles   |
| Tours                                 | 93               | 135              | In development   |
| Help with travel                      | 6 >50 miles      | 12 >50 miles     | 10>50 miles  |
| Studio visits                         | 15/12 > 50 miles | 35/30>50 miles   | 10>50 miles, 5< 50 miles   |
| Presentations attendance              | 200/50>50 miles  | 205/155>50 miles | Aug: Charlotte NC, Quilt Guild – 90<br>Greenville TN, National Quilt Trail Gathering – 75<br>October: Walhalla Rotary, Foothills Newcomers<br>2017 March – Greenville, Piedmont Chapter of DAC |
| UHQT Rack Card Distribution           | 500              | 1000             | 9,500 mailed >50 miles<br>2,500 < 50 miles – local promotion   |

Samples of a few of the publications the UHQT has appeared, *Following The Barn Quilt Trail* by Suzie Parron and as full page advertisements in the 2017 additions of *The Quilt Shop Navigator and Needle Travel, Fiber & Fabric Mania! A Travel Guide*. Each item is sold in bookstores, quilt and fabric shops across America.

# FOLLOWING THE BARN QUILT TRAIL

Suzi Parron

FOREWORD BY  
DONNA SUE GROVES



## south carolina



**S**OUTH CAROLINA'S UPRSTATE is a study in contrasts. Stately antebellum homes and historic communities and busy railroad towns coexist with modern resort developments where powerboats and jet skis zip across man-made lakes. Glen and I had visited a couple of times to kayak on Lake Jocassee, and had become friends with Martha Fide, who founded the quilt trail in South Carolina and shared our love of paddling.

Like the area it encompasses, the Uprstate Heritage Quilt Trail embraces both the old and new, celebrating the quilters of previous generations alongside modern fabric artists. Each of the over one hundred quilt blocks on the trail is a replica of a cloth quilt, whether an heirloom from the nineteenth century or a contemporary work. Many were mounted on buildings in Seneca and Pickens, often painted with great detail. The committee takes great pride in the painstaking efforts that replicate the patterns found in the cloth quilts. I loved the Double Wedding Rings and Crazy Quilts, and each time Glen and I drove up to the lake, we set aside time to see a few more.

Two quilted treasures are kept at the Central Heritage Society, and painted replicas are mounted on the grounds, framing a garden bench. Society member Ann Sheriff said that the building is a historic home that is kept in its original state as much as possible, as a repository of the history not only of the town of Central but also of the farmers who came to the area to conduct business and to take their crops to the railroad.

Texas Star was quilted by Martha Ann Powell more than 150 years ago. It is said that Martha and her family brought the quilt from the Atlanta area when the



# Explore & Discover

## Handing Down & Passing On Traditions

Follow the Upstate Heritage Quilt Trail Self-Guided Tour  
through Oconee • Anderson • Pickens Counties SC

See our interactive map at [www.upto.org](http://www.upto.org)

Painted Quilt Squares can be found on  
Art Centers • Museums • Homes • Businesses • Farms • Historic Sites • Parks



Anderson Arts Center

Wagon Wheel Center in SC - Pickens



Legend Hill - Pickens



Salt Creek Farm - Anderson



Table Rock State Park Pickens County



For guided group tour information or general inquiries write: PO Box 333, Wallhalla, SC 29691 or 803-223-6803  
 email: [info@upto.org](mailto:info@upto.org) website: [www.upto.org](http://www.upto.org) Facebook: Upstate Heritage Quilt Trail  
 Sponsored by Anderson, Pickens and Oconee #SCCounties

*Will appear in the September/October 2016 issues of Country registers in FL, SC/NC & TN/KY along with attached advertisement.*

**Splendid Fall Colors and Quilts throughout the Upstate  
By Victoria Hurst**

Quilts are so much more than just blankets. They tell the story of people, families, and communities. They are works of art that keep us warm without and within. The Upstate Heritage Quilt Trail (UHQT) serves to memorialize these multi-rooted traditions of crafting, commemorating, and communicating between generations. The UHQT has engaged this beautiful area of South Carolina with a creative and communal way to display works of art based on this rich tradition. This September, you can venture through the foothills to the Symphony of Quilts, which will feature 22 different categories of quilts, vendors selling a wide variety of consignment and craft items, and a silent auction.

Sponsored by the Lake and Mountain Quilt Guild, The Symphony of Quilts, held at the Shaver Rec Center in Seneca, will provide travelers and locals the opportunity to peruse this rich heritage at the event and in the surrounding area. The UHQT's interactive map will help you trace a trail through the upstate that will lead you to many of the area's quilt blocks. Whether displayed on the side of a local business, on a home, or on the side of an antique barn, you will be delighted by seeking out and finding a wealth of treasures along your way. In addition to the interactive map, the website provides suggested itineraries that will lead you to places of note such as the Oconee Heritage Center, Patriots Hall, the Oconee Heritage General Store, the Blue Ridge Arts Center, and Ballenger House, to name just a few of the many stops hosting quilt displays along the way.

While in the upstate, travelers can also venture over to Clemson to see several displays. The Clemson Area Transit bus station features the 180th quilt added to the trail, "Cathedral Window", made by an administrative assistant for CATbus, Holly Brown. Take the CATbus over to the South Carolina Botanical Garden, where you can find Elizabeth Thackery's beautiful "Oconee Bell" quilt located inside the historical Hunt Cabin, built in Seneca around 1825. The Arts Center in Clemson, which is also home to the Clemson Area African American Museum, has a large display on their shared building's facade of Anna Mae Willis's "African Village." The CATbus also services routes to Seneca and Pendleton, so it could be used as a means of exploration if riding in the car has become mundane. On the historic Pendleton town square, you can visit the Mercantile, a local staple for gifts and sundries, and you can view "Carolina Dogwoods" by Susan Earl Congdon. If you take just a few steps to the right of the building, you can look up and see the work of Pendleton quilter Christine Tedesco adorning the tower of Hunter's Store Warehouse: "Town of Pendleton." There is also work by Pendleton-area students on the old gymnasium, "The Dog House," which is just past the Mercantile on East Queen Street. This is just a small sampling of what you can find along your way.

The trail is designed not only to allow the enjoyment of the quilts but also to showcase all that the upstate has to offer. The images you will see on the UHQT are as beautiful and diverse as the stories behind them. They range in style: floral, geometric, pictorial, traditional, crazy, abstract, modern. They tell the stories not only of those who designed them and created them originally but also of those who have cared deeply enough to carry these stories on and add them to the trail to share with others. The trail can be whatever you make it, whether you want an intricately woven design or more patchwork experience. Come up, down, or sideways this fall to see the beautiful colors of a region rich with tradition and craftwork.

"Victoria Hurst is a writer, traveler, and Clemson, SC native who is now based in Charleston."



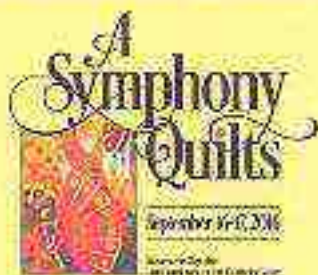
## Explore and Discover

Heritage, Artistry and Craftsmanship of Quilting in Upstate South Carolina



### Follow the Upstate Heritage Quilt Trail

with its 130 "painted" quilt blocks as you visit community "fabric" quilts on display throughout the area including a not to be missed event...



#### A Weekend of Fall Color in Seneca, SC

Sponsored by the Lake and Mountain Outlets Guild

1000 Riverdale • 633 W. N. Hill Street, Seneca, SC

22 Categories of Quilts on Display

• Handmade and Consignment Items for Sale

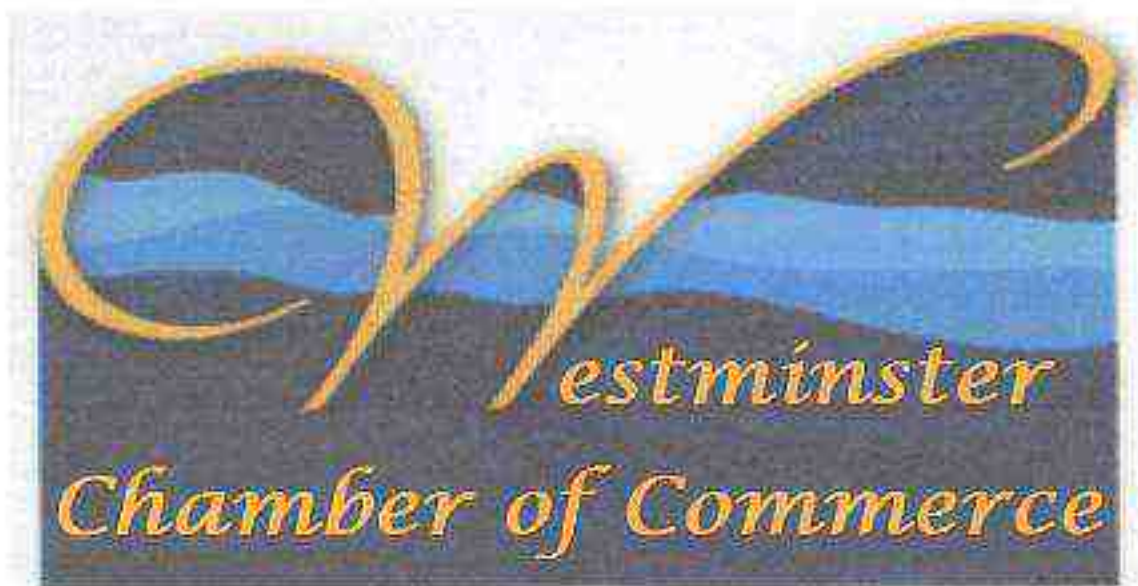
A Selection of Vendors Chosen for Variety and Quality • Silent Auction

Opportunity to win the beautiful Symphony Quilt



Upstate Heritage Quilt Trail has a self-guided tour that combines the history of quilting in Cooper • Anderson • Pickens Counties SC. See our interactive map at [www.uthq.org](http://www.uthq.org)

For guided group tour information or general inquiries,  
Contact: PO Box 333, Walhalla, SC 29891 or 1.864.723.6603  
[info@uthq.org](mailto:info@uthq.org) • [web site: www.uthq.org](http://www.uthq.org) • Facebook: Upstate Heritage Quilt Trail  
Sponsored by Anderson, Pickens and Oconee ATAX Commissions



P.O. Box 155

Westminster, SC 29693

864-647-5316

[wccoc@nsvox.net](mailto:wccoc@nsvox.net)

August 3, 2016

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 host a show in September and October of this year.

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, Moon's Drug Store, Dad's and Lad's Store, and numerous private homes. We keep records of our visitors that visit the quilt shows we host here during Mayberry and the South Carolina Apple Festival. We include the quilt brochure in all of our tourism mailings. 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.

Sincerely,

Sandra Powell Director



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

---

August 2, 2016

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 almost 200 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

Vanessa Patton  
Executive Director  
864.638.2727  
director@waxalachamber.com



Sincerely,

Traci Atk application

UHOT has done a good job through their marketing to provide the explorer with all things fun in Oconee. It is with great enthusiasm that I write to encourage your support for Uplate Heritage Quilt

Florida  
perspective of our heritage. Those visitors come from all parts of the country including Virginia and our quilt trails that span throughout Oconee and surrounding counties. It offers the visitor a unique interpreted to hear about all of our trails. Trails that not only lead to our waterfalls, rivers and lakes but visit. While the majority of the visitors are here to experience our natural resources, some are very center, we have many come through the door all year who are looking for things to do and places to Chamber and the CVB's marketing of the area and proper directional signage towards the visitor. As you are aware, our Chamber is housed with the Convention and Visitor's Bureau. Along with our Heritage Traci grant application to promote their quilt trail, as well as, Oconee County in general.

Dear ATX Commission Members:

August 5, 2016

Waxala Area Chamber of Commerce

The Granger



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

**I. APPLICANT**

- A. Name of Organization City of Walhalla
- B. Address 206 N. Church St. Walhalla, SC 29691

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$ 12,500.00
- B. How will ATAX Funds be used? Funds will be used upgrade parking and access area to Stumphouse Tunnel (Tourism Related Facility Category)
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization \$ 0.00
- |                |       |        |       |
|----------------|-------|--------|-------|
| Matching Grant | _____ | Source | _____ |
| Matching Grant | _____ | Source | _____ |
| Other Funding  | _____ | Source | _____ |
| Other Funding  | _____ | Source | _____ |

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

**III. NARRATIVE PROJECT DESCRIPTION**

- A. Project Title Upgrade Stumphouse Tunnel Parking/Access
- B. Description of project Project will produce improved access to Stumphouse Tunnel thereby making it easier for visitors to enjoy this wonderful tourism asset.
- C. Who will benefit from this project? Citizens of Oconee as well as visitors to the facility.

**IV. DATES OF PROJECT**

Beginning Spring 2017 Ending Spring 2017

**V. APPLICANT CATEGORY**

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

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

---

---

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

Approx. 30,000 \_\_\_\_\_

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

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

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

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

Last year: N/A \_\_\_\_\_

This Year: N/A \_\_\_\_\_

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

---

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

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) Iron Guard will be used to measure visitors to the facility. \_\_\_\_\_

---

## 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: Danny Edwards Title Mayor  
Signature \_\_\_\_\_ Date 8/11/2016  
Address \_\_\_\_\_  
Email cityofwalthalla@bellsouth.net Fax No. N/A  
Phone Number (s) 864-638-4343

B. Alternate Contact Name: Nancy Goehle Title City Administrator  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) 864-638-4343







**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The moving wall is a proven attraction that draws thousands wherever it is displayed. Neighboring states of Georgia, North Carolina as well as most of South Carolina will provide a huge uptick in tourism the week of display, especially with it being the week of Veterans Day 2017

- A. How many visitors/participants attended the event last year and are anticipated this year?  
5000 to 7000 or more
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year n/a  
This Year 2500 to 3000 (estimated)
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: n/a  
This Year: 500-1000
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Oconee County website, local radio & tv, in addition to the print media in South Carolina, North Georgia and up to Charlotte, NC, as well as the Living in South Carolina published by the State Electric Cooperative.
- 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) Promotional material through Chambers of Commerce Offices in locations listed above in item VI.
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) A guest registry is "required" by the Department of Defense to be on site during the during of the Wall display. We will also monitor our website for visits.

**VII. AUDIT**

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

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: Janice Matheson Title Asst. Oconee County VA Service Officer  
Signature Janice Matheson Date August 9, 2016  
Address 223-C Kenneth Street, Walhalla, SC  
Email jmatheson@oconeesc.com Fax No. 638-6905  
Phone Number (s) 638-4231
- B. Alternate Contact Name: Jerry Dyar Title Oconee County VA Director  
Signature Jerry Dyar Date August 9, 2016  
Address 223-C Kenneth Street, Walhalla, SC  
Email jdyaar@oconeesc.com Fax No. 638-6905  
Phone Number (s) 638-4231



### Oconee County Veterans Council Walhalla, S.C.



#### 2017 Budget for Vietnam Moving Wall November 2017

Cost for Vietnam Moving Wall to come to Oconee County:

|   |                  |
|---|------------------|
| Five (5) days (November 9 – 13, 2017).....                    | \$5500.00        |
| 220 foot X 65 foot Construction for wall to be displayed..... | 500.00           |
| Six (6) nights Hotel Suite.....                               | 500.00           |
| <b>Total Budget.....</b>                                      | <b>\$6500.00</b> |

**RECEIVED**  
8-09-16

RESERVED

**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: \$6,000.00

B. How will ATAX Funds be used?

Advertising will be done in *South Carolina Living*, *Southern Living*, WYFF TV, WHNS TV, iHeart Media and *The State* newspaper. A Facebook advertising campaign will also be conducted to increase Fan Page Likes and drive fans to the event's website.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 37%

D. Funds furnished by your organization \$10,000.00

|                                  |  |
|----------------------------------|--|
| Matching Grant _____             | Source _____   |
| Matching Grant _____             | Source _____   |
| Other Funding <u>\$10,000.00</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 38<sup>th</sup> Annual Walhalla Oktoberfest

B. Description of project: The Walhalla Oktoberfest was founded in 1979 and begins on the third Friday in October each year and continues through the weekend. The mission of the Walhalla Oktoberfest is to celebrate the history and heritage of Walhalla that was founded by a German Colonization Society from Charleston, SC in 1850. The festival is also a vehicle that helps to spotlight the numerous attractions, events, and other resources in the greater Walhalla community in order to benefit the area year round.

C. Who will benefit from this project?

Attracting approximately 24,000 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 will also see increased business due to the event.

**IV. DATES OF PROJECT**

Beginning 9-1-16 Ending 10-28-16

**V. APPLICANT CATEGORY**

Government Entity:

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

Ectomosynary Organization under IRS Code. IRS # \_\_\_\_\_

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



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Almost 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 the event and to the many attractions, activities and other events in the area.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
22,292 in 2015. Projected 24,521 in 2016.
- B. How many of the visitors/participants were from beyond a 50-mile radius of Oconee County last year and are anticipated this year?  
Last Year – 9,418 This Year – 10,360
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 2951 This Year – 3,246
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

Advertising will be placed in publications that reach a 50 to 200-mile radius of Walhalla such as *South Carolina Living*, *Southern Living* and *The State* newspaper. Radio and TV advertisements will run on WYFF TV, WHNS TV, WHLC Radio, and iHeart Media. Also, digital marketing campaigns will target geographic markets in the 50 to 300-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 2015, there were 13,292 participants. In addition, 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.

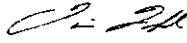
## VII. AUDIT

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: Tim Todd Title: Chair, Marketing Committee  
Signature:  Date: August 15, 2016  
Address: PO Box 6, Walhalla, SC 29691 Email: walhallaoktoberfest@gmail.com  
Phone Number: 864-280-1880

# Walhalla Oktoberfest

## Budget for 2016

### Incomes:

|                      |                    |
|----------------------|--------------------|
| Admissions           | \$55,000.00        |
| Carnival             | \$9,000.00         |
| Booth Rental         | \$12,000.00        |
| Souvenir Sales       | \$2,000.00         |
| Grants               | \$7,500.00         |
| <b>Total Income:</b> | <b>\$85,500.00</b> |

### Expenses:

|                                       |                    |
|---------------------------------------|--------------------|
| German Band                           | \$6,000.00         |
| Security                              | \$7,000.00         |
| Souvenirs/T-shirts                    | \$2,500.00         |
| Advertising                           | \$16,000.00        |
| 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                       | \$1,500.00         |
| ASCAP/BMI License Fees                | \$250.00           |
| Community Luncheon                    | \$750.00           |
| Liability Insurance                   | \$4,500.00         |
| Phone, Internet and Office Expenses   | \$1,500.00         |
| Accounting Services                   | \$1,000.00         |
| <b>Total Expenses:</b>                | <b>\$73,450.00</b> |
| <b>Net Profit (Loss)</b>              | <b>\$12,050.00</b> |

# Walhalla Oktoberfest

## Advertising Budget for 2016

|                                      |                    |
|--------------------------------------|--------------------|
| Brochures                            | \$1,000.00         |
| South Carolina Living                | \$2,000.00         |
| Southern Living                      | \$3,000.00         |
| Facebook Advertising/Marketing       | \$2,500.00         |
| Heart Media (Radio)                  | \$2,500.00         |
| WHLC Radio - Highlands, NC           | \$500.00           |
| WYFF Television - Greenville, SC     | \$500.00           |
| WHNS Television - Greenville, SC     | \$1,500.00         |
| The Greenville News - Greenville, SC | \$1,000.00         |
| Festival News Magazine               | \$750.00           |
| The State - Columbia, SC             | \$750.00           |
| <b>Total:</b>                        | <b>\$16,000.00</b> |

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

**I. APPLICANT**

2017

A. Name of Organization

City of Seneca's Half Marathon

B. Address

of 5K - March 18  
"Shaver Recreation Dept"

2017

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$

6870.<sup>00</sup>

B. How will ATAX Funds be used?

Ad in Runners World Magazine

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

D. Funds furnished by your organization

HAT funds = 7500.<sup>00</sup>

Matching Grant

Source

Matching Grant

Source

Other Funding

Source

Other Funding

Source

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title

Seneca's Half Marathon + 5K

B. Description of project

Half Marathon And 5K

C. Who will benefit from this project?

Hotels / Restaurants / Shopping

**IV. DATES OF PROJECT**

Beginning Sept 2016

Ending March 18, 2017

**V. APPLICANT CATEGORY**

Government Entity

Non-profit Organization; Incorporation date

Eleemosynary Organization under IRS Code; IRS #

Date of Determination Letter

**RECEIVED**  
8-15-16





**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Runners from all over the country will visit.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
211 Runners
- 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 60%  
This Year 70%
- 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?  
Yes
- 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) Registrations for the event
- 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) Active.com

**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: Riley Johnson Title Events Coordinator  
Signature [Signature] Date \_\_\_\_\_  
Address 271 E. W. 1st Seneca SC 29675  
Email RJohnson@Seneca Fax No. \_\_\_\_\_  
Phone Number (s) 723-3910 1SC. US

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

**CITY MARATHON 2017 BUDGET**

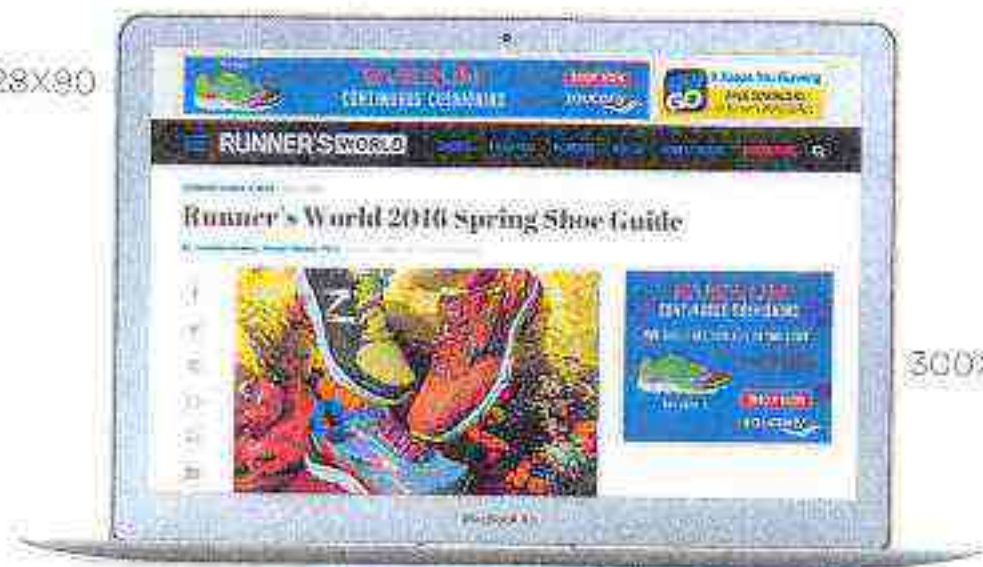
| <b>DATE</b>  | <b>DESCRIPTION</b>   | <b>AMOUNT</b>     |
|--------------|----------------------|-------------------|
| March 18     |                      |                   |
| 2017         | BLUE MOUNTAIN        | MARATHON 333.90   |
|              | PERFORMANCE YAHAMA   | MARATHON 3,730.27 |
|              | DIGITAL JEWELRY COMP | MARATHON 1,600.00 |
|              | BLUE MOUNTAIN        | MARATHON 222.60   |
|              | JAMES BANDY          | MARATHON 200.00   |
|              | AARON SLAON          | MARATHON 550.00   |
|              | INDEPENDENT MAIL     | MARATHON 1,000.00 |
|              | MOLLIE DODD          | CHANGE 3,350.00   |
|              | T & R GRAPHICS       | HALF 355.08       |
|              |                      | SHIRTS 3,415.00   |
|              | BLUE MOUNTAIN        | BAGS 343.85       |
|              | RMS                  | TIMING 1,906.25   |
|              | ACTION SEPTIC TANK   | POTTY 247.37      |
|              | TRI COUNTY ACE       | MARATHON 1,017.35 |
|              | TERRY TIMES          | MARATHON 250.00   |
|              | PRINT IT             | MARATHON 56.71    |
|              | MOLLIE DODD          | MARATHON 32.00    |
|              | BEST WESTERN         | ROOM 87.99        |
|              | FARSIGHT AERIAL      | RACE 499.99       |
|              | HAT ADVERTISING      | ADS 7,500         |
|              | WALMART              | MARATHON 33.46    |
|              | WALMART              | MARATHON 50.69    |
|              |                      | RUNNERS           |
|              | ATAX GRANT           | WORLD 6,870       |
| <b>TOTAL</b> |                      | <b>33,652.51</b>  |

RUNNERSWORLD.COM

# DIGITAL OPPORTUNITIES

RECOMMENDED AD UNITS

728X90



300X250

INTERSTITIAL



MOBILE ADHESION BANNER



320X50



NICOLE RAGUCCI

212.808.1607

NICOLE.RAGUCCI@RODALE.COM

RUNNERSWORLD.COM

6.5 MILLION MONTHLY  
UNIQUE

28.5 MILLION PAGE VIEWS

51.6 MEDIAN AGE

\$104,287 MEDIAN HH

# DIGITAL OPPORTUNITIES



REACH RUNNERS IN THE COMPETITION  
FRAME OF MIND. BRING THEM STRAIGHT TO  
YOUR RACE REGISTRATION.

OUR PREMIUM INVENTORY OFFERED  
EXCLUSIVELY TO RACE DIRECTORS.

## BENEFITS

- TIMELY
- CONTEXTUALLY RELEVANT POSITIONING
- OPPORTUNITY TO GROW PARTICIPANT BASE
- PREMIUM INVENTORY
- CUSTOMIZABLE
- EDITORIAL AGENCIES
- GEO-TARGETED
- EVENT REGISTRATION TIMING
- CREATIVE ASSISTANCE

## MEDIA PLACEMENTS

TARGETED MEDIA—RACE & PLACES, TRAINING, HOMEPAGE

RW TOOLS—RACE FINDER, PACE CALCULATOR

ROS MEDIA—EVERY CHANNEL OF RUNNERSWORLD.COM

INSIDE TRACK—GO-TO RESOURCE FOR THE RUNNERSPHERE

SOCIAL MEDIA EXTENSIONS

NICOLE RAGUCCI 212.808.1607 NICOLE.RAGUCCI@RODALE.COM