

AGENDA
OCONEE COUNTY PRT Commission
February 28, 2019
Oconee Heritage Center
12:00 PM

- 1. Call to Order**
- 2. Welcome Members/Guests**
- 3. Approval of Minutes**
- 4. Treasurer's Report**
- 5. Review New Grant Applications**
- 6. PRT Action Items**
- 7. PRT Update/Upcoming Events**

ADJOURNMENT

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

I. APPLICANT

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

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

II. FUNDS REQUESTED:

A. ATAX Funds Requested \$ 4000.00

B. How will ATAX Funds be used?

The funds will be used to pay for TV ads and ads in Living in SC Magazine

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

100%

D. Funds furnished by your organization \$8100.00

Matching grant \$ _____ Source _____

Other Funding \$ _____ Source: SCAF

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

RECEIVED
2.14.19

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: South Carolina Apple Festival

B. Description of project:

The South Carolina Apple Festival is held yearly in Westminster to promote the South Carolina apple heritage. The festival will be celebrating its 58th year and is one of the longest running festivals in the state of South Carolina. In 2013 the South Carolina Apple Festival was named one of the Top 100 events in the Nation by the American Bus Association. The South Carolina Apple Festival continues to bring visitors from all across the nation.

C. Who will benefit from this project?

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

IV. DATES OF PROJECT

Beginning September 3 Ending September 7, 2019

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 1961

Eleemosynary Organization under IRS Code: IRS # 52-1663016

Date of Determination Letter September 1, 1961

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The project brings visitors to our area based on zip code records kept at the quilt show.

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

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

36% of the people surveyed were from beyond a 50 mile radius.

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

Of the people surveyed, a total of 15% stayed overnight as a direct result of the South Carolina Apple Festival surveys.

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

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

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

Letters of support from city and pictures from the 2018 Festival.

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

There were zip codes collected during the Quilt Show hosted by the chamber. We keep monthly records about our website hits through our webhost. We keep copies of request for information from Living in SC Magazine.

VII. AUDIT

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

Name of the Auditor H& R Block

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project and that all information required for final reporting MUST be detailed when project is complete.

A. Contact Name Diane Lyles Title President

Address P.O. Box 206 Westminster SC 29693

E-mail

Phone Number (s) 864-723-3851

Signature Dianne Lyles Date 2-11-19

B. Alternate Contact Sandra Powell Title

Address P.O. Box 206 Westminster SC 29693

E-mail west@oconeechambersc.com

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

Signature Sandra B Powell Date 2-11-19

South Carolina Apple Festival Advertisement Budget 2019

Local	
Westminster News	500
Daily Journal	500
Toccoa Record/ Hartwell Sun	1000
WGOG	1000
Greenville Radio Stations	1000
Miscellaneous advertisement	2000
Total	6000

ATAX	
SC Living Magazine	1500
WYFF TV	4000
EC Publishing	510
Total	6010

Total Ad Budget	12100
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February 7, 2019

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

Dear Committee Members:

The South Carolina Apple Festival is a shining example of promoting cultural welfare of our city. In 2013 the festival was voted one of the top 100 festivals in the United States. This honor is greatly appreciated and well deserved. The festival, which will be celebrating its 58th year, is a time for Westminster to welcome the world and share all it has to offer. The city supports this worthwhile endeavor each year.

On behalf of the City of Westminster, I would like to respectfully request that you give this your consideration.

Sincerely,

Chris Carter ®

Chris Carter
City Administrator



February 10, 2019

Mr. Phil Shirley
Oconee PRT Director
1081 South Cove Rd
Seneca, SC29672

Dear Committee Members:

Each year the Westminster Rotary participates in the South Carolina Apple Festival. We as a club host the annual golf tournament and the luncheon. We happily participate in this event to share our apple heritage with the world. This is the highlight of the year for the Westminster area.

Please consider providing Oconee County ATAX funds to help support the South Carolina Apple Festival committees' efforts for 2019.

Yours in Rotary service!

A handwritten signature in black ink that reads "Jack S. Aden".

Jack S Aden
Westminster Rotary President







APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization

Oconee Forever, an all-volunteer outreach group of Upstate Forever

Upstate Forever is a 501(c)(3) membership-based nonprofit headquartered in Greenville, SC. Our mission is to promote sensible growth and protect special places in the Upstate region of South Carolina, including Oconee County. Oconee Forever, an outreach group of Upstate Forever, is engaged in conservation education activities and supports local initiatives to conserve and enhance Oconee County's conservation properties. ***Please make any check issued payable to Upstate Forever and mail it to Oconee Forever, 295 Conley Road, Mountain Rest, SC 29664.***

B. Address:

507 Pettigru Street, Greenville, SC 29601 (Upstate Forever)
295 Conley Road, Mountain Rest, SC 29664 (Oconee Forever)

II. FUNDS REQUESTED

A. ATAX Funds Requested \$2,000.00

B. How will ATAX Funds be used?

To purchase Internet advertising on Active.com and Facebook and, if available, to purchase and mail rack cards and posters. Please see Attachment 1 (Single Source Documentation).

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

Approximately 100% of the ATAX funds and about 95% of the total publicity budget can be directly attributed to attracting or serving tourists. Please see Attachment 2 (Budget) and Attachment 3 (Publicity Budget) for additional information. About 80% of the entire budget will be attributed to either attracting or serving tourists.

D. Funds furnished by your organization	approximately \$22,000.00
Matching Grant	Source
Matching Grant	Source
Other Funding	Registration fees, sponsorships, and
Other Funding	donations both monetary and in kind

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**

RECEIVED
2-08-19

Please see Attachments 2 (Budget) and 3 (Publicity Budget) for this information.

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title:

Rally in the Valley 2019 - Bicycles, Barbecue, Beer and Bands (8th annual)

C. Description of project

Lake Jemiki is a beautiful setting adjacent to a private lake tucked back into the Blue Ridge Mountains. The 60 and 30-mile bicycle routes wind through the rural roads of Oconee County. The cyclists return to music, food, and craft beer as well as a vendor area featuring local crafts and local conservation groups. This festival atmosphere is unique for a cycling event and encourages cyclists to bring their families.

- Who will benefit from this project?

Local business and entities benefiting from this project include: vacation rentals, hotels, restaurants and gas stations. Oconee Forever is still in the process of identifying the conservation property in the County that will receive the next donation.

IV. DATES OF PROJECT

Beginning: May 11, 2019

Ending: May 11, 2019

V. APPLICANT CATEGORY

Government Entity:

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

Eleemosynary Organization under IRS Code: IRS # 57-1070433

Date of Determination Letter May 13, 2003

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

As well as attracting cyclists and their families (a total of 237 attendees in 2018 despite the rain), the event features the scenic beauty of the area and encourages return visits. As one of several other major cycling events in the county, Rally in the Valley helps brand Oconee County as a cycling destination.

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

214 cyclists registered (149 on the road due to rain), 14 event only registered & 67 volunteers/vendors attended in 2017. The target for 2019 is 275 cyclists and 50 event only participants.

- 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: 139 (preregistered cyclists only)
This Year :175

In 2018, 214 cyclists registered for the event, 139 (or 66%) of whom were from out of state or South Carolinians from over 50 miles away. In addition, some of the event only participants who did not have to register for the event were from out of state as well as about 10% of the volunteers.

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

Last year: over 20
This Year: 40+

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

Advertising for this event includes postings to the websites, calendars, and the Facebook pages of bicycle clubs; postings in outdoor shops' internet bulletins; Instant Ads on Active.com, a major event registration site; Facebook Boosts; and rack cards/posters placed in bicycle and outdoor shops as well as on community bulletin boards. Please see Attachments 1 (Single Source Documentation) and 3 (Publicity Budget) for more in depth explanations.

- 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)

Please see the attached letters of support from Visit Oconee SC and the Oconee County Chamber of Commerce. Both entities have supported the event from its inception. Please also see the attached listing in South Carolina Living.

- 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)

Records kept during the event include the registration data for the event (including addresses); the Instant Ads data; the Facebook boosts data; and hard copies of publicity materials, including but not limited to the rack cards and press releases.

VII. AUDIT

Does your organization perform an independent audit? Yes No
Name of the Auditor: Greene, Finney and Horton. Mauldin, SC

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: Scott Park, Land Conservation Director

Signature Scott Park

Date February 5, 2019

Address 507 Pettigru Street
Greenville, SC 29601

Email: spark@upstateforever.org

Fax: 864-250-0788

B. Alternate Contact Name: Emily Hitchcock, Oconee Forever

Signature Emily P Hitchcock

Date February 10, 2016

Address- 295 Conley, Mountain Rest, SC 29664

Email emilyanddickey@gmail.com

Phone Number (s) 864-638-6350

RALLY IN THE VALLEY 2019
SINGLE SOURCE DOCUMENTATION

Oconee Forever plans to use two sources for its paid internet advertising campaign. The first provider will be Active.com, one of the premiere sports event registrations sites, and the company chosen by Oconee Forever to provide online registration for Rally in the Valley. The second provider will be Facebook. Both sites are single source providers.

One of the services offered by the first provider, Active.com, is the Instant Ads campaign. Instant Ads is a marketing concept available to events registered on Active.com. It is geared toward attracting attention to an event from several places within the website. Once purchased, the ads for Rally in the Valley will appear (1) in response to searches of cycling events in the southeast, (2) on cycling specific home pages, (3) in the local event weekly newsletter and (4) in blocks within articles on topics related to cycling. The placement of an ad in each of these formats is dependent upon the amount of the bid and Oconee Forever will be charged only if a person clicks through the ad to the Rally in the Valley registration page. For example, Active reported in 2018 that Rally in the Valley had 16,418 impressions resulting in 147 clicks at a cost of \$535. This advertising will target large metropolitan areas in North Carolina, South Carolina, Georgia, Florida and Tennessee.

The second provider will be Facebook. Oconee Forever will purchase advertising on Facebook known as "boosts" that will target Facebook users who are cyclists in large metropolitan areas in North Carolina, South Carolina, Georgia, Florida and Tennessee. In 2018, the Facebook boosts had a paid reach 54,211 people with 3,602 engagements and 2,907 link clicks at a cost of \$855.

With both Instant Ads and Facebook boosts, the text of the ad is abbreviated due to space limitations. However, if awarded a grant, the required grant language will be placed at the bottom of the registration home page. Thus, it will be seen by every person who goes to the registration home page, regardless of whether the person accesses the page through an Instant Ad, a Facebook boost or any other form of advertising, including word of mouth.

APPLICATION OF OCONEE FOREVER / UPSTATE FOREVER
ATTACHMENT 2

**RALLY IN THE VALLEY 2019
FINAL BUDGET**

<u>EXPENSES</u>				
	<i>Cash</i>	<i>Non-Cash Values</i>		
Beer, includes permit	100.00	800.00		
Contingency Funds	500.00			
Door Prizes		500.00		
Insurance	800.00			
Logistics	950.00	650.00		
Lake Jemiki (500)				
Bathrooms (850 & 1 free)				
Misc (100)				
Meal: Food & Supplies	2,500.00	1,000.00		
Music	1,500.00	2,000.00		
Publicity	2,500.00	3,000.00		
Rack Cards (400)				
Internet Ads (1000)				
Facebook Boost(600)				
Race Supplies	400.00			
Food (200)				
Misc (200)				
Registration Supplies	100.00			
T-shirts	2,250.00			
Subtotals	11,600.00	7,950.00		
			TOTAL EXPENSES:	19,550.00
<u>INCOME</u>				
	<i>Cash</i>	<i>Non-Cash Values</i>		
Cash Sponsors	10,000.00			
Registration Fees				
Pre-registered	8,000.00			
Event day	3,000.00			
Donations (event day)	100.00			
Sale of Pork Butts	400.00			
ATAX Grant Funds	2,000.00			
Walhalla Hospitality Tax	750.00			

Sale of t-shirts	50.00			
In-kind donations		7,950.00		
Subtotals	24,300.00	7,950.00		
			TOTAL INCOME:	32,250.00
			PROJECTED NET INCOME:	\$12,700.00

Notes

- budget includes estimated value of advertising by REI stores and on other websites
- budget anticipates \$1,500.00 in ATAX grant for advertising
- budget anticipates \$750.00 in funding from the City of Walhalla Hospitality Tax
- this budget anticipates an aggressive sponsorship campaign that more than doubles the 2018 numbers, primarily due to a new volunteer who is spearheading a sponsorship campaign
- purchased food includes meat and food for meal only
- donated food is estimate of cost of food donated by volunteers
- bathrooms are for 7 port-a-johns
- race supplies includes all rest stop food
- door prizes based on fair market value of donated items

**RALLY IN THE VALLEY 2019
 PUBLICITY BUDGET**

CATEGORY	ATAX	HOSPITALITY TAX	OF FUNDS	DONATIONS	TOTAL
Rack Cards/Posters, including postage	if needed	750.00			750.00
Active.com	800.00		100.00		900.00
Facebook boosts	1,200.00	if available	150.00		1,350.00
Other Advertising				3,000.00	3,000.00
<u>TOTAL PUBLICITY BUDGET</u>					<u>\$6,000.00</u>

Printed rack cards and posters have played an important marketing role in Oconee Forever’s advertising plan, and this year we will continue that program focusing on target locations outside of Oconee County. Rack cards will be distributed to the following locations in addition to areas within Oconee County. Types of distribution locations include trail heads, bicycle shops, REI stores, and outdoor related shops. By mailing rack cards instead of hand delivering them, we can get the cards in more locations.

1. South Carolina: Pickens County, Anderson County, Greenville County, Aiken, Columbia
2. Georgia: Toccoa, Clayton, Hiawasee, Gainesville, Hambersham, Metro Atlanta
3. North Carolina: Franklin, Brevard, Asheville, Hendersonville, Charlotte
4. Tennessee: Chattanooga, Knoxville

Additional marketing will focus on internet publicity through various social media platforms, as well as websites, bike club event calendars, Facebook and Active.com. This marketing push will include all of the areas mentioned above as well as the following target cities:

1. South Carolina: Charleston and Myrtle Beach
2. Tennessee: Nashville
3. Florida: Jacksonville

In addition, Andy Smith has interviews scheduled with Mike Switzer of the SC Business Review on April 4 and with Brandon Kessler of The Lake radio show in Seneca on April 25. The event will also be submitted to South Carolina Living and other publications.

The overall goal of the marketing plan is threefold: to succeed in meeting our goal of 300 cyclists, increase the general public’s awareness of Oconee Forever’s mission and showcase the bicycling opportunities in Oconee County.



February 7, 2019

Rally In The Valley
Attn: Bettina George
Mountain Rest, SC

Subject: Letter of Support

Dear Bettina,

It is with great pleasure that I write this letter of support on behalf of the annual bicycle ride, Rally in the Valley.

The cycling industry is not only growing rapidly in global popularity, but it is also a significant tourism economic driver here in Oconee County. In addition to your ride, there are three other major rides in Oconee and our area is the official training site for hundreds of professional bike riders from Canada who have been training here every year for well over 15 years. Rally in the Valley will further enhance our area as a cycling destination.

With that in mind, Visit Oconee SC welcomes and supports this annual bike riding event and I highly recommend and encourage the Oconee A-Tax Commission to approve your grant request in full.

Respectfully submitted,

Ken Sloan
President & CEO
Visit Oconee SC



February 4, 2019

Mr. Phil Shirley
1081 South Cove Rd
Seneca, SC 29672

Dear Mr. Shirley,

The Oconee Chamber of Commerce supports Oconee Forever's event Rally in the Valley. This event brings visitors to our area as well as promotes the preservation of our beautiful county. Year after year this event continues to be a very worthwhile endeavor. Please consider their grant application.

Thank you,

A handwritten signature in cursive script that reads "Vanessa Penton".

Vanessa Penton
Executive Director
Oconee Chamber of Commerce

Upstate

MAY

15-17 **Weekday Waterfall Tours**, Devils Fork State Park, Salem. (864) 944-2639.

17 **ArtWalk**, downtown cultural district, Spartanburg. (864) 542-2787.

17 **Opening Reception, Off the Wall + Jonathan Brilliant**, Spartanburg Art Museum, Spartanburg. (864) 582-7616.

18 **Espresso no. 4: Saxocchino**, Chapman Cultural Center, Spartanburg. (864) 542-2787.

19 **Issaqueena's Flight for the Fight**, downtown, Six Mile. flightforthefight.com.

19 **Family Fishing Clinic**, Table Rock State Park, Pickens. (864) 878-9813.

19 **Paint Your Own Special Memory**, Oconee State Park, Mountain Rest. (864) 638-5353.

19 **"Power from the Past" Antique Show and Swap Meet**, Abner Creek Baptist Church, Greer. (864) 680-4004.

19 **Rally in the Valley**, Lake Jamik, Walhalla. oconee4ever@gmail.com.

24, 26 and 27 **Addams Family**, Chapman Cultural Center, Spartanburg. (864) 542-2787.

26 **2018 Priscilla Shirer Simulcast**, Unity Baptist Church, Simpsonville. (928) 308-8388.

26 **Suited to Swim**, Paris Mountain State Park, Greenville. (864) 244-5565.

26 **Sunrise Hike of Bald Knob**, Table Rock State Park, Pickens. (864) 878-9813.

28 **Memorial Day God and Country Bluegrass Concert**, Aunt Sue's Country Corner, Pickens. (864) 878-4366.

31 **S.C. High School Rodeo**, T. Ed. Garrison Livestock Arena, Pendleton. (803) 535-9545.

JUNE

1 **First Friday Walk with David Bradshaw**, Caboose Parking Area at South Carolina Botanical Garden, Clemson. (864) 650-1811.

1-2 **S.C. High School Rodeo**, T. Ed. Garrison Livestock Arena, Pendleton. (803) 535-9545.

2 **Saluda River Rally**, Dolly Cooper Park, Greenville. (864) 231-7275.

6 **Lunch and Learn: Growing and Using Herbs with Layla Burgess and Adair Hoover**, Hayden Conference Center at South Carolina Botanical Garden, Clemson. (864) 656-2836.

7 **Musgrove Mill Battlefield Guided Hike**, Musgrove Mill State Historic Site, Clinton. (864) 938-0100.

SCLiving.coop/calendar

Our mobile-friendly site lists even more festivals, shows and events. You'll also find instructions on submitting your event. Please confirm information with the hosting event before attending.



Piles of crabs and plenty of music await at Little River's scenic waterfront the weekend of May 19-20 at the World Famous Blue Crab Festival.

7-8 **2018 Golden Tiger Reunion**, Madren Conference Center, Clemson. (864) 656-7155.

8 **Garden Creativity: Red, White & Indigo**, Hanson Nature Learning Center at South Carolina Botanical Garden, Clemson. (864) 656-0203.

8 **Lori Solymosi exhibition**, Art Gallery on Pendleton Square, Pendleton. (864) 221-0129.

8-10 **Palmetto Sport Horse Spring Classic**, T. Ed. Garrison Livestock Arena, Pendleton. (828) 674-1758.

9 **Strides for Autism Festival**, Heritage Park, Simpsonville. (864) 750-6988.

9 **What Lies Beneath**, McAlister Auditorium at Furman University, Greenville. (864) 326-5690.

ONGOING

Every other Wednesday Music Sandwiched In, Spartanburg County Public Library, Spartanburg. (864) 948-9020.

Third Thursdays ArtWalk, downtown cultural district, Spartanburg. (864) 582-7616.

Fridays Starry Nights, Roper Mountain Science Center, Greenville. (864) 355-8900.

Midlands

MAY

17 **Wood Carving Demo with Ike Carpenter**, Aiken County Visitors Center, Aiken. (803) 642-7557.

18-19 **Battle of Camden BBQ Festival**, Historic Camden Revolutionary War Site, Camden. (803) 432-4391.

18-19 **Birdfest Bluegrass Music Festival**, Pineland Farm, Panola. (803) 435-5282.

18-20 **Vintage Market Days**, Camden City Arena, Camden. (803) 873-7467.

19 **21st Annual McConnells Antique Tractor Show**, McConnells Community Center, McConnells. (803) 684-5161.

19 **Escape Aiken City Wide Search**, downtown, Aiken. (803) 500-1508.

19 **Lizard Man Run 5K**, Poinsett State Park, Wedgefield. (803) 494-8177.

19 **Redcliffe's Rooftop Talks**, Redcliffe Plantation State Historic Site, Beech Island. (803) 827-1473.

19 **Try Abstracts (multimedia) with Marcia Kort Bulke**, Center for the Arts, Rock Hill. (803) 328-2787.

20 **Lily Fest 2018**, Landsford Canal State Park, Catawba. (803) 789-5800.

26 **Aiken Memorial Day Parade**, downtown, Aiken. (803) 641-7073.

26 **Frog Float**, Poinsett State Park, Wedgefield. (803) 494-8177.

26 **Sponge Dodge Wet Pants**, Poinsett State Park, Wedgefield. (803) 494-8177.

26 **Tie-Dye Tee Shirts**, Poinsett State Park, Wedgefield. (803) 494-8177.

29 **Twilight Paddling**, Chester State Park, Chester. (803) 385-2680.

JUNE

1 **Historic USC Horseshoe Walking Tour**, South Caroliniana Library, Columbia. (803) 777-5158.

1-9 **HIR**, Trustus Theatre, Columbia. (803) 254-9732.

2 **Drift Jam Flotilla Music Festival**, Spence Island, Lake Murray. dgpromotes@gmail.com.

2 **Roads n' Rails**, Aiken Visitors Center and Train Museum, Aiken. (803) 293-7846.

2 **Run for the Hills 5K Trail Run**, Greystone Preserve, North Augusta. (706) 312-5263.



2 **South Fork of the Edisto River Canoe/Kayak River Trip**, Ness Bridge Landing, Orangeburg. (803) 300-1972.

3 **Big Delicious Event**, Gravatt Camp and Conference Center, Aiken. (803) 648-1817.

7 **Savannah River Site Public Tour**, Applied Research Center, New Ellenton. (803) 952-8994.

8 **Sister Hazel**, Icehouse Amphitheater, Lexington. (803) 358-7275.

8-9 **121 Miles to Shop Yard Sale**, 75 miles of highway, Chester and surrounding areas. (803) 379-1683.

8-10 **Southern Guitar Festival Competition**, Richland Library, Columbia. (803) 530-2735.

9 **Kids Summer Art Classes**, Center for the Arts, Rock Hill. (803) 328-2787.

15-16 **Juneleenth Rock Hill**, multiple venues, Rock Hill. juneteenthrockhill@gmail.com.

15-24 **Hampton County Watermelon Festival**, various venues, Hampton. (803) 943-8324.

ONGOING

Daily "Requiem for Mother Emanuel," S.C. State Museum, Columbia. (803) 898-4921.

Lowcountry

MAY

2-27 **Evita**, Arts Center of Coastal Carolina, Hilton Head Island. (843) 842-2787.

16-19 **S.C. Senior Sports Classic**, Francis Marion University, Florence. (843) 667-6999.

19 **Charleston Beer Garden**, The Grove at Patriots Point, Mount Pleasant. (843) 747-2273.

19 **Road Wild 135 Race**, Myrtle Beach Speedway, Myrtle Beach. (843) 236-0500.

19-20 **World Famous Blue Crab Festival**, waterfront, Little River. (843) 249-6604.

25 **Moonlight Mixer**, Edwin S. Taylor Folly Beach Fishing Pier, Folly Beach. (843) 795-4386.

25 **Paddle with a Ranger**, Colleton State Park, Walterboro. (843) 538-8206.

25-June 10 **Piccolo Spoleto Festival**, multiple performing arts venues, Charleston. (843) 724-7305.

26 **Moonlight Canoe Float**, Cheraw State Park, Cheraw. (843) 537-9656.

27 **5th Annual Brookgreen Gardens 5K**, Brookgreen Gardens, Murrells Inlet. (843) 267-7443.

27 **Surfside Beach Memorial Day Golf Cart Parade**, Ocean Boulevard, Surfside Beach. (843) 650-9548.

28 **Surfside Beach Memorial Day Service**, Veteran's Memorial, Surfside Beach. (843) 650-9548.

JUNE

1 **Reggae Nights Summer Concert with Ras Bonghi Reggae All Stars**, James Island County Park, Charleston. (843) 795-4386.

2 **2018 Sweetgrass Cultural Arts Festival**, Mount Pleasant Memorial Waterfront Park, Mount Pleasant. (843) 856-9732.

2 **Corvettes at Myrtle Beach Car Show**, Broadway at the Beach, Myrtle Beach. mbcorvetclub@gmail.com.

2 **Defending Charles Towne**, Charles Towne Landing State Historic Site, Charleston. (843) 852-4200.

2 **Summer Fun Run 165 Race**, Myrtle Beach Speedway, Myrtle Beach. (843) 236-0500.

2-3 **Brookgreen Art Festival**, Brookgreen Gardens, Murrells Inlet. (843) 235-6000.

3 **Big Band and Dance Event**, Myrtle Beach Base Recreation Center, Myrtle Beach. (703) 795-0650.

7-10 **Carolina Country Music Fest**, The Pavilion Park, Myrtle Beach. (615) 627-7752.

9 **Palm Charter High School 1st Annual Run/Walk for the Checkered Flag**, Myrtle Beach Speedway, Myrtle Beach. (843) 903-6600.

9 **Shaggin' on the Cooper**, Mount Pleasant Pier, Mount Pleasant. (843) 795-4386.

15 **Moonlight Mixer**, Edwin S. Taylor Folly Beach Fishing Pier, Folly Beach. (843) 795-4386.

15 **Paddle with a Ranger**, Colleton State Park, Walterboro. (843) 538-8201.

ONGOING

Daily until June 30 Hampton Plantation Mansion Tours, Hampton Plantation State Historic Site, McClellanville. (843) 546-9361.

Tuesdays through September Mount Pleasant Farmers Market, Pavilion at Moultrie Middle School, Mount Pleasant. (843) 884-2528.

Fourth Tuesdays Wash Day, L.W. Paul Living History Farm, Conway. (843) 365-3596.

First Saturdays History in the Landscape, Hampton Plantation State Historic Site, Charleston. (843) 546-9361.

Your Hometown

ANDERSON, SC

WEDNESDAY, AUGUST 29, 2018

People

PART OF THE USA TODAY NETWORK

Upstate Forever, affiliate Oconee Forever give \$25,000 to Stumphouse park project

Walhalla city leaders received a contribution from Upstate Forever Land Trust and affiliate Oconee Forever to help fund continued trail building in the new Stumphouse Mountain Bike Park.

The organizations presented a \$25,000 check to match project funding the city received from the S.C. National Heritage Corridor Grant Program. Construction will expand the state-of-the-art mountain biking and hiking trails in the park. The first 4 miles opened in May and included 1.5 miles of the mountains-to-sea Palmetto Trail, which anchors the park.

"We are very fortunate to have the support of Upstate Forever and Oconee Forever as we work with Palmetto Conservation to build out a first-class trail system in our Stumphouse conservation easement," Mayor Danny Edwards said. "Stumphouse Tunnel Park is an incredible natural resource for the City of Walhalla and Oconee County, and these trails will allow our residents and visitors to enjoy this special place for generations to come."

See PROJECT, Page 2T

Project

Continued from Page 1T

"Upstate Forever is pleased to help support this wonderful community amenity that will add more recreational options for Upstate residents," Executive Director Andrea Cooper said.

Speaking for Oconee Forever, local attorney and conservationist Shea Airey said, "We believe the sustainable tourism represented in these new mountain biking and hiking trails is a catalyst for genuine economic growth and cultural enrichment in our community. It seems a fitting cause to donate these funds to provide new ways to access and enjoy the beauty and magic of Stumphouse." The funds were raised from Oconee Forever's annual "Rally in the Valley" event featuring bicycling, music and local food.

When completed, the Bike Park will feature more than 20 miles of beginner through advanced mountain biking trails for riders of all levels. In the future, the Palmetto Trail will provide hikers and mountain bikers a continuous connection from downtown Walhalla to the Bike Park, Oconee State Park and beyond. The Palmetto Trail is South Carolina's largest trail construction project with 375 miles of the 500-mile public trail completed for nonmotorized recreation from Walhalla to Awendaw.

Stumphouse Mountain Bike Park is a collaborative project of the City of Walhalla, Oconee County, Upstate Forever, Oconee Forever, Palmetto Conservation Foundation (PCF) and other partners. The city owns the 440-acre property, a designated heritage preserve in Oconee County. Upstate Forever holds a permanent conservation easement on the property. Oconee Forever is the local all-volunteer affiliate created from the

grass-roots public support to preserve Stumphouse Tunnel and Issaqueena Falls. PCF owns the Palmetto Trail and provides expert oversight of trail construction at the Bike Park.

PCF Executive Director Natalie Brit said, "We are incredibly privileged to work with the many exceptional partners who created Stumphouse Mountain Heritage Preserve and continue to support Stumphouse Mountain Bike Park."

Upstate Forever's conservation easement protects Stumphouse Mountain from residential, commercial and industrial development, but allows for the new Bike Park's sustainable, natural surface recreation trails. The hiking and mountain biking trails provide safe sustainable public access and promote active recreation in the county and region. The easement also maintains public access to Stumphouse Tunnel and Issaqueena Falls.

Stumphouse Park gets \$25K donation

BY JASON EVANS
THE JOURNAL

WALHALLA — The Stumphouse Mountain Bike Park received a financial boost from two area organizations Wednesday afternoon. Representatives from Oconee Forever and its parent organization, Upstate Forever Land Trust, presented Walhalla officials with a \$25,000 check to assist in the development of the bike park. Officials gathered at the

trailhead of the Palmetto Trail for the presentation.

The \$25,000 donation will be used to match funding for the park that Walhalla received from the S.C. National Heritage Corridor Grant Program.

Shea Airey with Oconee Forever said the \$25,000 donation comes from funds raised at this year's Rally in the Valley, held in May at Lake Jemiki.

Rally in the Valley is a festival-like event that

SEE DONATION, PAGE A5

THE

Vol. 114 No. 163

JOURNAL

Thursday, August 16, 2018

\$7.00

Walhalla officials accepted a donation of \$25,000 from Oconee Forever and its parent organization, Upstate Forever Land Trust, on Wednesday afternoon to help with the development of the Stumphouse Mountain Bike Park.

REX BROWN | THE JOURNAL



DONATION: 'Connecting people to nature

FROM PAGE A1

revolves around a 60-mile bike ride and a 30-mile hike.

"We raise (the funds) on behalf of Upstate Forever, so it's really Upstate Forever donating the funds," Airey said.

Upstate Forever executive director Andrea Cooper told Airey he was being too generous and that Oconee Forever deserved the credit for the donation.

"We're just really a fiduciary agent," Cooper said. "It's a good partnership."

Oconee Forever is an outreach group of Upstate Forever.

"We do rely on them a lot," Airey said.

Oconee Forever is an all-volun-

teer, grassroots affiliate created in 2007 to preserve Stumphouse Tunnel and Issaqueena Falls.

The Upstate group focuses on land conservation and sustainability.

"We support increased access to recreation," Cooper said. "We do a lot of work in land protection, land use planning, water quality preservation and natural resource protection."

Airey agreed.

"As an outreach group, we try to support those causes here," he said.

Upstate Forever placed a permanent conservation easement on the 440-acre Stumphouse Mountain Bike Park property to preserve it for future generations.

"The easement was adapted to allow for the mountain bike trail system," Cooper said.

The city of Walhalla owns the property. In addition to the city, the two organizations that provided Wednesday's donation, the Palmetto Conservation Foundation and Oconee County are partners in the creation of the bike park.

In May, the first 4 miles of mountain biking and hiking trails opened in the park, including 1.5 miles of the Palmetto Trail, which runs from the Walhalla park all the way to the South Carolina coast.

More than 10 miles of trail will open in Walhalla by year's end.

"We're excited," Cooper said. "Connecting people to nature is a good fort that Upstate Forever is proud

jevans@upstatetoday.com | (864) 973-6681
Follow on Twitter @citizenjason5

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

I. APPLICANT

A. Name of Organization Rock the Ranch
B. Address PO Box 1681
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$10,000
B. How will ATAX Funds be used? To book entertainment and advertise the music festival across the region to drive tourism to Oconee County.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 33% of total cost
D. Funds furnished by your organization \$20,000
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding \$20,000 Source Corporate and local business partnerships
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 Rock the Ranch Music Fest 2019 Entertainment and Promotion
B. Description of project The project will consist of booking entertainment and promoting the music festival to draw tourists to Oconee County.
C. Who will benefit from this project? Local restaurants, businesses, and hotels.

IV. DATES OF PROJECT

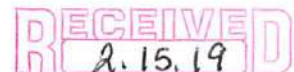
Beginning 3/1/2019 Ending 8/31/2019

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 8/10/2016
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?



The entertainment booked for the festival will be of such a high caliber that will draw tourists from neighboring counties, and metropolitan areas such as: Atlanta, Charlotte, Asheville, Columbia, etc. These guests will require lodging and places to dine and shop and use our local businesses.

- A. How many visitors/participants attended the event last year and are anticipated this year?
Last year: 700+; This year projected: 1,100+
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year 100
This Year 250+
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 20+
This Year: 50+
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Social media, radio, and newspaper.
- 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) Please see attached photographs
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Online ticket sales logs, website hits, social media analytics, accommodations contracts.

VII. AUDIT

Does your organization perform an independent audit? Yes ___ No X
Name of the Auditor: N/A

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: Kyle Nicholson Title President
Signature [Signature] Date 2/11/2019
Address PO/Box 1681, Seneca, SC 29679
Email kyle@rocktheranchmusicfest.com Fax No. N/A
Phone Number (s) 843-709-2288

B. Alternate Contact Name: Jeffrey Rochester Title Talent Manager
Signature [Signature] Date 2/11/2019
Address PO 1681, Seneca, SC 29679
Email jeffrey@rocktheranchmusicfest.com Fax No. N/A
Phone Number (s) 864-710-1626

**OCONEE COUNTY ATAX GRANT
INTERIM PROJECT REPORT**

RTR19 BUDGET

Vendor	Cost
Power Bill	\$300
Entertainment (Bands/Artists)	\$12,500
Drink Vendor	\$2,000
Table/Chair Rental (Grand Rental Station)	\$150.00
Sound/Light Production (Superior Sound)	\$6,500
Misc. Band Required Expenses	\$550
Bike Fencing	\$325.00
Security Personnel	\$400
Porta Potties	\$1,450
Festival Merchandise	\$3,200.00
Ice/Water (Bountyland Quick Stop)	\$360.00
Video/Photography (Trey Keys Media)	\$500.00
Misc. Electrical Supplies	\$200.00
Social Media Advertising	\$1,000.00
Radio Advertising	\$1,000.00
Newspaper Advertising	\$500.00
Liabilty & Special Event Insurance	\$800
T-shirt Design	\$250

Total Expenses: \$31,985

ATAX BUDGET

VENDOR	EST. COST	ATAX FUNDS USED	ORGANIZATION FUNDS USED
Entertainment (Bands/Artists)	12,500	\$9,000	\$3,500
Social Media Advertising	\$1,000	\$500	\$500
Radio Advertising	\$1,000	\$500	\$500
Newspaper Advertising	\$500	None	\$500
Total Expenses:	15,000		



Rock the Ranch ATAX Grant Application

To Whom It May Concern:

We appreciate your consideration for the ATAX Grant. Rock the Ranch is a 501(c)(3) nonprofit organization founded in 2016. We established Rock the Ranch for two reasons: to honor the memory of best friend, Michael Gray, who unexpectedly passed away in 2015, and to revive a concert series from the 1970's. Our venue is the historic Charlie B. Ranch Arena located on the outskirts of Seneca, SC. In the 70's, the Ranch played host to the likes of: Fleetwood Mac, ZZ Top, The Marshall Tucker Band, REO Speedwagon, James Gang, and Black Oak Arkansas to name a few!

These days our mission is a little different. We're focused on bringing our community together through a shared love of live music and an emphasis on giving. Rock the Ranch donates all festival proceeds to two carefully selected charities: The Cystic Fibrosis Foundation and Shriners Hospital for Children. These organizations are doing incredible work not only in our state, but all throughout the country. In our first three years we've been fortunate enough to donate \$23,000 to these charities. With the help of the ATAX Grant and community to support, we plan to add significantly to that number in 2019!

We look forward to talking with you more and appreciate the opportunity the ATAX Grant will provide. Please let us know if anything else is needed.

Respectfully,

A handwritten signature in black ink, appearing to read "Kyle Nicholson". The signature is fluid and cursive.

Kyle Nicholson

(e) kyle@rocktheranchmusicfest.com

(c) 843-709-2288

www.rocktheranchmusicfest.com

**Signature Page Attachment to South Carolina Business One Stop
(SCBOS) for the State of South Carolina Secretary of State**

This page must be completed, scanned, and submitted as an attachment when filing on SCBOS.

Type of Filing: ARTICLES OF INCORPORATION (Non Profit Corporation)

As Of: August 10, 2016 8:11 AM


Proposed Corporation Name:

Rock the Ranch

Signature of Incorporators (each incorporator must sign):

Kyle M. Nicholson


Name


Signature

Signature of Directors (only if named in articles):

Kyle M. Nicholson

Name


Signature

Upload this completed signature page through SCBOS using one of the following file formats only: Adobe PDF, GIF, or JPEG. Do not mail, email or fax this document to the Secretary of State's office.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 20 2016

ROCK THE RANCH
1321 HARVEY ST
HOLLY HILL, SC 29059-2760

Employer Identification Number:
81-3505976
DLN:
26053750001246
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
August 10, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.


If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

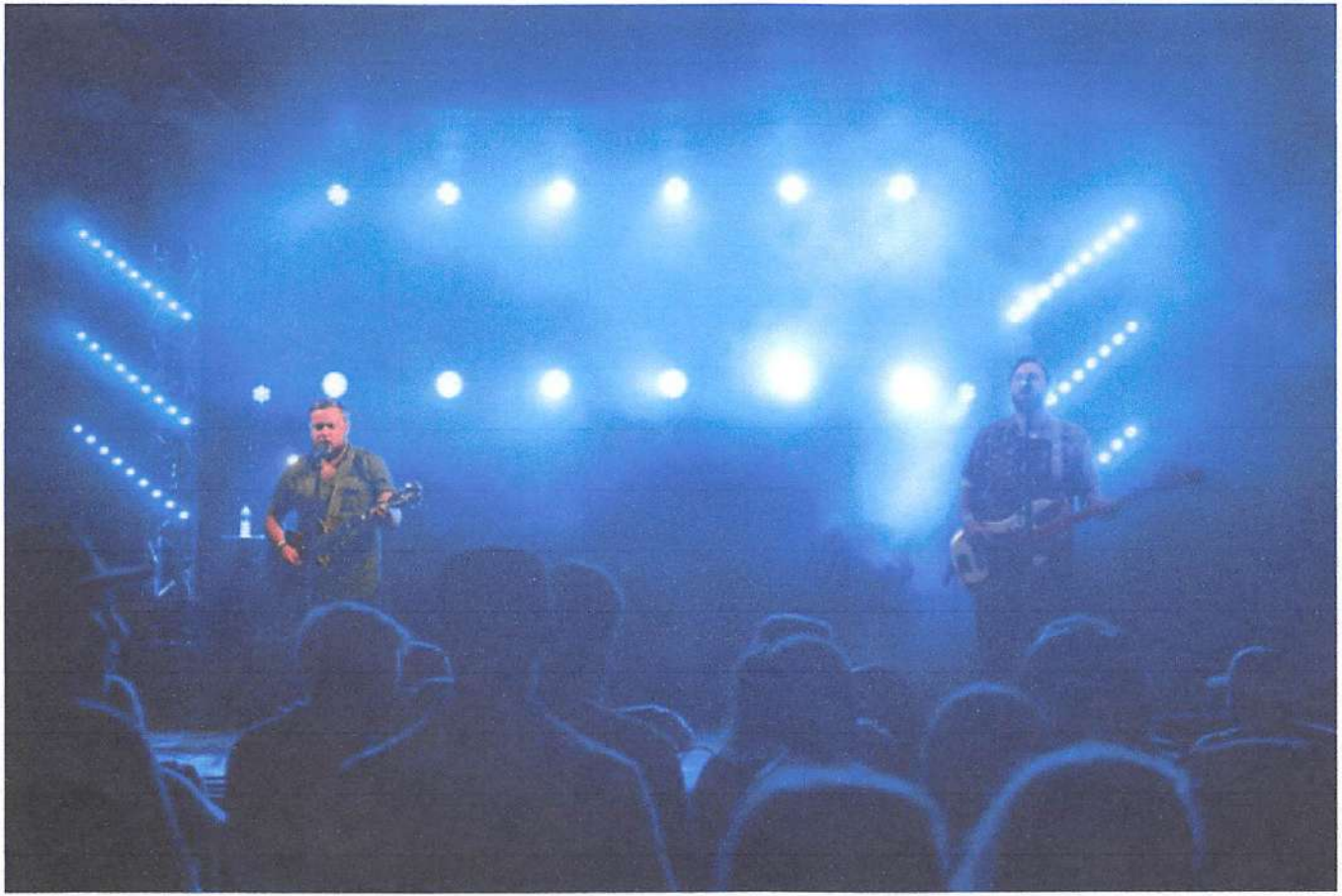
ROCK THE RANCH

Sincerely,

A handwritten signature in black ink, appearing to read "J. Cooper", written in a cursive style.

Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements





OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

- A. Name of Organization : Issaqueena's Last Ride
- B. Address : 105 West South Broad St.
Walhalla, SC 29691

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 2,500
- B. How will ATAX Funds be used?
Facebook posts and Facebook Ads. Posted on LocalRaces.com, a global cycling website and online registration service. ILR will purchase as space on this site.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization \$ 2,500
- | | |
|----------------------|---------------------------------|
| 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
- C. Description of project
22nd annual bicycle ride that starts and ends in Walhalla with 32, 50, 61, 80 and 100 mile routes beginning at St. Johns Church on Main St. in Walhalla and runs throughout the north end of Oconee. Average 200+ riders each year (288 last year).
- D. Who will benefit from this project?
Hotels, restaurants, retail and the City of Walhalla. Benefactors of the proceeds are Safe Harbor, the Palmetto Trail and St. Johns Lutheran Church.

IV. DATES OF PROJECT

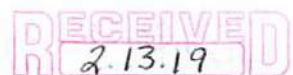
Beginning April 13, 2019

Ending April 13, 2019

V. APPLICANT CATEGORY

Government Entity: |

ILR operates under the 501-c-6 corporate entity of Visit Oconee SC



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

ILR has brought in an average of more than 200 riders per year for 21 years. Many of these riders come here throughout the year to practice and train for other rides as a direct result of their ILR experience. On average, over 85% of the riders come in from outside of a 50 mile radius.

- A. How many visitors/participants attended the event last year and are anticipated this year?
There were 288 registered riders last year. With additional marketing support, our goal is to exceed 300 riders in 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 Approx. 180
This Year 150+
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 60+
This Year: 60+
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?

Distribute rack cards and brochures at bike and outdoor stores throughout the upstate and in Atlanta, Spartanburg, Charlotte, Columbia, Asheville and other major regional bike centers. Advertise via LocalRaces.com, a global cycling site. The ILR social media outlet has over 500 fans that receive weekly updates and promotions. We will use FB to boost posts and to purchase ads. ILR also has a newsletter that goes out to over 1,000 riders across the nation.

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

The website, www.ILRSC.com, is the primary source of information for this event. There is a photo gallery on the site that includes images and videos. The ILR FaceBook page (www.facebook.com/pages/Issaqueenas-Last-Ride) has grown significantly over the past year and now has over 800 fans throughout the US. LocalRaces.com provides a summary report of all pre-registered riders. The onsite check-in and registration requires a brief survey that includes questions about lodging, dining and overall spending while in Oconee.

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

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

VII. AUDIT

Does your organization perform an independent audit? Yes ___ No X
Name of the Auditor: _____

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

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

A. Contact Name: Don George **Title** Chairman
Signature Don George **Date** 2/13/18
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) _____

ILR Budget - 2019	
Revenue	
Registrations	\$10,000
Sponsorships	\$2,500
Total Revenue	\$12,500
Expenses	
Tee Shirts	\$1,250
Rack Cards	\$500
Blue Ridge Outdoors Ad	\$2,000
FaceBook Boosts	\$500
Total Expenses	\$4,250
Balance	\$8,250
Beneficiaries	
Safe Harbor 40%	\$3,300
Palmetto Trail 40%	\$3,300
St. Johns Church 10%	\$825
Total Donations	\$7,425
ILR Balance	\$825

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization : Westminster Music Association

B. Address : 101 West Main Street, Westminster, SC 29693

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000

B. How will ATAX Funds be used?

Marketing that will include Facebook boosted posts and ads, printed ads and brochures and radio. Signage on Hwy 123 behind the Music Hall that will include a lighted marquis that will display upcoming events.

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

D. Funds furnished by your organization \$40,000

Matching Grant	_____	Source: <u>\$10,000 Ticket Sales</u>
Matching Grant	_____	Source: _____
Other Funding	<u>\$25,000</u>	Source: <u>Sponsorships</u>
Other Funding	<u>\$5,000</u>	Source: <u>Facility Rentals</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 Westminster Music Centre

C. Description of project:

The Westminster Music Hall was established as a sole proprietorship in 2013 as a destination for world class music and family entertainment. In 2016, the management of the venue was transferred to a non-profit organization called the Westminster Music Association (WMA) doing business as the Westminster Music Centre. The goal of the WMA is to not only continue the original vision of great entertainment, but to also include a much stronger emphasis on local community interests. The WMA has recently hired a part-time Director to manage the activities that includes booking shows, renting the facility for local community events, development of a new website, creating and launching a social media strategy, marketing and operations. In 2016, the WMC established Music on Main as a community interest program that provide free music on the first Friday of each month from April – August. The WMC also assists with local events including Boo on Main, the Apple Festival, Small Business Saturday and National Day of Prayer. In addition to the music, the Centre is also available for event rentals (ie, weddings, meetings, etc.).

The WMC Mission Statement is as follows:

The Westminster Music Centre is a non-profit, community focused music venue in downtown Westminster, SC. We are proud to host the region's finest musicians, artists, & performers on our state-of-the-art stage. Fostered by our small town warmth and hospitality, The Westminster Music Centre provides the Upstate and beyond with music as it's meant to be...Up Close And Personal!

D. Who will benefit from this project?

Residents of and visitors to the City of Westminster and Oconee County. The city and county will benefit from the economic impact from lodging, food and retail.

IV. DATES OF PROJECT

Beginning April 1, 2019

Ending March 30, 2019

V. APPLICANT CATEGORY

Government Entity: 501 C 3

Westminster Music Association, Inc. dba Westminster Music Centre

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?

Last year, WMC booked 24 shows that attracted over 5,000 visitors.

WMC intends on booking at least 24 shows again 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: Approximately 1,500

This Year: 1,800

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

Last Year: Approximately 400+

This Year: Approximately 400+

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

The WMC website ([www. http://westminstermusiccentre.com](http://westminstermusiccentre.com)). Social media including FaceBook, Pinterest and Instagram. Each patron will be asked to subscribe to a monthly newsletter.

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 photos.

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)

Records are kept from ticket sales, website SEO and social media fan based tracking. Surveys will be taken onsite and online for customer feedback.

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: Bill Callahan Title Chairman
Signature William Callahan Date 2/13/2019
Address 101 West Main Street, Westminster, SC 29693
Email wmcdds@bellsouth.net Fax No. _____
Phone Number (s) 864-267-9616

B. Alternate Contact Name: BJ Callahan Title: Director
Signature BJ Callahan Date 2/14/18
Address PO Box 14, Westminster, SC 29693
Email director@westminstermusiccentre.org Fax No. _____
Phone Number (s) (864) 280-3779



Presents

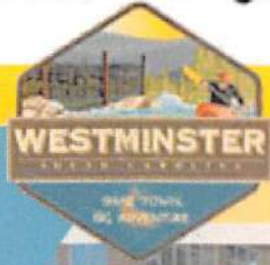
Music On Main

Friday
June 3

1st Fridays thru October

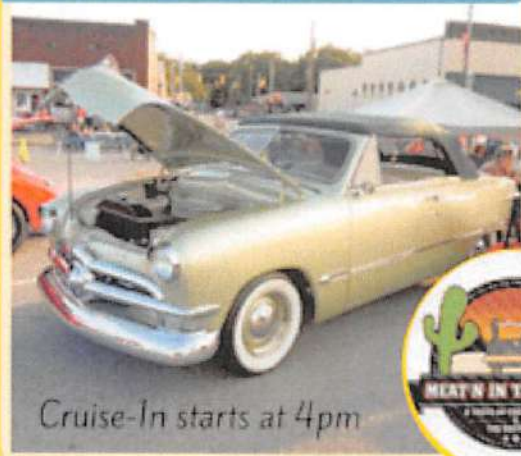
6:30 - 9:00pm

Music, Food, Drinks
and a GREAT time!



Featuring...

The City Street Band



Cruise-In starts at 4pm



12:59 PM
 02/14/19
 Cash Basis

Westminster Music Centre
Profit & Loss Budget Overview
 January through December 2019

	Jan - Dec 19
Ordinary Income/Expense	
Income	
Earned Revenues	
Concessions	5,000.00
Donations-Fundraisers	1,000.00
Grants	75,000.00
Membership	4,000.00
Sponsorships	3,000.00
Ticket Sales	
Box Office Ticket Sales	16,800.00
Total Ticket Sales	16,800.00
Total Earned Revenues	104,800.00
Engraved Depot Bricks	200.00
T-Shirt Sales	100.00
Total Income	105,100.00
Expense	
Donations	25.00
Grant & Contract Expense	
Interim Director	12,600.00
Total Grant & Contract Expense	12,600.00
Misc Expenses	
Advertising Expenses	
Newspaper	720.00
Printing & Copying	100.00
Total Advertising Expenses	820.00
Insurance-Liquor Liability	1,500.00
Insurance - Liability	1,659.00
Licenses and Fees	1,000.00
Membership Dues - Organization	150.00
Security	1,260.00
Supplies For Concessions	1,500.00
Total Misc Expenses	7,889.00
Non-Personnel Expenses	
Admissions Tax	500.00
Books/Subscriptions/Reference	100.00
Credit Card Processing Fees	9,816.00
Hospitality Tax	100.00
Paypal/BT Processing Fees	250.00
Postage/Shipping/Delivery	70.00
Sales Tax	250.00
Supplies	100.00
Website Design	300.00
WMC Events	
Music On Main	
MOM Band	2,600.00
MOM Sound Tech	750.00
Total Music On Main	3,350.00
Sound/Lighting Tech	2,250.00
WMC Events-Concerts	10,000.00
Total WMC Events	15,600.00
Total Non-Personnel Expenses	27,086.00

12:59 PM
02/14/19
Cash Basis

Westminster Music Centre
Profit & Loss Budget Overview
January through December 2019

	<u>Jan - Dec 19</u>
Occupancy Expenses	
Pest Control	50.00
Rent (Building)	14,400.00
Repairs/Maintenance-Mat & Labor	5,000.00
Utilities	
Phone & Internet	864.00
Westminster Utility Department	8,100.00
Total Utilities	<u>8,964.00</u>
Total Occupancy Expenses	<u>28,414.00</u>
Total Expense	<u>76,014.00</u>
Net Ordinary Income	<u>29,086.00</u>
Net Income	<u><u>29,086.00</u></u>

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

I. APPLICANT

- A. Name of Organization CITY OF SENECA
- B. Address 221 E. N. 1st Street - PO Box 4773 - Seneca SC 29679

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 8,200.00
- B. How will ATAX Funds be used? Advertising on WYFF-TV to promote
OUT-OF-COUNTY ATTENDANCE OF THE ALL NEW DOWNTOWN SENECA FEST.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization See Budget Sheets Attached
- | | |
|----------------------|--------------|
| 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 The All New Downtown Seneca Fest
- B. Description of project Three-night downtown Seneca event designed to
Increase Business Activity, tourists, as well as local residents
to Seneca.
- C. Who will benefit from this project? Businesses in downtown & by-pass
Seneca, county hotels, restaurants, and
businesses.

IV. DATES OF PROJECT

Beginning May 23, 2019 Ending May 25, 2019

V. APPLICANT CATEGORY

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

RECEIVED
2.15.19

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This project will create overnight stays in local hotels and will sign up county wide restaurants.

- A. How many visitors/participants attended the event last year and are anticipated this year?
Last year 3,500-4,000. This year's estimate 7,500 due to festival expansion.
- 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 40 to 50%
This Year 50 to 60%
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: Furnished Separately
This Year: Furnished Separately
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
WYFF-TV Advertising
- 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 plan to gather zip codes of attendees during registration & sale of wrist bands & cups.
- 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)
Web site hits, WYFF Advertising demographics and date gathered for event.

VII. AUDIT

Does your organization perform an independent audit? Yes No

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

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, City of Seneca
Signature [Signature] Date 2-15-19
Address 221 E. N. First St Seneca SC 29678
Email rjhjohnson@seneca-sc.gov Fax No. 864-895-2701
Phone Number (s) 864-723-3910
- B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____

OCONEE COUNTY ATAX GRANT



SENECAFEST '19

Author: VICKY CRENSHAW

Proposal ID: 23975
 Station: WYFF
 Schedule Date: 5/13/2019 - 5/24/2019
 Advertiser: CITY OF SENECA
 Product: AAT Circus/Fair/Festival|22706
 Spot Length(s): :10

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

Flight Dates: 5/13/2019-5/24/2019

Program Time	Spot Length	MY 13	MY 20	W k s	Spots
WYFF					
WYFF 4 COUNTDOWN CLOCK Mo-Su 5:00a-11:35p	:10	--	28	1	28
WYFF 4 5A-136A Mo-Fr 5:00a-1:36a	:10	10	11	2	21
WYFF 4 production Mon 5:00a-1:36a	:10	--	1	1	1
ME TV Mo-Su 5:00a-1:36a	:10	15	15	2	30
ME TV (2) Mo-Su 5:00a-1:36a	:10	--	15	1	15
WYFF 4 DOT COM Mo-Su 5:00a-1:36a	:10	--	1	1	1

Total Cost: \$8,200.00 Signature _____

General Summary (DMA P21+ D.RTG)

Name	Spots
WYFF	96

BUDGET

THE ALL-NEW DOWNTOWN SENECA FEST 2019 CITY OF SENECA, SC

MUSIC – BANDS	6,000.00
SECURITY	1,300.00
PORTA POTTIES	500.00
MOVIE ON THE GREEN & BOUNCIES	4,600.00
LASER SHOW	13,000.00
SOUVENIR CUPS 10,000	5,000.00
WRISTBANDS 10,000	3,000.00
OVERTIME & MISCELANNEOUS	6,000.00
SOUND FOR LASER	2,500.00
ATAX REQUEST FOR ADVERTISING	8,200.00
HAT ADVERTISING	10,000.00
TOTAL	60,100.00

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

I. APPLICANT

A. Name of Organization - WALAHALLA PERFORMING ARTS CENTER (AKA WCA)

B. Address - 101 E.N. BROAD ST WALHALLA SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$10K

B. How will ATAX Funds be used? ADVERTISING IN GREENVILLE, SPARTANBURG, LAURENS, UNION AND CHEROKEE COUNTIES IN UPSTATE SC.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? \$10K ALL MONIES

D. Funds furnished by your organization \$10K++

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**

WE HAVE 40+ SHOWS REMAINING THROUGH 2019 AT \$1000 ADVERTISING PER SHOW (\$40K++) WITH HALF OR \$20K++ SPENT ON MARKETING 50+ MILES OR MORE.

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title- 2019 SEASON ADVERTISING BUDGET

B. Description of project - MARKETING TO NOT ONLY OCONEE COUNTY RESIDENTS BUT ALSO PATRONS IN SC, NC AND GA (SOME TN ALSO!).

C. Who will benefit from this project? - WPAC-WCA, PATRONS FROM 3 SURROUNDING STATES ALONG WITH BUSINESS' IN AND AROUND OCONEE COUNTY!

D. IV. DATES OF PROJECT

Beginning

Ending

RUNNING CURRENTLY THROUGH 2019 SEASON

RECEIVED
2.14.19

V. APPLICANT CATEGORY

Government Entity: _____

Non-profit Organization: Incorporation date – FEBRUARY 1994

Eleemosynary Organization under IRS Code: IRS # - ALL FORMS WILL BE ATTACHED.

Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? LARGELY, TICKETING REPORTS SHOW THAT 11% OF TIX SALES ARE FROM WALHALLA, WITH A GROSS TOTAL OF 33% FROM THE GREATER OCONEE COUNTY BRINGING 67% OF PATRONS FROM SURROUNDING COUNTIES/STATES.

A. How many visitors/participants attended the event last year and are anticipated this year? - WE HAD 16K+ PAID PATRONS AND MORE THAT 3K PATRONS FOR COMMUNITY/TOWN HALL/FREE AND CORPORATE EVENTS FOR A TOTAL OF ALMOST 20K PPL FOR 2018. PROJECTED FOR 2019 IS 20K++.

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 – ABOUT 67%

This Year PROJECTING 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? OUR PRIMARY SOURCE WILL BE EARTH FM 103.3 - 95.9 COVERING 10 COUNTIES IN UPSTATE SC, EASTERN GA AND SOUTHWEST NC.

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) - WILL PROVIDE SCRIPT FOR COMMERCIALS.

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) - ADVERTISING INVOICES AND COMMERCIAL SCRIPTS ALONG WITH VENDINI TICKETING REPORTS.

VII. AUDIT

Does your organization perform an independent audit? Yes 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: _____ Title DIRECTOR WPAC-WCA
Signature MARK THOMPSON Date 2/14/19
Address 101 E.N. BROAD ST WALHALLA SC 29691
Email MARK@MKTENTERTAINMENT.COM Fax No. _____
Phone Number (s) 864-638-5277 – 864-991-7298

B. Alternate Contact Name: ANDERA STROUD Title: WPAC PRESIDENT
Signature _____ Date _____
Address _____
Email ASTROUDI9@GMAIL.COM 864-483-9219
Phone Number (s) _____

THANK YOU MANDY AND PHIL!!



WALHALLA PERFORMING ARTS CENTER

2019 SEASON

2019 ATAX Budget Request of \$10,000

With the request for \$10,000 to assist in advertising for the WPAC listed below are budgeted points;

- \$45,000+ total advertising budget for 2019 season
- \$20,000 to be spent in Greenville-Spartanburg-GA markets, 50+ mile radius
- \$25,000 to be spent on Oconee County advertising media
- Money will be spent on radio/newspaper/digital social media promoting WPAC with all tag lines including Oconee County in all spots.
- With more than 60+ shows in 2019 WPAC will be spending \$750+ per show
- More than 15,000 paid patrons along with more than 4000+ patrons at free events at WPAC had almost 20,000 patrons through our doors!
- WPAC has not received any other funding for 2018-2019 than from Oconee County Grant and sponsorships along with ticket sales and donations.
- WPAC brought in more than \$500,000 in ticket revenue for 2018 to the Oconee County area
- 15,000+ patron visiting Oconee County area food and beverage venues along with hotel stays and local tourism

We feel that the WPAC is a very worthy candidate based on qualification's for Oconee County Accommodations Tax Grant, we cannot survive without the support of our community, we are the **ONLY** performing arts center in OC!

Many thanks

Mark Thompson WPAC Director

Walhalla Holla Wednesdays annual

From: Geoffrey Humphreys
 Phone: (864) 605-6194
 Email: geoffrey.humphreys@salemmediasc.com
 2/14/2019 11:54 AM



Flight Dates: 02/11/2019 - 11/24/2019
 Demo: P 35-64

Radio Market: GREENVILLE-SPARTANBURG
 Survey: FA18
 Geography: Metro

ScheduleDescription:
 Feb, March, April

	Daypart	Notes	Daypart Code	Spots	Length	Unit Rate	Total Cost	Frequency	Gls	CPM	Net Reach
Radio Total				1,066		\$10.96	\$11,685.00	43.8	2,943,800	\$3.91	67,200
WRTH-FM				1,066		\$10.96	\$11,685.00	43.8	2,943,800	\$3.91	67,200
Flight A - 41 wks (02/11, 02/18, 02/25, 03/04, 03/11, 03/18, 03/25, 04/01, 04/08, 04/15, 04/22, 04/29, 05/06, 05/13, 05/20, 05/27, 06/03, 06/10, 06/17, 06/24, 07/01, 07/08, 07/15, 07/22, 07/29, 08/05, 08/12, 08/19, 08/26, 09/02, 09/09, 09/16, 09/23, 09/30, 10/07, 10/14, 10/21, 10/28, 11/04, 11/11, 11/18)											
				1,066		\$10.96	\$11,685.00	43.8	2,943,800	\$3.91	67,200
One Week Total				26		\$10.96	\$285.00	2.7	71,800	\$3.91	26,600
	M-F 6A-7P		PROT	6	60	\$35.00	\$210.00	1.5	19,800	\$10.61	13,500
	M-F 6A-12M		MFROT	10	60	\$5.00	\$50.00	1.6	25,000	\$2.00	15,400
	Sa-Su 6A-10P			5	60	\$5.00	\$25.00	1.3	8,000	\$3.13	6,300
	W 3P-6P	W Holla Wed		5	60	\$0.00	\$0.00	2.4	19,000	\$0.00	7,800

The cost of reaching each target person an average of 43.8 times is 17.4 cents.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GREENVILLE-SPARTANBURG; FA18; Metro; Multiple Dayparts Used; P 35-64; See Detailed Sourcing Page for Complete Details.

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Walhalla Holla Wednesdays annual

From: Geoffrey Humphreys
 Phone: (864) 605-6194
 Email: geoffrey.humphreys@salemmediasc.com
 2/14/2019 11:54 AM



Schedule Grand Totals: 41 Weeks

Stations	Spots	Unit Rate	Total Cost	Frequency	GIs	CPM	Net Reach
Radio Total	1,066	\$10.96	\$11,685.00	43.8	2,943,800	\$3.91	67,200
WRTH-FM	1,066	\$10.96	\$11,685.00	43.8	2,943,800	\$3.91	67,200

The cost of reaching each target person an average of 43.8 times is 17.4 cents.

Accepted by Station

Date

Accepted by Client

Date

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

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GREENVILLE-SPARTANBURG; FA18; Metro; Multiple Dayparts Used; P 35-64; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: GREENVILLE-SPARTANBURG

Survey: Nielsen Radio Fall 2018

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 35-64 (Primary)	439,500	948

Stations: User Selected

Additional

Notices:

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

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

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

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

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

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

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

<https://ebook.nielsen.com/secure/RR8/2018FAL/0191/pdfs/SpecialNotices.pdf>

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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?

Advertisements will be placed in publications such as Southern Living, South Carolina Living, The SC Travel Guide, Georgia Magazine, AAA Living, and Newcomer Magazine. Additionally, digital advertising campaigns will be conducted that will drive visitors to the organization's website, UpcountrySC.com.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 91%

D. Funds furnished by your organization \$328,000.00

Matching Grant	<u>\$48,000.00</u>	<u>Source – SC Dept. of Parks, Recreation & Tourism</u>
Matching Grant	<u>\$210,000.00</u>	<u>Source – ATAX grants</u>
Other Funding	<u>\$70,000.00</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 nearly 600,000 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 4-1-19 Ending 3-31-20

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 and marketing budget is targeted toward 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. Also, in the annual *Visitors Guide to the Upcountry*, the many Oconee attractions, sites and activities are prominently featured.

- A. How many visitors/participants attended the event last year and are anticipated this year?
599,165 in FY 2019. Projected 617,140 in FY 2020.
- 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 – 545,240 This Year – 561,597
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year – 452,402 This Year – 489,563
- 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 majority of our advertising buys are in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee, so a portion of the advertising budget is 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 lot 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 300,000 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 110,000 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: February 7, 2019

Address: PO Box 3116, Greenville, SC 29602

Email: Tim@UpcountrySC.com

Phone Number: 864-233-2690



Discover Upcountry Carolina Association FY 2020 Budget

Carryover Funds as of July 1, 2019	\$10,000
------------------------------------	----------

Income

Membership Dues	16,000
Advertising Revenue	35,000
Partnership Revenue	10,000
Grants	70,000
State Appropriations	225,000
Accommodations Tax Funding	<u>210,000</u>
Total Income:	\$566,000

Total Available Funds:	\$576,000
-------------------------------	------------------

Operating Expenses

Salaries and Wages	80,000
SC Deferred Compensation Plan	3,000
Employee Insurance	17,000
Contract Services	50,000
Rent	22,000
Office Insurance	1,000
Auto Expenses	15,000
Utilities	3,000
Telephone/Internet	4,500
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	2,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,500
Professional Services	10,000
Board Development	1,000
Miscellaneous Expenses	<u>500</u>
Total Operating Expenses	\$238,000



Advertising and Promotions Expenses

Literature – Visitors Guide, niche brochures	45,000
Media Advertising	175,000
Website & App Development & Marketing	18,000
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:	\$328,000
Total Expenses:	\$566,000
Contingency Fund	\$10,000



FY 2020 Budget
Oconee County Accommodations Tax Grant Funds

Print Media (Southern Living, SC Living, Georgia Magazine, AAA Living, etc.)	\$7,500.00
Social Media & Digital Advertising	\$1,250.00
Video Production	\$1,250.00

**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 \$ 675.00
B. How will ATAX Funds be used? Installation of Informational signage to identify the quilt panels at 40 attraction sites throughout Oconee County.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization \$ 0
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding \$675.00 Source Community Donations
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Installation of signage on public attraction sites throughout Oconee County
B. Description of project Placement of signage at 40 public destination sites in Oconee County.
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. The community and visitors will benefit from easily identifying quilt trail sites and knowing which panel they are viewing.

IV. DATES OF PROJECT

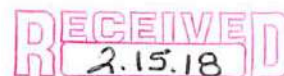
Beginning March 2019 Ending July 2019

V. APPLICANT CATEGORY

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

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
The Upstate area has many attractive features for tourist to enjoy from outdoor adventure, historical sites, art venues and quaint communities to explore. Over 147 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.
- **The Quilt Shop Navigator** a national directory of quilt related shops, shows and destinations
 - **Upcountry South Carolina Magazine**
 - **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 attendance 18,000. We have seen increase in web site hits from KY, TN, VA around the time of these shows.
 - **Quilters of South Carolina Quarterly Newsletter**, membership 350
 - **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
 - Participation in events and speaking requests promoting the UHQT and the Upstate,
 - Provide information to various newspapers and radio shows throughout the Upstate about the UHQT and its activities.
 - Promotion of UHQT through social media outlets
 - Web site placement about UHQT on destination sites and local and regional tourism organizations.

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 and country. The UHQT website had 4,215 visitors in of 2018. Facebook likes 1264; Followers 1,144 on a regular base throughout the country.

- D. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) _____
 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)
- E, What other documentation can you provide demonstrating this event promotes - continued
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, and workshops, visitors to the studio, and tracking when possible from advertising venues.

VII. AUDIT

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

Name of the Auditor: _____

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

No

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

A. Contact Name: Martha File Title President
Signature *Martha File* Date February 13, 2019
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 February 13, 2019
Address PO Box 333, Walhalla, SC 29691
Email info@uhqt.org Phone Number (s) 864-723-6603

**Budget for the Upstate Heritage Quilt Trail Signage Installation
in Oconee County 2019**

80 installation sites @ \$15 per site	\$1,200.00
Installation hardware and posts	\$150.00
Total cost	\$1,350.00
Total Request to Oconee County	\$675.00
To support installation at 40 sites	

PROJECT DESCRIPTION

Signage at Public Destination Sites

The Upstate Heritage Quilt Trail has recently reach a milestone of over 248 destinations throughout Anderson, Oconee and Pickens Counties in our ten year of existence. In Oconee County there are 148 sites, 80 sites of those sites are attraction destinations sites. Over the years we have we come to realize that community members and visitors do realize they are viewing quilts on the Trail or how to obtain more about them. Signage at these will help visitors gain insight into Oconee County history as well information about the quilt they are viewing. The majority of these 80 informational signs will be placed on the building near the quilt block but some will require free standing stakes. The informational signs are two sizes, small are 10" x 10" and large are 24" x 24." Each sign includes a QR code so the viewer can link to the UHQT web site and obtain more information about panel they are viewing, the site where it is located and can access the interactive map to locate other sites in the area. The size was determined by placement space, ease of visibility for visitors and volume of information to share about quilt and site. A sample of signage is provided.

The Font, Minion Pro, is an easy to read serif intended for body text and extended reading. The size font in the body text is determined by the number of words used to describe the painted quilt. The range of font size is 23 points - 32 points. Headings range from 85 points to 100 and are, once again, determined by the length of the information being presented.

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

Signage Locations of Attraction Sites in Oconee County on the UHQT. This list does not include the Walhalla Sidewalk Project or resident locations.

Site Number	Quilt Name	Location	Address	City	County	Size of sign
ART Sites						
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	Large
23	Ohio Star	Fair Oak Youth Center/ UHQT Studio	School House Rd.	Westminster	Oconee	Large
Agritourism, Parks, Science Sites						
92	My Blue Ridge	Residence/working farm	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
33	All -A- Loon in the Mist	High Fall Park	671 High Falls Rd.	Seneca	Oconee	Large
244	Farm Boy	Barn/working farm	261 E. Spearman Road	Westminster	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

Site Number	Quilt Name	Location	Address	City	County	Size of sign
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	Small
135	Crazy Quilt	Cheohee 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
93	School House	Rosenwald School	150 Pleasant Hill Cir	Westminster	Oconee	Large
		Public Sites				
01	South Carolina Block	Fair Play Welcome Center	185, Exit One	Fair Play	Oconee	Small
125,211,212,234	Joyce's Hearts	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	Oconee	4 special sizes
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	With 53
113	Crossroads	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	Large
114	Fan	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	With 113
129	Grandmothers Choice	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee	With 113
172	Angel	Mt. Carmel Church	2 Old Flat Shoals Road	Salem	Oconee	Small
183	Blue Heron	Keowee Fire Department	115 Maintenance Road	Salem	Oconee	Large
10	Compass Rose	Keowee Elementary School	7051 Keowee School Road	Seneca	Oconee	Large
16	Grandmother's Flower Garden	Red Door	120 Ram Cat Alley	Seneca	Oconee	Large
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	Large
58	Mozart's Star	Hamilton Career Center	100 Vocational Drive	Seneca	Oconee	Small
62	Stargazing				Oconee	Small
73	Blue Horizon	Arnold Building	10612 Clemson Blvd.	Seneca	Oconee	Large
94	Hawallan 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	Large
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	Large
08	Star in Star	Oconee County Public Library	501 W. South Broad St.	Walhalla	Oconee	Large

Site Number	Quilt Name	Location	Address	City	County	Size of sign
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 I	Oconee	Large
204	Rising Star	Town Sign	Highway 11 exit ramp	West Union	Oconee	Large
02	Crazy Quilt	Fair Oak Elementary	1964 Oak Way Rd	Westminster	Oconee	Large
246	Popes Passion	Fair Oak Elementary				Large
04	Card Trick	Westminster Library	112 W. North Ave.	Westminster	Oconee	Small
30	Carolina Mystery Pattern		224 E. Main Street	Westminster	Oconee	Small
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	With 84
86	Tulips	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee	With 84
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	Large
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	Large
233	Flowers Among Friends	Front side Moon's Drug Store	132 Main Street	Westminster	Oconee	Small
242 A-D	Community Quilts	Main Street Power boxes	Main Street	Westminster	Oconee	Special size
243	Garden Club	Main Street	Main Street	Westminster	Oconee	Small
248	Arnold's Quilt	The Wine Emporium	261 E. Spearman Road	Salem	Oconee	Large

Small 43

Large 37

Sample of Small Signage
This is the sign for the SC Welcome Center Fair Play
10" x 10"



To View Interactive Map and Read the Complete Story
Scan this QR Code and visit our Website
www.UHQT.org 864.723.6603



#1

On the Quilt Trail

Explore and Discover

South Carolina State Quilt Block

Quilter: Unknown

Sponsor: Footnote Book Club

According to Barbara Brackman, *Hearth and Home Magazine* published the South Carolina State Block in the 1788. "The colony of Carolina split into North and South Carolina in 1730. *Hearth and Home* named a block for South Carolina in their series of state patterns sent in by readers." This is one sample of several quilt patterns associated with the State.

The Upstate Heritage Quilt Trail (UHQT) leads visitors through Anderson, Oconee and Pickens Counties. Walking or driving the trail is an adventure through the countryside of natural beauty, to a variety of unique historical sites, museums, parks, shops and galleries. The UHQT's web site at www.uhqt.org will provide the stories about each quilt and its history. Our interactive map will help guide you to over 240 quilt blocks sites. Printed maps can be request though our website or obtained here at the Fair Play Welcome Center. Whether walking, biking or driving you will be delighted by seeking out and finding a wealth of treasures along your way.



Sample of Large Signage
24" x 24", font size 30/38 points



To View Interactive Map and Read the Complete Story
Scan this QR Code and visit our Website
www.UHQT.org 864.723.6603



#6

On the Quilt Trail

Explore and Discover

Rocky Mountain Road

Quilter: Lena Mae Land Talley

Sponsor: Wynward Point Ladies

The pattern, also called Crown of Thorns, was very popular in the upper South during the late 19th century. The complex pattern is created by the interplay of pieced blocks and interwoven strips, requiring both skill and patience in executing the curved lines and numerous points. Much later, in the 1930's, the Mountain Mist Batting Company of Cincinnati, OH reproduced the pattern, calling it New York Beauty.

Lena Mae Land Talley (1916 – 2008) was a native of Mountain Rest, SC. Mrs. Talley was the daughter of the late William B. and Julia Alice Orr Land. She was the wife of the late Douglas A. Talley. She was manager of Family Dollar in Seneca for over 25 years and attended Faith Chapel in Mountain Rest. Her original quilt is on display in the Oconee History Museum. She was only 14 when she started the quilt and completed her quilt in 1930, having spent two summers on her grandparents' porch cutting, piecing and hand sewing and quilting her Rocky Mountain Road. This quilt serves as the logo for the Upstate Heritage Quilt Trail.

Oconee History Museum began as an idea in 1999 when a group of concerned citizens saw a need for the preservation and interpretation of Oconee County's heritage. Renovations to the old Tobacco Factory (c.1892) were completed in 2004, and Oconee History Museum (then Oconee Heritage Center) opened to the public in October of that year. The General Store Museum in downtown Westminster followed in 2011 as Oconee History Museum's first branch location. Thousands of visitors each year enjoy the museums' exhibits, collections, research resources, and educational and community programs.





Upstate Heritage Quilt Trail
PO Box 333
Walhalla, SC 29691

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

February 13, 2019

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 objective of this proposal is the request for assistance with the installation costs for 40/80 informational signage to be placed at attraction sites throughout Oconee County. Given we would like to see the signage installed in a timely manner, we need to hire an individual to do the installation on our behalf. Thus requiring financial assistance to completed UHQT site identification in Oconee County.

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

Sincerely,

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

Martha File

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