

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization 9th Annual City of Seneca Half
 B. Address Marathon and 5K - March 16, 2019
City of Seneca 221 E N. 1st St Seneca SC
29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000.⁰⁰
 B. How will ATAX Funds be used? Greenville News Advertising
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? _____
 D. Funds furnished by your organization 10,000.⁰⁰ Total Budget = 22,000.⁰⁰
 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 Seneca Half Marathon and 5K
 B. Description of project Half Marathon & 5K
 C. Who will benefit from this project? Hotels, Restaurants, Shopping

IV. DATES OF PROJECT

Beginning Sept 2018 Ending March 16, 2019

V. APPLICANT CATEGORY

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

RECEIVED
8-15-18

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Runners from local and different states will visit
Oconee

- A. How many visitors/participants attended the event last year and are anticipated this year?
400 plus
- 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 60%
- 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?
Newspaper and Internet with Greenville News
- 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) Registration Form
- 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? _____

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

A. Contact Name: Riley Johnson Title Events Coordinator
Signature [Signature] Date _____
Address 221 E W 1st St
Email RJohnson@seleca.sc.us Fax No. _____
Phone Number (s) 864-723-3210

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

Oconee County ATAX Grant Application Form

For Tourism Related Projects

I. Applicant

A. Name of Organization: Devils Fork State Park

B. Address: 161 Holcombe Circle, Salem, SC 29676

II. FUNDS REQUESTED

A. ATAX funds requested \$7733.51

B. Funding will be used to purchase treated timbers to enlarge tent impact pads.

C. One hundred percent of the requested amount (\$7733.51) will directly attribute to attracting guest and serving tourist.

D. Some Additional funds will be provided by our agency as needed.

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Impact Pads Timbers

B. Description of Project

Devils Fork State Park receives heavy use on spring and fall weekends and throughout the duration of the summer season with a number of our guests camping in tents. A continuing trend is the increasing size in tents being used by park guests. We can make our campsites more desirable and lessen the impact on our resources by replacing older timbers and enlarging tent pads. Providing a larger area for guests to place tents will help decrease issues like soil compaction and reduce erosion on and around sites.

RECEIVED
8.15.18

C. Project Benefits

This project directly benefits guests visiting Devils Fork and Oconee County. Devils Fork is a popular tourist destination for numerous guests entering the Golden Corner. Many of these visitors stay at the park as they enjoy the abundant sites and opportunities within Oconee County. This proposed project will improve the overnight camping at Devils Fork by protecting the campground from the impact of tents being placed in non-designated areas, and provide campers with a larger place to pitch their tents.

Not only will this project benefit guests, but will also improve the overall infrastructure of the park and increase the sustainability of the park's resources. Local Oconee County businesses will benefit as well as a greater number of park guests will insure continued tourist spending.

IV. Dates of project

Depending on the approval of the requested funds and when they are released, the project will begin after December 1, 2018 and completed by June 1, 2019.

V. Application category

X Government Entity: Devils Fork State Park (South Carolina State Park Service).

VI. Demographic Data

The proposed project will serve to strengthen Devils Fork's influence on tourism in Oconee County by rehabilitating parts of a heavily used park, thus making the park an even more desirable destination. Prior to opening in 1991, no appreciable overnight accommodations providing lake access were available to people visiting Lake Jocassee. The park operates 20 mountain villas, 13 boat access only primitive campsites, 59 paved sites with water and electric hook-ups, and 25 rustic tent sites. The park also operates a Ranger Station/Park Store that provides area information and brochures. Since opening in 1991, Devils Fork State Park has steadily become a popular destination for visitors to the Golden Corner. The park staff routinely refers individuals to local restaurants, bed and breakfast, private cabin rental and county campgrounds when Devils Fork is full. The park has seen its attendance increase by providing well, maintained quality facilities from which visitors can enjoy picturesque Lake Jocassee. The proposed project will improve the quality of the campground at Devils Fork, thus maintaining the high standards repeat guests and new guest have come to expect.

A. In 2017, there were 213,912 visitors to Devils Fork throughout the year; it's anticipated that the attendance numbers will be the same or greater for 2018.

- B.** A total of 6,734 overnight reservations were made in 2017 with a total of 20,040 nights stayed. 17,797 of these nights were from reservations made by guests beyond a 50 mile radius of Devils Fork/Oconee County.
- C.** In the calendar year 2017, there were 6,734 overnight reservations made at Devils Fork State Park. Since 2012 there has been an average increase of 219 reservations per year. The number of overnight reservations is predicted to be around the same or higher in 2018.
- D.** SouthCarolinaParks.com is the website for the South Carolina State Park Service and South Carolina as a whole. Not only is it a website for reserving campsites and cabins, it serves as a tourism guide as well. This website is connecting people all over the World Wide Web and throughout the United States with South Carolina. There are also printed material, brochures, television commercials and other advertisements currently circulating.
- E.** With the increasing popularity of social media, the South Carolina State Park Service has increased its presence on such sites as, Facebook, Twitter, Youtube, Instagram, and Pinterest. There are currently over 115,11 people following SC State Parks on Facebook, over 28,600 on Instagram, and over 14,500 followers on Twitter. Many park guests post pictures and comments to these social media sites.
- F.** Demographic data will be obtained from the new reservation system and revenue tracking system that the South Carolina State Park Service will migrate to during the summer of 2018.

VII. Audit

Does your organization perform independent audit? Yes X

Name of the Auditor: Frances Miley, Capital Project and Grants Manager,
SC Department Of Parks Recreation and Tourism, and the State Budget Office

VIII. No additional funding will come from another group that receive ATAX funds.

I have read the guidelines for the Oconee County Accommodations Grant Request and hereby agree to comply with the rules and requirements, I understand failure to

comply may result in a lost of funding for the project.

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature J. Gantt Date 8/14/18

Address: 161 Holcombe Circle Salem, SC 29676

Email: jgantt@scprt.com

Phone Number (s) Office: 864-944-2639

B. Contact Name: Kevin Evans

Title: Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

Email: kevans@scprt.com

Signature Kevin Evans Date 8-14-18

Phone Number(s) 864-944-2639

Budget for Treated Timbers

8 x 8 x 16 Ground Treated Timbers (72).....\$7295.76

Estimated Sales Tax.....\$437.75

Total Budget From A-Tax Funds: \$7733.51

OMZR130A

LOWE'S HOME CENTERS, LLC
SNS 1635

PAGE: 1

PROJECT ESTIMATE

16' POST

CONTACT: STATE PARK, DEVIL'S FORK
CUST #: 109810792

SALESPERSON: MULLIS, DEBBIE
SALES #: 1915218

PROJECT NUMBER: 550506787

DATE ESTIMATED: 08/13/18

QTY	ITEM #	ITEM DESCRIPTION	VEND PART #	PRICE
144	88919	8X8X16 TREATED	88919	14591.52
TOTAL FOR ITEMS				14591.52
FREIGHT CHARGES				0.00
DELIVERY CHARGES				0.00
TAX AMOUNT				875.49
TOTAL ESTIMATE				15467.01

This Quote is valid until 09/12/18.

MANAGER SIGNATURE

DATE

THIS ESTIMATE IS NOT VALID WITHOUT MANAGER'S SIGNATURE.
THIS IS AN ESTIMATE ONLY. DELIVERY OF ALL MATERIALS CONTAINED IN THIS
ESTIMATE ARE SUBJECT TO AVAILABILITY FROM THE MANUFACTURER OR SUPPLIER.
QUANTITY, EXTENSION, OR ADDITION ERRORS SUBJECT TO CORRECTION. CREDIT
TERMS SUBJECT TO APPROVAL BY LOWES CREDIT DEPARTMENT.

LOWES IS A SUPPLIER OF MATERIALS ONLY. LOWES DOES NOT ENGAGE IN THE PRACTICE
OF ENGINEERING, ARCHITECTURE, OR GENERAL CONTRACTING. LOWES DOES NOT ASSUME
ANY RESPONSIBILITY FOR DESIGN, ENGINEERING, OR CONSTRUCTION; FOR THE
SELECTION OR CHOICE OF MATERIALS FOR A GENERAL OR SPECIFIC USE; FOR
QUANTITIES OR SIZING OF MATERIALS; FOR THE USE OR INSTALLATION OF MATERIALS;
OR FOR COMPLIANCE WITH ANY BUILDING CODE OR STANDARD OF WORKMANSHIP.



QUOTE

Store 1130 SENECA, SC
1614 SANDIFER BLVD
SENECA, SC 29678

Phone: (864) 886-0633
Salesperson: AEB975
Reviewer: AEB975

QUOTE

2018-08-10 15:22

Prices Valid Thru: 08/17/2018

SOLD TO

Name	PARK DEVILS FORK STATE	Phone 1	(864) 944-2639
Address	161 HOLCOMBE CIR	Phone 2	
		Company Name	
City	SALEM	Job Description	tent pad lumber
State	SC	Zip	29676-2306
		County	OCONEE

CUSTOMER PICKUP #1

MERCHANDISE AND SERVICE SUMMARY

We reserve the right to limit the quantities of merchandise sold to customers

REF # W02 SKU # 0000-515-664 Customer Pickup / Will Call

S.O. MERCHANDISE TO BE PICKED UP: S/O SPARTANBURG REF # S01

REF #	SKU	QTY	UM	DESCRIPTION	PI	TAX	PRICE EACH	EXTENSION
S0101	1000-021-623	144.00	EA	NA / 8x8-16' SYP #2/Btr Pressure Treated (MCA / 8x8-16' SYP #2/Btr Pressure Treated (MCA Ground Contact) [HDQC:5850944.1.001] [QC]	A	Y	\$110.81	\$15,956.64

SCHEDULED PICKUP DATE: Will be scheduled upon arrival of all S/O Merchandise

MERCHANDISE TOTAL: \$15,956.64

END OF CUSTOMER PICKUP - REF #W02

TOTAL CHARGES OF ALL MERCHANDISE & SERVICES

Policy Id (PI):

A: 90 DAYS DEFAULT POLICY;

'The Home Depot reserves the right to limit / deny returns. Please see the return policy sign in stores for details.'

ORDER TOTAL	\$15,956.64
SALES TAX	\$957.40
TOTAL	\$16,914.04
BALANCE DUE	\$16,914.04

END OF ORDER No. H1130-46210

TERMS AND CONDITIONS

WILL CALL

Will Call items will be held in the store for 7 days. For Will Call merchandise pick up, proceed to Will Call/Service Desk area(Pro Customers, proceed to the Pro Desk).

*** CONTINUED ON NEXT PAGE ***

NOT VALID FOR MERCHANDISE PICK-UP

FOR WILL CALL
MERCHANDISE PICK-UP
PROCEED TO WILL CALL OR
SERVICE DESK AREA
(Pro Customers, Proceed To The Pro Desk)



COMMERCIAL:
 11 GENEVA CT.
 GREENVILLE, SC 29607
 (864)286-2364
 FAX(864)286-2386

MAULDIN:
 103 OLD MILL RD.
 GREENVILLE, SC 29607
 (864)288-6754
 FAX (864)297-8809

HENDERSONVILLE:
 507 DUNCAN HILL RD.
 HENDERSONVILLE, NC 28793
 (828)697-2471
 FAX (828)697-5739

SIX MILE:
 148 S MAIN ST.
 SIX MILE, SC 29682
 (864)868-9900
 FAX (864)868-4488

ANDERSON:
 100 ASHELY RD.
 ANDERSON, SC 29622
 (864)225-0555
 FAX(864)222-1220

SOLD TO
 CASH-CONTRACTOR
 SIX MILE

SHIP TO
 Jacob Gantt 803-718-0882

, SC

, SC

ACCOUNT #	QUOTE #	TERMS	DATE ENTERED	SLSMN	EXPIRATION DATE
GCCON6	6002979	CASH	08/13/18	2306	08/28/18
QTY.	U/M	DESCRIPTION	PRICE	EXTENTION	
144	EA	***** QUOTE ***** 8X8X16 #2 GC Please Allow 2-3 Weeks For Delivery From Vendor	146.929	21157.78*	
August 13, 2018 15:38:45 OT:MBOWE2306			MERCHANDISE:		21157.78
PRICES GOOD FOR 7 DAYS MAXIMUM. PAGE 1 OF 1			OTHER:		0.00
GBS NOT RESPONSIBLE FOR ERRORS IN			TAX: 7.000%		1481.05
QUANTITIES, PRICE EXTENSIONS, OR MATERIAL			FREIGHT:		0.00
DESCRIPTION.QUOTE CAN BE CONVERTED TO BID			TOTAL:		22638.83
FOR POSSIBLE TIME EXTENSION.					

QUOTE

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

- A. Name of Organization: Discover Upcountry Carolina Association
- B. Address: PO Box 3116, Greenville, SC 29602

II. FUNDS REQUESTED

- A. ATAX Funds Requested: \$10,000.00
- B. How will ATAX Funds be used?

Ads will be placed in publications such as Southern Living, South Carolina Living, The SC Travel Guide, Woman's Day, Redbook, Georgia Magazine, AAA Living, and Newcomer Magazine. Additionally, digital advertising will be done, primarily through Facebook advertising and Search Engine Optimization (SEO) campaigns.

- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 88%
- D. Funds furnished by your organization \$308,000.00
- | | | |
|----------------|-----------------------------|---|
| Matching Grant | <u>\$44,000.00</u> | <u>Source – SC Dept. of Parks, Recreation & Tourism</u> |
| Matching Grant | <u>\$200,000.00</u> | <u>Source – ATAX grants</u> |
| Other Funding | <u>\$64,000.00</u> | <u>Source – SCPRT appropriation</u> |
| Other Funding | <u> </u> | <u>Source</u> |

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: Upcountry Advertising and Marketing
- B. Description of project: Discover Upcountry Carolina Association was founded in 1978 for the purpose of promoting tourism as an economic development activity in the six northwestern counties of South Carolina. Through a comprehensive advertising, marketing and public relations program, our organization's efforts draw well over 550,000 visitors to the region each year.
- C. Who will benefit from this project?
The primary beneficiaries will be accommodations, restaurants, attractions and recreation providers/outfitters. Retail stores will also benefit, as well as festivals and special events that are held in Oconee County.

IV. DATES OF PROJECT

Beginning 9-1-18 Ending 6-30-19

V. APPLICANT CATEGORY

- Government Entity
- Non-profit Organization: Incorporation date
- X Eleemosynary Organization under IRS Code: IRS # 501(c)6
- Date of Determination Letter January 14, 1998

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entire advertising budget is targeted to audiences that are within a 50 to 500-mile radius of Oconee County. The majority of our ads feature outdoor recreation and the scenic attributes of the area, so the numerous waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts.

- A. How many visitors/participants attended the event last year and are anticipated this year?
572,268 in FY 2018. Projected 594,882 in FY 2019.
- 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 – 503,596 This Year – 523,494
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year – 432,094 This Year – 475,304
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

The primary target markets for the Upcountry have traditionally been South Carolina, North Carolina, Georgia and Florida, so the bulk of our advertising is placed in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee, so some of the advertising dollars are spent in these markets.

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

We have numerous members and partners in Oconee who have provided testimonials that our efforts are bringing visitors to their business or organization. We also receive a great deal of feedback on our social media channels from visitors about their experiences in the 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)

Visitor data is collected in several ways by our organization. Website visits are tracked via Google Analytics. Our site currently gets approximately 265,000 unique visits per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide and they will also be added to our e-newsletter mailing list. Facebook Analytics are also tracked to evaluate our engagement. We currently average over 100,000 engagements per month on our page.


VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Lee, Broome, MacBay and Associates

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

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: Executive Director
Signature:  Date: August 9, 2018
Address: PO Box 3116, Greenville, SC 29602 Email: Tim@UpcountrySC.com
Phone Number: 864-233-2690



Discover Upcountry Carolina Association FY 2019 Budget

Carryover Funds as of July 1, 2018	\$10,000
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Income

Membership Dues	16,000
Advertising Revenue	35,000
Partnership Revenue	10,000
Grants	60,000
State Appropriations	225,000
Accommodations Tax Funding	<u>200,000</u>
Total Income:	\$546,000

Total Available Funds:	\$556,000
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Operating Expenses

Salaries and Wages	80,000
SC Deferred Compensation Plan	3,000
Employee Insurance	14,000
Contract Services	48,000
Rent	22,000
Office Insurance	1,000
Auto Expenses	14,000
Utilities	3,000
Telephone/Internet	3,500
Office Supplies/Expenses	3,500
Computer Services	5,000
Maintenance	1,500
Furniture/Equipment	3,000
Printing (Letterhead, envelopes, etc.)	500
Travel Expenses	12,000
Membership Dues	1,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,500
Professional Services	8,000
Board Development	1,000
Miscellaneous Expenses	<u>500</u>
Total Operating Expenses	\$228,000



Advertising and Promotions Expenses

Literature – Visitors Guide, niche brochures	48,000
Media Advertising	155,000
Website & App Development & Marketing	15,000
Travel/Trade Shows	5,000
Shipping/Postage	18,000
Photography & Video	25,000
Promotions/Public Relations	10,000
Familiarization Tours	7,000
Special Projects	<u>25,000</u>
Total Advertising and Promotions Expenses:	\$308,000
Total Expenses:	\$536,000
Contingency Fund	\$20,000



Discover Upcountry Carolina Association
FY 2019 Budget for Accommodations Tax Grant Funds
from Oconee County

Print Media Advertising (<i>Southern Living, Georgia Magazine, SC Living</i>)	\$6,000
Video	\$2,000
Social Media Campaigns featuring Oconee County	<u>\$2,000</u>
Total	\$10,000

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

I. APPLICANT

A. Name of Organization OCONEE COMMUNITY THEATRE
B. Address 8001 UTICA ST. / PO BOX 291
SENECA SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10000.00
B. How will ATAX Funds be used? PROMOTION ADVERTISING
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization 2000.00
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 SEASON PROMOTION - OCT
B. Description of project PRESS RELEASE AND ADVERTISING
C. Who will benefit from this project? UPSTATE AUDIENCE AND INDIVIDUALS INTERESTED IN CULTURAL EVENTS

IV. DATES OF PROJECT

Beginning SEPT 1, 2018 Ending AUGUST, 2019

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date OCT. 14, 1971
_____ Eleemosynary Organization under IRS Code: IRS # 23-7228997
_____ Date of Determination Letter _____



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

SEE ATTACHMENT #1

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

1000

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

Last Year 200

This Year 1500

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

Last year: 200

This Year: 1500

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

RADIO AND PRINT

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

LETTERS AND SUBSCRIBER RECORDS

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) SUBSCRIBER LETTERS, WEB HITS AND AD DEMOGRAPHICS FROM RADIO STATION

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.

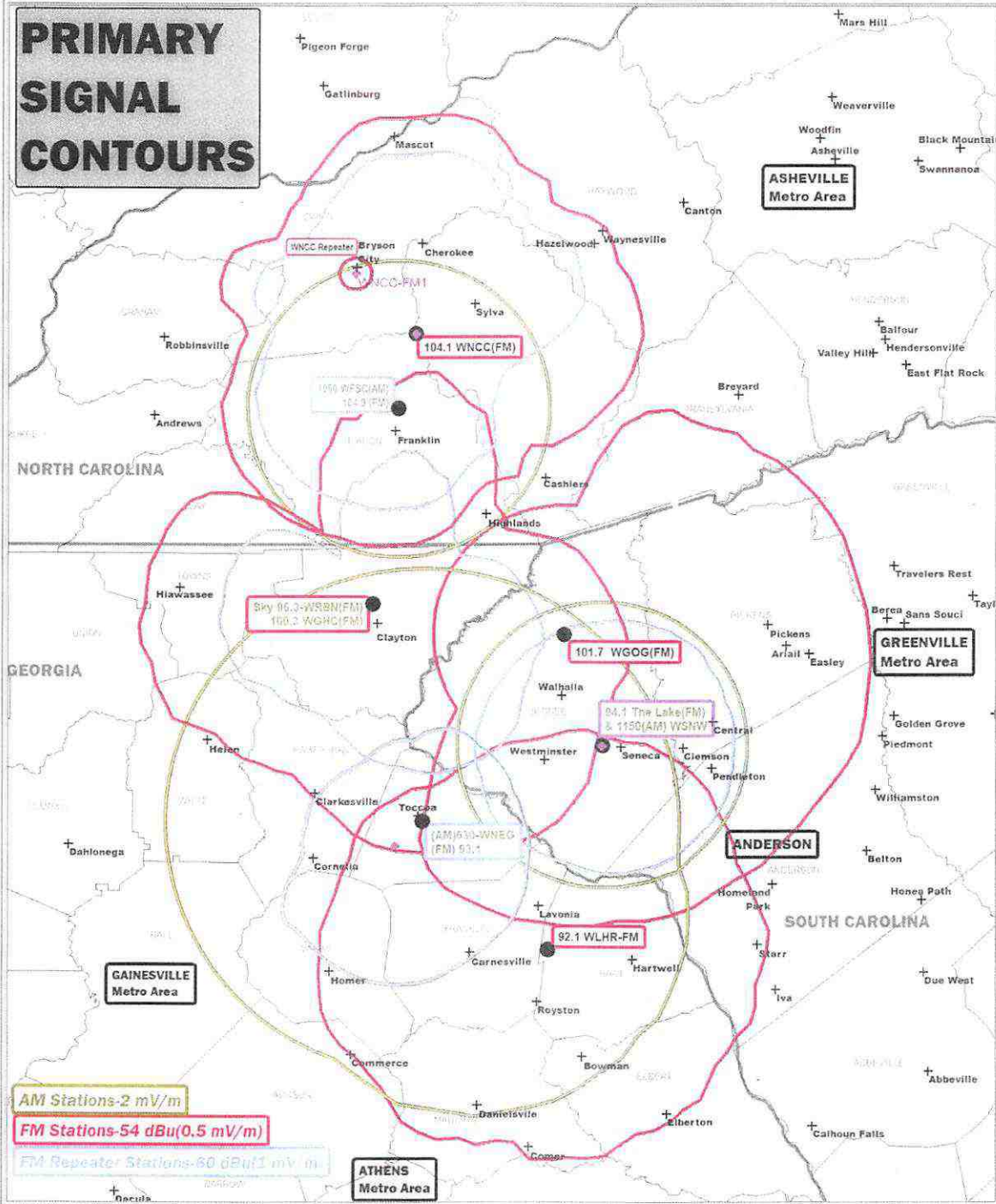
A. Contact Name: HERSCHEL HARPER Title: PRESIDENT BOARD OF DIR'S
Signature: [Signature] Date: _____
Address: PO BOX 291 SENECA SC 29678
Email: HARPER@OCONEECOUNTYTHEATRE.ORG
Phone Number (s): 864 882 1910

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

With additional funding for radio and print advertising Oconee Community Theatre will be able to develop audience awareness and patronage beyond our base in the Upstate. Our project will add radio advertising which covers areas further north and south. This will include radio stations in Franklin, NC and Lavonia GA to reach a listener base in the Asheville, NC and Athens GA metro areas. Additionally, we will increase the distribution of our season brochures to include more visitor centers and Chamber of Commerce offices along the corridors which out of state travelers frequently visit. Our 2018 - 2019 season funding also proposes a magazine advertisement such as "Southern Living" which will broaden our exposure to reach audiences in the entire Atlantic Coast and the Deep South.

ATTACHMENT #1

PRIMARY SIGNAL CONTOURS



Certificate of Appreciation

Presented to

Oconee Community Theatre

by the

Salem Lions Club

In Grateful Recognition of your support for our

2016 CHARITY BBQ

Thank You !

BBQ Committee Chair John Gerhart

BBQ Committee Co-ChairEd Nichols



THE STATE OF SOUTH CAROLINA

EXECUTIVE DEPARTMENT

By the Secretary of State

No. 4804

Whereas, Robert K. Whitney, Kathryn S. Hanna, Martha Howard, Wm. W. Thraves, Roger L. Bell, Norma A. King, Walter L. Dost, John L. Irvin, Jr.

A majority of the Board of Directors of

OCONEE COMMUNITY THEATRE, INC.

a corporation created under and pursuant to the laws of South Carolina, by Certificate issued by the Secretary of State on the 11th day of October, A.D. 19 71.

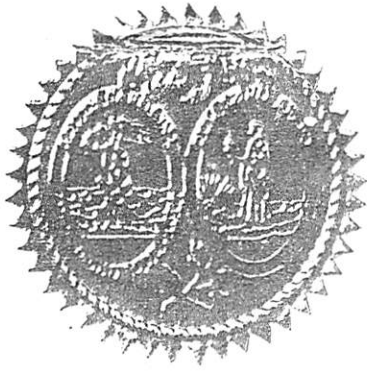
HAVE CERTIFIED, over their signatures, Resolutions authorizing in behalf of the aforesaid Corporation

Notwithstanding any other provisions of these articles, this corporation will not carry on any other activities not permitted to be carried on by (a) a corporation exempt from Federal Income Tax under Section 501(c) (3) of the Internal Revenue Code of 1954 or the corresponding provision of any future United States Internal Revenue law or (b) a corporation, contributions to which are deductible under Section 170 (c)(2) of the Internal Revenue Code of 1954 or any other corresponding provision of any future United States Internal Revenue law.

(authorized and set forth in the certificate aforesaid), which Resolutions were adopted pursuant to law, at a meeting of the members of the aforesaid Corporation, of which five days' notice was given, which notice stated the purpose of the aforesaid meeting, and further, that said Resolutions were adopted by a majority vote, and that in all respects there has been complied with the provisions of Title 12, Chapter 13, Code of Laws of South Carolina, 1962, and all amendments thereto.

NOW, THEREFORE, I, JOHN T. CAMPBELL, Secretary of State, by virtue of the authority in me vested by Chapter aforesaid, of the Code of Laws of South Carolina, 1962, and amendments thereto, do hereby certify that the requirements of law for said amendment have been complied with, and for good and sufficient reasons to me appearing, do hereby certify that the charter of the aforesaid Company has been so amended.

GIVEN under my hand and the seal of the State at Columbia,



GIVEN under my hand and the seal of the State at Columbia,
this 15th day of June
in the year of our Lord One Thousand nine hundred and 79
and in the ^{two} ~~xxxix~~ hundred and third
year of the Independence of the United States of America.

John T. Campbell
John T. Campbell,
~~Secretary of State~~

Secretary of State

Internal Revenue Service
District Director

Department of the Treasury

Date: MAY 11 1981

Our Letter Dated:
August 21, 1979
Person to Contact:
B. G. Smith
Contact Telephone Number:
(404) 221-4516
FFN: 580006047

▷ Oconee Community Theatre, Inc.
Main Street, P. O. Box 291
Seneca, South Carolina 29678

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) & Your exempt status under section 501(c)(3) of the code is still in effect. 170(b)(1)(A)(vi)

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Federal employer ID #
23-7228997

Michael J. Murphy
District Director



Upstate Heritage Quilt Trail
PO Box 333
Walhalla, SC 29691

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

August 14, 2018

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

Dear Mr. Shirley,

Enclosed is an A-tax application from the Upstate Heritage Quilt Trail (UHQT). The primary objectives of this request is to develop placement signage for public destination sites in Oconee County and promotion of the UHQT and the new walking trails in Westminster and Walhalla.

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". The signature is written in black ink and is positioned below the "Sincerely," text.

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/ Upstate Heritage Quilt Trail

B. Address PO Box 333

Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5,788.00

B. How will ATAX Funds be used? Informational signage to identify the quilt panels on the UHQT and the 2018/19 Promotion and Marketing Plan.

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

D. Funds furnished by your organization \$1000.00

Matching Grant _____ Source _____

Matching Grant _____ Source _____

Other Funding TBD Source ATAX application submitted to Pickens County.

Other Funding TBD Source ATAX applications will be submitted to the County and City of Anderson 2018/19 funding cycles

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 Location signage to identify the quilt panels on UHQT and Promotion of LMOG Show and UHQT.

B. Description of project Placement of signage at 75 public destination sites in Oconee County that do not have signage, promotion of the UHQT through media outlets and promotion of the new town walking trails in Westminster, Walhalla and Lake Keowee water trail to audiences throughout South Carolina and Tri State area. See Appendix A for details of project.

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. Curate several fabric quilt displays in destination sites throughout the county and support local charities. 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. The community and visitors will benefit from easily identifying quilt trail sites and knowing which panel they are viewing.

IV. DATES OF PROJECT

Beginning October 2018

Ending March 2019

V. APPLICANT CATEGORY

Government Entity:

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

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 features for tourist to enjoy from outdoor adventure, historical sites, art venues and quaint communities to explore. Over 129 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?

Capturing on the ground visitation data is difficult given the Quilt Trail primarily a self-directed tour. We do speak with destination sites and receive feedback from them about Trail inquires and visitors who found while touring the Trail. We monitor Face Book clicks, likes and followers and UHQT website visits. Additionally, we track UHQT map distribution and requests for resupply, record number of people attending presentations delivered, record attendance for special events the UHQT participates in or organizes. Visitors to our three studios is monitored as well as individuals and groups we help with trail tours.

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?

The publications selected for advertisement each reach an audience that has interest in historic tourism, quilts, small town exploration and the arts.

- Blue Ridge Country Magazine is primarily a southeastern United States travel publication. We advertised in 2017 January/February and May/June Travel issues and received over 75 unique addresses to send follow up materials.
- The Country Registers is published in 46 states and 5 provinces in Canada. We would advertised twice throughout 2018/19 .The Carolinas Country Register and Florida to promote walking trails in the City of Anderson and Pickens along with the towns of Walhalla and Westminster and other special events. Each paper has a wide distribution in their respective states through advertising retailers, events and shows, plus Visitors/Welcome Centers. They will in include submitted article at no charge with paid advertisement.
- American Quilters Society QuiltWeek Program Booklet this show is the most attended stand- alone consumer quilt shows in the world. AQS QuiltWeek in Paducah, Kentucky, 2018 Spring show attendance was over 32,322 sold tickets in 2018 a second show in September expected attendance 18,000. We have placed advertisements in the spring shows in the past and have seen increase in web site hits from KY, TN, VA around the time of these shows.
- Charlotte Observer – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: Advertising placements would appear twice to promote walking trails in the Cities of Anderson and Pickens and Westminster and Walhalla. Charlotte, NC is the largest city outside of South Carolina that viewed the UHQT website in 2017 & 2018. The UHQT has spoken to quilt guilds in these areas as well as Rock Hill, SC. We would intend to promote the UHQT, the new walking trails and events in the area.
- UHQT Tour brochure distributed to information centers throughout tri state area, distributed at various local regional, state and tristate venues Annual distribution is 7,500.
- UHQT Rack Card is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 6,000

- South Carolina Quilt Trail Rack Card is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 5,500
- Quilters of South Carolina Quarterly Newsletter, membership 350.
- Participation in events and speaking requests promoting the UHQT and Upstate,
- Providing information to various newspapers and radio shows about the UHQT and its activities.
Promotion of UHQT & LMOG Show through social media outlets

These printed advertisements along with the UHQT map and other community based activities promote Oconee County to an audience throughout the State and Tristate area. An audience that is not focused on through other tourism efforts. The UHQT website had 4,215 visitors in the first six months of 2018. Facebook likes 1216; Followers 1,104 on a regular base throughout the country.

- A. 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 Appendix B letter of Support

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 monitors distribution of maps, rack cards and requests for additional information. Web site hits and demographics are monitored monthly. Records are kept of all request for tour assistance, presentations, workshops, visitors to the studio, and tracking when possible from advertising venues.

Web site Analytics:

- | | 2016 | 2017 | 2018 (Jan.-June) |
|--|-------------|----------------------------|------------------------------|
| • <u>Web site visits</u> | 4862 | 4,553 | 4,215 |
| • <u>Face Book likes</u> | 1001 | 1075 likes, 1050 Followers | 1,216 likes, 1,104 followers |
| • <u>Primary Social Network users are from Pinterest and Face Book.</u> | | | |
| • <u>The top three Other Network Sources are: barnquiltinfo.com, upcountrysc.com, oconeecountry.com</u> | | | |
| • <u>Default Channel Grouping</u> | | | |
| 1. <u>Organic Search</u> | 878(38.56%) | | |
| 2. <u>Direct</u> | 595(26.13%) | | |
| 3. <u>Social</u> | 390(17.13%) | | |
| 4. <u>Referral</u> | 353(15.50%) | | |
| 5. <u>Email</u> | 60(2.64%) | | |
| • <u>Top Ten cities that were set: Nashville, Seneca, Charlotte, Atlanta, Bishkek, Clemson, Anderson, Boston, Saint Petersburg, FL</u> | | | |
| • <u>Demographics: age 55 and older, 78% female 22% male</u> | | | |

In review of all web site data from January 1, 2015 – July 31, 2018 the higher use dates in 2015 & 16 reflect time periods when the UHQT was jointly advertising with Anderson and Oconee Quilt Shows and prompting the Upstate through advertisements and articles placed with various publications throughout FL, GA, SC, NC, KY, TN and VA. In reviewing web site visits with Face Book posts there is a direct coloration. We continued boosting selected posts and this results in reaching a larger audience. The face book views, likes and followers are dispersed throughout the country. There is also a peak in web site visitors after the one page advertisement in the American Quilters Society Spring Program book, Fall Program book will be released in September.

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 President
Signature Martha File Date 8/14/2018
Address PO Box 333, Walhalla, SC 29691
Email info@uhqt.org Fax No. NA
Phone Number (s) 864-723-6603 or cell 904-874-1975

B. Alternate Contact Name: Judy Goodwill Title Treasurer
Signature Judy Goodwill Date 8-14-18
Address PO Box 333, Walhalla, SC 29691
Email info@uhqt.org Phone Number (s) 864-723-6603

2018/19 Budget for the Upstate Heritage Quilt Trail Promotion and Signage

Promotion	Total Costs	UHQT Request to Oconee County
<i>Charlotte Observer</i> – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: \$549.00 per run. Advertising placements would appear August 10 th and September 7 th	\$2,960.00	\$732.00
<i>Blue Ridge Country Magazine</i> , ¼ page ad, \$995.00/ issue, January/February, May/June issues	\$995.00	\$331.67.
<i>American Quilt Society (AQS) Quilt Week Program Booklets.</i> 2019 Spring and Fall shows	\$1,150	\$383.33
Development, production and distribution of rack cards for town walking Trails in Westminster and Walhalla	\$800.00	\$800.00
Country Register 2 issues in each region: FL \$260/issue; SC/NC \$199/issue. To promote walking trails and events in Upstate.	\$918.00	\$306.00
Design work 3 ads in 2 formats for Advertising and Face Book promotions	\$700.00	\$233.33
Face Book page boosts	\$150.00	\$50.00
Total Promotion Costs	\$7,673	\$2,558.00
 Information Signage for Public Designation Sites in Oconee County		
53 destination sites: 8.5" x 11" aluminum printed signs @ \$35 per sign. 22 sites with 24" x 24" @ \$65 Price includes: Integration of information to send to sign printer, printing on aluminum, mounting posts, installation for Oconee County.		
	Total cost signage	\$3,230.00
Total Request to Oconee County		\$5,788.00

APPENDIX A
PROJECT DESCRIPTION

Signage at Public Destination Sites

The Upstate Heritage Quilt Trail has recently reach a milestone of over 224 destinations throughout Anderson, Oconee and Pickens Counties. In Oconee County there are 139 sites, 75 sites are public locations which will identify the Quilt Trail to the public. Over the years we have we come realize that community members and visitors do realize what the quilt panels are or how to learn more about them. The majority of these 75 informational signs will be placed on the building near the quilt block but some will require free standing stakes. Two sizes of signage is being recommended. The small will 8.5"x 11" and the lager sign will be 24"x 24". Each sign will include a QR code so the viewer can link to the UHQT web site and obtain more information about panel they are viewing and the site where it is located. The larger sign will be used at sites with more than one quilt panel and story of the quilts and site. A sample of signage is provided below.

The table below lists the sites in Oconee County that will be included: public locations (schools, parks, community use buildings, public libraries, retail establishments, agritourism sites); art related locations; historic locations.

Quilt Panel Locations for Proposed Signage

Site Number	Quilt Name	Location	Address	City	County	Size of sign
		ART Sites				
11	Original Design	Residence	210 Crestview Ct.	Seneca	Oconee	Small
19	Log Cabin	Blue Ridge Arts Council	111 E. South Second St.	Seneca	Oconee	Small
89	Presidents Wreath	Oconee Community Theater	8001 Utica Street	Seneca	Oconee	Small
97	Log Cabin	End of the Road Studio	255 E. Bear Swamp Road	Walhalla	Oconee	Small
213	Mai'a Iho Lena	Gateway Arts Council	213 E. Windsor Street	Westminster	Oconee	Small
23	Ohio Star	Fair Oak Youth Center/ UHQT Studio	School House Rd.	Westminster	Oconee	Small
		Agritourism, Parks, Science Sites				
92	My Blue Ridge	Residence	650 Deer Creek Lane	Fair Play	Oconee	Small
88	Tulip	Oconee State Park	624 State Park Road	Mountain Rest	Oconee	Large
72	Rolling Landscape - Lake and Mountains	Devils Fork State Park	161 Holcombe Circle	Salem	Oconee	Large
15	The Tulip	Tokeena Angus	3057 Pine Grove Rd.	Seneca	Oconee	Small
24	Cather's Maze	High Fall Park	671 High Falls Rd.	Seneca	Oconee	Small
25	Log Cabin	The World of Energy	7812 Rochester Hwy	Seneca	Oconee	Small
46	Starlight's	FOLKS	4065 Keowee School Rd.	Seneca	Oconee	Small
		Historical Sites				
63	Fenced in Dahlia	Fair Play Presbyterian Church	201 Fair Play Church Road	Fair Play	Oconee	Small
42	Cross Canoes	Academy at Wildwater	1251-A Academy Rd.	Long Creek	Oconee	Large
20	Double T's	Ballenger House	212 E. Third St.	Seneca	Oconee	Small
170	Courthouse Steps	Old Pickens Presbyterian Church	E. Pickens Hwy, SC 183 at Old Pickens Church Road	Seneca	Oconee	Large
135	Crazy Quilt	Cheochee Community Building	See Directions	Tamassee	Oconee	Large
06	Rocky Mountain Road	Oconee Heritage Center	123 Brown Square Drive	Walhalla	Oconee	Large
35	Oconee Flag	Cherokee Museum	70 Short St.	Walhalla	Oconee	Large
66	Strom at Sea	Old St. John's Meeting House	200 S. Catherine Street	Walhalla	Oconee	Large
68	Yellow Ribbon	Patriots' Hall	13 Short Street	Walhalla	Oconee	Large
03	Double Wedding Rings	Oconee Heritage Center General Store Museum	126 East Main St.	Westminster	Oconee	Small
82	Railroad Crossing	Westminster Chamber	135 East Main Street	Westminster	Oconee	Small

Site Number	Quilt Name	Location	Address	City	County	Size of sign
93	School House	Rosenwald School	150 Pleasant Hill Cir	Westminster	Oconee	Small
		Public Sites				
01	South Carolina Block	Fair Play Welcome Center	I 85, Exit One	Fair Play	Oconee	Small
series	Joyce's Hearts	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	Oconee	Large
131	Bible Blocks	Mountain Rest Baptist Church	9915 Highlands Hwy	Mountain Rest	Oconee	Small
146	Faith n Grace	Faith and Grace Open Air Market	13843 Long Creek Hwy	Mountain Rest	Oconee	Small
	Double Wedding Ring	Historic Whetstone Place	198 Earls Ford Road	Mountain Rest	Oconee	Large
37	Friendship	OCPL - Salem Branch	5-B Park Avenue	Salem	Oconee	Small
53	Eagle	Community Center Building	5 A Park Avenue	Salem	Oconee	Large
54	Saw Blade	Community Center Building	5 A Park Avenue	Salem	Oconee	
113	Crossroads	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	Small
114	Fan	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	Small
129	Grandmothers Choice	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	Small
172	Angel	Mt. Carmel Church	2 Old Flat Shoals Road	Salem	Oconee	Small
183	Blue Heron	Keowee Fire Department	115 Maintenance Road	Salem	Oconee	Small
10	Compass Rose	Keowee Elementary School	7051 Keowee School Road	Seneca	Oconee	Small
16	Grandmother's Flower Garden	Red Door	120 Ram Cat Alley	Seneca	Oconee	Small
17	Star with Cats	Ran Cat Alley	106 Ram Cat Alley	Seneca	Oconee	Large
21	South Carolina Star	Seneca Public Library	300 E. South Second St.	Seneca	Oconee	Small
22	Jackson Star	Blue Ridge Elem	995 South Oak St.	Seneca	Oconee	Small
58	Mozart's Star	Hamilton Career Center	100 Vocational Drive	Seneca	Oconee	Small
62	Stargazing	Toussaint Law Firm	10131 Clemson Blvd.	Seneca	Oconee	Small
73	Blue Horizon	Arnold Building	10612 Clemson Blvd.	Seneca	Oconee	Small
94	Hawaiian Patch	Dental Practice	10229-A Clemson Blvd.	Seneca	Oconee	Small
96	Tsunami Relief	Brown-Oglesby Funeral Home	101 E.N. Second Street	Seneca	Oconee	Small
106	Scenes of the Lake	South Cove Park	10310 South Cove Road	Seneca	Oconee	Large
116	Holiday Splendor	Lorraine Harding Real Estate	10898 Clemson Blvd.	Seneca	Oconee	Small
122	Nine Patch	Lila Doyle at Oconee Medical Center	101 Lila Doyle Drive	Seneca	Oconee	Small
161	Prairie Star	Hospice of the Foothills	390 Keowee School Road	Seneca	Oconee	Small
206	Scenes of the Lake	South Cove Park	1099 South Cove Road	Seneca	Oconee	Large
44	Crazy Quilt	DAR Thrift Store	9695 N Hwy 11	Tamassee	Oconee	Large
128	North Star	Tamassee Elementary School	9950 N. Hwy 11	Tamassee	Oconee	Small
08	Star in Star	Oconee County Public Library	501 W. South Broad St.	Walhalla	Oconee	Small
45	Double Wedding Rings	James M. Brown Elementary	225 Coffee Road	Walhalla	Oconee	Large
49	Mountain and Lakes	Historic Earle House	105 West South Broad Street	Walhalla	Oconee	Small
111	Building Blocks	Oconee County Administration Bldg.	415 S. Pine Street	Walhalla	Oconee	Small
169	A Bridge to a New Beginning	Walhalla High School- Inside	4701 N. Hwy 11	Walhalla	Oconee	Large
07	Goose on the Pond	Oconee Conservatory of Fine Arts	101 East North Broad St.	Walhalla	Oconee	Small
204	Rising Star	Town Sign	Highway 11 exit ramp	West Union	Oconee	Small
02	Crazy Quilt	Fair Oak Elementary	1964 Oak Way Rd	Westminster	Oconee	Small
04	Card Trick	Westminster Library	112 W. North Ave.	Westminster	Oconee	Small
30	Carolina Mystery Pattern		224 E. Main Street	Westminster	Oconee	Small

Site Number	Quilt Name	Location	Address	City	County	Size of sign
84	Flower Basket	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee	Large
85	Caesar's Crown	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee	
86	Cactus Blossom	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee	
100	Friendship Garden	Westminster City Hall	100 E Windsor Street	Westminster	Oconee	Large
132	Blue Birds	Hopewell United Methodist Church	Methodist Drive & Jenkins Bridge Rd	Westminster	Oconee	Small
138	Orchard of Learning	Orchard Park Elementary	600 Toccoa Highway	Westminster	Oconee	Large
174	Lone Star	Sandifer Funeral Home	512 East Main Street	Westminster	Oconee	Small
175	Thai Memories of Saffron and Silk	Moon's Drug Store	132 Main Street, on Hwy 123 side of building	Westminster	Oconee	Small
182	Sun Bonnet Sue	American Legion Post 107	205 Lucky Street	Westminster	Oconee	Small
201	The Cross	Westminster Baptist Church	212 East Windsor	Westminster	Oconee	Small
	Popes Passion	Fair-Oak Elementary	1964 Oakway Road	Westminster	Oconee	Large
	Flowers Among Friends	Front side Moon's Drug Store	132 Main Street	Westminster	Oconee	Small

Small 53
Large 22

Sample of Small Signage

On the Quilt Trail

Every Quilt Tells a Story and Every Story Leads to a Discovery

— #12 —

“Mohawk Trail”

by Minnie Haselton Carter



*Scan this QR Code to visit
the website for the full story.*



Upstate Heritage
Quilt Trail

— SPONSORS —

864.723.6603 • www.uhq.t.org

Sample of Large Signage

Scan this QR Code to View Interactive Map and Website www.UHQT.org

Upstate Heritage Quilt Trail

WALPOLE

#225 On the Quilt Trail Explore and Discover

Crazy Quilt

The Crazy Quilt is a patchwork of a "Crazy quilt" and was made and working pattern for Henry W. Lewis (1840-1910), a "Crazy" Quilter who arrived March 18, 1840 at Carter's Ferry, some west of Walpole. Like other crazy quilts, the Crazy Quilt was made of many small, irregular pieces of silk, cotton, wool, and denim. It is also that these were arranged from various and other materials using various fabric patterns in the quilt's design added to the surface of the quilt. The quilt piece the area has incorporated includes various fabric patterns in fabric to replicate the working fabric. Each quilt member or friend was responsible for contributing a "square" that was then integrated into the finished quilt as follows:

These quilts are distinguished from traditional patch quilts in the irregular shape and placement of the fabric squares as well as in the inclusion of an underlayer. This quilt is made of many different types of fabric including silk, cotton, wool, and denim. It is also that these were arranged from various and other materials using various fabric patterns in the quilt's design added to the surface of the quilt. The quilt piece the area has incorporated includes various fabric patterns in fabric to replicate the working fabric. Each quilt member or friend was responsible for contributing a "square" that was then integrated into the finished quilt as follows:

The Crazy Quilt is one of the greatest treasures of Walpole, as it was the only one of its kind in the area. It was made by the late Mrs. Lewis, a member of the Lewis family, who lived in Walpole, Vermont, in the late 1800s. It is now in the collection of the Walpole Historical Society, which is located in Walpole, Vermont. It is one of the most beautiful and interesting quilts ever made. It is a true masterpiece of the art of quilting.

Henry W. Lewis (1840-1910) was born in Walpole, Vermont, in 1840. He was a member of the Lewis family, which was one of the most prominent families in the area. He was a successful businessman and a member of the Walpole Historical Society. He was also a member of the Walpole Quilt Club, which was founded in 1910. He was a member of the Walpole Quilt Club until his death in 1910. He was a member of the Walpole Quilt Club until his death in 1910. He was a member of the Walpole Quilt Club until his death in 1910.

Henry W. Lewis and his wife, Maria, were the first to make a crazy quilt in the area. They made a crazy quilt in 1880. It was made of many different types of fabric including silk, cotton, wool, and denim. It is also that these were arranged from various and other materials using various fabric patterns in the quilt's design added to the surface of the quilt. The quilt piece the area has incorporated includes various fabric patterns in fabric to replicate the working fabric. Each quilt member or friend was responsible for contributing a "square" that was then integrated into the finished quilt as follows:

In 1910, Henry was appointed the official member of the Walpole Quilt Club. He was a member of the Walpole Quilt Club until his death in 1910. He was a member of the Walpole Quilt Club until his death in 1910. He was a member of the Walpole Quilt Club until his death in 1910.

Henry W. Lewis (1840-1910) was born in Walpole, Vermont, in 1840. He was a member of the Lewis family, which was one of the most prominent families in the area. He was a successful businessman and a member of the Walpole Historical Society. He was also a member of the Walpole Quilt Club, which was founded in 1910. He was a member of the Walpole Quilt Club until his death in 1910. He was a member of the Walpole Quilt Club until his death in 1910.

APPENDIX B

Letters of Support

Maxie W. Duke, 306 North Catherine Street, Walhalla, SC 29691

August 10, 2018

Oconee County PRT
1099 South Cove Road
Seneca, SC 29672

To Whom It May Concern:

The beautiful quilt blocks displayed throughout Oconee County caused by the efforts of the Upstate Heritage Quilt Trail are awesome and inspiring. They celebrate family and history.

It is my understanding that the Quilt people would like to install signs to point viewers to the web page where more information can be obtained about each quilt block. I certainly would not mind having a small sign (8.5" x 11") in my yard; I understand a larger sign would be placed where more than one quilt block is displayed.

Thank you and your commission for using your time to encourage the non-profit Oconee County Quilt Trail in our beautiful, historic dwelling place. I wish them, and you, continued success in maintaining and promoting our unique piece of territory.

Sincerely and with warm regards,

Maxie W. Duke



Ken Sloan
Visit Oconee SC
864-380-3976
Ken@SCMountainLakes.com
www.VisitOconeeSC.com

August 10, 2018

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. Visit Oconee is proud to be a sponsor and supporter of this amazing organization.

With almost 139 quilts completed and installed in Oconee County, the Upstate Heritage Quilt Trail is a tourism draw. 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 Visit Oconee can do to further assist you in your efforts.

Kind regards,

Ken Sloan
President & CEO
Visit Oconee SC



Walhalla, South Carolina
oconeeheritagecenter.org

August 10, 2018

Dear Oconee County PRT Commission Members,

I am writing in support of the Upstate Heritage Quilt Trail's ATAX grant request. Oconee Heritage Center was the 1st 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. Quilt trail pieces are often featured on existing heritage tourism destinations, which adds a dynamic new layer to the sites and enhances visitor experiences. As the trail has become more widespread and visible many visitors naturally notice and have questions about the trail. Since the trail is spread out and available 24/7, it is important that each location feature interactive signage that can educate visitors about the quilt trail and the individual quilt histories. 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 W. Hagerty
Director/Curator
Oconee Heritage Center

Mountain Rest Community Club

PO Box 24

Mountain Rest, SC 29664

Oconee County PRT

1099 South Cove Road

Seneca, SC 29672

11 August 2018

Re: Upstate Heritage Quilt Trail

Seven beautiful quilt panels have been painted by the Upstate Heritage Quilt Trail Art Production Team and installed in the rural community of Mountain Rest.

Four of them hang on the front of the Mountain Rest Community Club, bringing the otherwise-drab old school building to life! The front of the Club has had eight windows boarded up for scores of years. One by one (four so far), those windows are being covered by quilt panels, each with its own story and connection to Mountain Rest in Oconee County. I hear talk of local residents vying for the remaining four spaces for their own quilt panels to join the UHQT.

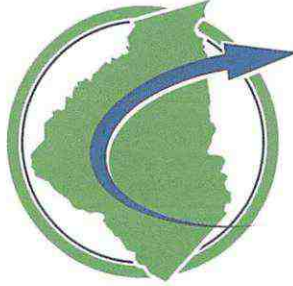
Coincidentally, the local (fabric) quilting club has been meeting inside the Mountain Rest Community Club for over 60 years. What a beautiful thing it has been to take some of the quilts that are directly or indirectly connected to the quilting club and have them copied by the talented volunteers of the Upstate Heritage Quilt Trail Art Production Team. Then, with pride, installed on the front of the building to cover the old windows.

The Mountain Rest Community Club is just one of the four locations in Mountain Rest that now show off quilt panels on the Upstate Heritage Quilt Trail. The quilt panels are art. They are silent. They speak loudly. They teach history. They tell a story. They bring community pride.

Thank you for your support.

Sally Oliver Gravino

Secretary of the Mountain Rest Community Club



OCONEE CHAMBER

ADVOCATING BUSINESS, CULTIVATING COMMUNITY

August 10, 2018

Mr. Phil Shirley
Oconee PRT Director
1099 S Cove Rd
Seneca SC

Dear Mr. Shirley:

Upstate Heritage Quilt Trail and the Oconee 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 as part of the South Carolina Apple Festival. This brings many visitors to the chamber office in Westminster to view the quilts.

The chamber has a history of partnering 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, former Dads and Lads building, and numerous private homes. We keep records of our visitors that visit the quilt shows we host here during the South Carolina Apple Festival. The UHQT brochure is very popular. 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
Westminster Administrator
Oconee Chamber of Commerce

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1,089.00
 B. How will ATAX Funds be used? to purchase and install new banners for the back facade of our facility
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? _____
 D. Funds furnished by your organization _____
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding _____ Source _____
 Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Oconee Heritage Center - New Banners for Rebranding
 B. Description of project As OHC continues a rebranding effort we will need new banners for the brackets on the back facade.
 C. Who will benefit from this project? Banners allow for 2-sided identification of our location for visitors approaching from the main highways that converge near the museum.

IV. DATES OF PROJECT

Beginning January 2019 Ending ~~January 2019~~ January 2019

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date May 1999
 Eleemosynary Organization under IRS Code: IRS # 31-1663047
 Date of Determination Letter 8-20-99

RECEIVED
8-15-18

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

OHC has proven to be a marketable destination/attraction in Oconee for 18 years. Our main issue to attract tourists has been adequate signage and recognition from downtown Walhalla.

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

N/A

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

Last Year 991 (45%) in 2017

This Year 918 (43%) projected for 2018

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

Last year: not tracked

This Year: not tracked

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

N/A

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

photographs, visitor log

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

guest logs with zip codes and "how did you hear about us?" feedback

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: _____

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

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

A. Contact Name: Leslie Hagerby Title Director
Signature [Signature] Date 8/14/18
Address PO Box 345 Walhalla, SC 29691
Email lha@oconeeheritagecenter.org Fax No. _____
Phone Number (s) 864-638-2229

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

OCONEE COUNTY ATAX GRANT

OHC New Banners for Re- branding BUDGET

5 new banners (double-sided with rod pockets and grommets)	\$650
Installation	\$400
Sales Tax	\$39
TOTAL	\$1,089



D-Sign
 PO Box 1707
 Seneca, SC 29679

Estimate

Date	Estimate #
8/14/2018	374

Name / Address
Oconee Heritage Center Leslie Hagerty info@oconeeheritagecenter.org 864-638-2224

Description	Qty	Rate	Total
30 x 72 18 oz. pole banner, double-sided, with 3" pole pockets top and bottom & 2 grommets on one side	5	130.00	650.00T
Labor to install pole banners at customer's location	1	400.00	400.00
Quote good for 30 days		Subtotal	\$1,050.00
		Sales Tax (6.0%)	\$39.00
		Total	\$1,089.00



P - 864.972.0690
 F - 864.972.0691
 DiamondITpromo.com
 PO Box 125 / 604 Hwy 182
 Fair Play, SC 29643

: 7185

Date : 8/10/18

Completion Date:

Name	Salesperson	Email
Leslie White		info@oconeeheritagecenter.org

Oconee Heritage Center
 PO Box 395
 Walhalla, SC 29691

Phone	Fax
864.638.2224	

Quote Category

Qty	Part Number	Color	Description	Unit Price	Total Price
5	DUNNM-GABOB	Full	Double Sided Pole Banner - 30"x72"	150.00	750.00
1	Installation		Install Banners half day installation with equipment	800.00	800.00

Subtotal	1,550.00
Sales Tax	93.00
Shipping	
Total	1,643.00

Note:

This quote is valid for 30 days.

Authorized By: Signature	Printed Name	Title	Date

**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 29691-0006

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ \$7,000

B. How will ATAX Funds be used? Funding will be used for advertising the 40th Annual Oktoberfest in magazines, local and regional television stations, radio stations as well as regional newspapers. The advertising funds utilized are to encourage engagement and increase visitors to the annual event.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 40%

D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding \$11,000 Source Gate admission revenues from event
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 Promotion of the 40th Annual Walhalla Oktoberfest

B. Description of project: The Walhalla Oktoberfest was founded in 1979, and kicks off annually on the third Friday in October and continues for the entire weekend. The mission of the Oktoberfest is to celebrate the rich history and heritage of Walhalla, which was founded in 1850 by a German Colonization Society from Charleston, SC. This annual festival promotes numerous Oconee County attractions, other events in our area and is a great resource for the promotion of not only the City of Walhalla, but the County's tremendous recreational and outdoor assets as well.

C. Who will benefit from this project? Beneficiaries of this event include the entire community, not specific to Walhalla and its immediate surroundings, but the entire county. Oktoberfest has a positive economic impact on lodging properties, restaurants, local merchants, gas stations and the various independent local vendors that participate in the event. Churches, civic organizations, school booster groups and also benefit as the festival provides tremendous exposure for these groups.

IV. DATES OF PROJECT

Beginning Friday, Oct. 19, 2018 | Ending Sunday, Oct. 21, 2018

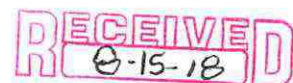
V. APPLICANT CATEGORY

Government Entity: _____

X Non-profit Organization: Incorporation date: March 7, 2014

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? The entire budget for advertising the 40th Annual Walhalla Oktoberfest will be directed to attracting visitors from a 50 to 200-mile radius of Walhalla. The festival intends to attract new visitors to the City of Walhalla, as well as to Oconee County and expose them to the many historical, cultural and recreational attractions the area offers.

- A. How many visitors/participants attended the event last year and are anticipated this year?
Last year's visitors: Approximately 25,000 Projected for 2018: 26,000
- 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 Estimated: 10,101
This Year Estimated: 10,500
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : Estimated: 3,087
This Year: Estimated: 3,120
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Advertising will be placed in printed publications such as *South Carolina Living*, *Southern Living*, *Upstate Magazine*, *the Greenville News* and *The State Newspaper*. Additionally, radio and television ads on stations such as WYFF, WHNS, WHLC and iHeart Media will be run. Finally, the Committee has implemented a digital marketing campaign (Facebook, Instagram and Twitter) that targets audiences within a 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): The Sertoma Field area of Walhalla Oktoberfest charges admission for entry, and thus exact paying attendance can be tracked. An approximate 16,500 visitors were accounted for in 2017. An additional estimated 7,500 attendees also attended various events and supported vendors in and around 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 are administered at the event that assist in obtaining information including home ZIP code of visitors, spending data, and how the visitor heard about the festival. When available, website visitor information is collected and provided when possible.

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: Ammanda F Brock Title Oktoberfest Board Member
Signature [Signature] Date 08.15.2018
Address 415 S. Pine St. Walhalla SC 29691
Email abrock@oconeesc.com Fax No. 864.638.4246
Phone Number (s) 864.963.5179 - cell 864.638.4245 - wk.
- B. Alternate Contact Name: Kenneth E. Johns Jr. Title Oktoberfest Board Member
Signature [Signature] Date 08.15.2018
Address 415 S. Pine St. Walhalla SC 29691
Email kjohns@oconeesc.com Fax No. 864.638.4278
Phone Number (s) 864.723.5724 - cell 864.638.4275 - wk.

WALHALLA OKTOBERFEST

2018 EVENT BUDGET

Income:

Admission	\$55,000.00
Carnival	\$9,500.00
Booth Rental	\$13,000.00
Souvenirs / Sales	\$2,500.00
Grants	\$9,000.00

Total Income: \$89,000.00

Expenses:

Bands/ Entertainment	\$10,000.00
Security	\$7,000.00
Souvenirs/T-shirts	\$2,000.00
Advertising	\$18,000.00
Fireworks	\$6,500.00
Tent Rental	\$4,500.00
Garbage/Litter Pickup	\$2,000.00
Port-A-John Rental	\$1,500.00
Parking Staff	\$750.00
Gate Staff	\$1,000.00
Electrician/Electrical Repairs	\$1,250.00
Electricity	\$1,000.00
Banners & Signs	\$1,500.00
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

Total Expenses: \$79,500.00

Net Profit (Loss) \$9,500.00

WALHALLA OKTOBERFEST

Advertising Budget for 2018

Brochures	\$1,000.00
South Carolina Living	\$2,500.00
Southern Living	\$4,000.00
Facebook Advertising/Marketing	\$2,500.00
iHeart 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
FestivalNews Magazine	\$1,000.00
The State - Columbia, SC	\$1,000.00
Total	\$18,000.00

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

I. APPLICANT

A. Name of Organization Walhalla Performing Arts
B. Address 101 E.N. Broad St
Walhalla SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 18,000
B. How will ATAX Funds be used? Sound-light production and advertising
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 60-70%
D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Sound-light production
B. Description of project need new LED lights, now operating with 20+ year old can lights, need new monitor for sound + monitor board
C. Who will benefit from this project? All patrons attending shows

IV. DATES OF PROJECT

Beginning 9/18 Ending 1/19

V. APPLICANT CATEGORY

Government Entity:
 Non-profit Organization: Incorporation date Feb 1994
 Eleemosynary Organization under IRS Code: IRS # _____
 Date of Determination Letter _____

RECEIVED
8.15.18

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

With increase on nationally touring acts, we are finding many \$ spent on food + beverage along with lodging accommodations.

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

Over ~~15,000~~ 15,000 ppl last year over 20,000 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 50-60 %

This Year 60-70 %

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

This Year: 250

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

Radio - print - Facebook - Vending, ticket software

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)

All The above!

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) Vending ticketing, Yelp, Facebook, website

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: HE Block

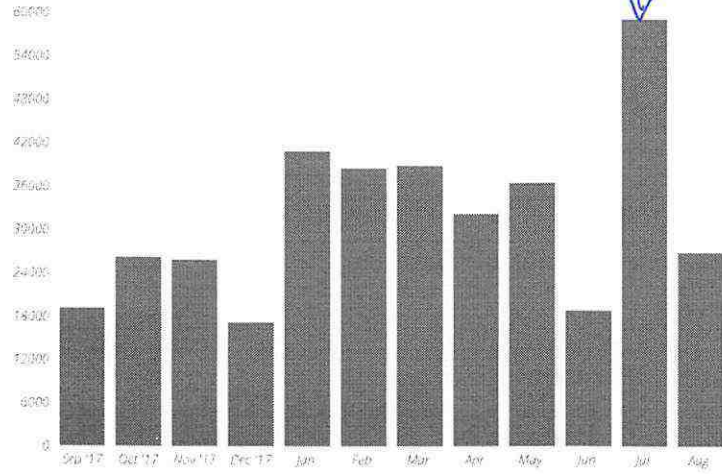
VIII. Will your project be using any funds from another group that received ATAX funds? No

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. 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: Mark Thompson Title Director WJAC
Signature Mark Thompson Date 5/14/18
Address 101 E.W. Road St Walkalla, SC 29691
Email mark@mtentertainment.com Fax No. _____
Phone Number (s) 864-638-5277 - 864-991-7248

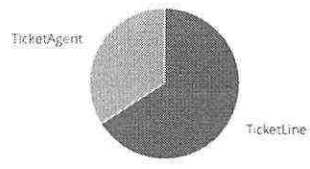
B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Phone Number (s) _____

Total Revenue



Low end season

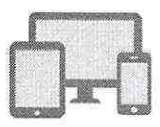
TicketAgent Vs. TicketLine sales Past 12 months



Just Happened...

- Tickets sold today \$640.00 (14)
- Tickets sold yesterday \$1,833.00 (48)
- Tickets sold from the beginning of the year \$291,626.40 (8,677)

What's New?



Vendini Website Manager
 An easy-to-use, mobile-first website application that's integrated with Event Manager to optimize ticket sales.

Copyright © 2001 - 2018 Vendini, Inc. - All Rights Reserved. Vendini, Box Office Magic!, TicketAgent and TicketLine are all registered trademarks of Vendini, Inc
 •1 (800) 901-7173 • info@vendini.com

CITY MARATHON 2019 BUDGET

AMOUNT

BLUE MOUNTAIN	\$500.00
AARON SLOAN	\$555.00
INDEPENDENT MAIL	\$1,000.00
T & R GRAPHICS	\$4,000.00
RMS	\$1,906.25
ACTION SEPTIC	\$247.37
TERRY TIMES	\$250.00
BEST WESTERN	\$87.99
ATAX GRANT	10,000.00
ADVERTISING (WYFF)	\$5,000.00
HAT ADS	\$25,000.00
PRIZE MONEY	\$4,700.00
TOTAL	\$53,246.61

The Music Maker Inc
 6952 Calhoun Memorial Hwy
 Easley, SC 29640-3567
 (864)859-1077
 sales@musicmakerusa.com
 www.musicmakerusa.com



ESTIMATE # 2486
 DATE 08/20/2018

ESTIMATE

ADDRESS

Walhalla Civic Auditorium
 PO Box 523
 Walhalla, SC 29691

Please detach top portion and return with your payment.

ACTIVITY	SKU	QTY	RATE	AMOUNT
Midas M32 32 channel digital console		1	3,999.99	3,999.99T
Shure DMK57-52		1	399.99	399.99T
Shure SM7B Cardioid Dynamic Studio Vocal, Standard and Close-talk Windscreens		2	399.00	798.00T
Sm81 Shure SM81 Condenser mic		2	349.00	698.00T
ETC ColorSource 20 512 Channels of DMX Control - Supports up to 40 Fixtures/Devices - 20 Faders with Bump Buttons - Touchscreen Stage Panel Display		1	1,749.99	1,749.99T
10ft - Aluminum Pipe 10ft - 1.5" Schedule 40 Aluminum Pipe		2	50.00	100.00T
Rapco Horizon 2 Pair DMX Bulk 2 Pair DMX Bulk - .39 per ft		200	0.39	78.00T
Mega Clamp	Mega Clamp	8	16.25	130.00T
Rapco Horizon 3ft DMX 3-Pin Rapco Horizon 3ft DMX 3-Pin		20	12.00	240.00T
Lightronics FXLE1232W LED Ellipsoidal Lightronics LED Ellipsoidal Lighting Fixture		6	1,050.00	6,300.00T
Chauvet Intimidator Spot LED 350		2	549.00	1,098.00T

SUBTOTAL 15,591.97
 TAX (7%) 1,091.44
TOTAL \$16,683.41

Accepted By

Accepted Date

1. Name of the applicant

2. Address of the applicant

3. Nature of the business

4. Capital of the business

5. Name of the partner

6. Name of the partner

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