

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Bart Garrison Agricultural Museum of South Carolina

B. Address 120 History Ln. Pendleton, SC 29670

II. FUNDS REQUESTED

A. ATAX Funds Requested: \$30,000

B. How will ATAX Funds be used?

The ATAX Funds will be used to promote a 3-day, extended weekend event designed specifically for female breast cancer survivors in partnership with Wildwater Ltd and multiple other Oconee County businesses. The marketing plan includes: social media ads with specific geotargeting, radio ads, brochures, and giveaways for the participants showcasing Oconee County business logos. Part of these funds will go toward expenses related to the event, including lodging at Wildwater Ltd, rafting and ziplining with Wildwater Ltd, a guided fly-fishing excursion with Chattooga River Fly Shop, a banquet held at Chattooga Belle Farm, sunrise yoga at Chattooga Belle Farm, and a banquet at the Iron Oak Barn, an event space managed by the Bart Garrison Agricultural Museum of South Carolina, which will open in the Winter of 2019. The banquet at the Iron Oak Barn will include a caterer from Oconee County, chair and table expenses, and a speaker.

To market this event, we will target breast cancer survivors who live in Asheville, Atlanta, Charlotte, and Charleston. This will be accomplished by using social media promotion to geotarget our target demographic. We are also using radio stations in these metro areas that are popular with our target demographic. In addition to these marketing methods, we will also distribute informational brochures about the event to breast cancer support groups and hospitals in these areas.

The Oconee County ATAX funds will aid in keeping this weekend event package affordable for the breast cancer survivors who participate. Most weekend event packages aimed at breast cancer survivors cost between \$2,000 and \$3,500. We believe that this is too much to ask from a breast cancer survivor to participate in a weekend event that is aimed to be a positive experience for them. To offer this all-inclusive package at a highly reduced rate of \$500 per participant, a portion of the funds received will aid in paying the Oconee County businesses who partner with the Agricultural Museum of South Carolina on this community-oriented event. This event is not intended to place financial stress on the breast cancer survivors who participate. It is our intention that they have fun, find healing, and feel a sense of community as they participate in this extended weekend event.

With the help of these Oconee ATAX funds, we will be able to create an affordable price of \$500 per survivor for this event. Unfortunately, if the funds are not received for this event, the weekend price must be increased. This event per survivor is valued at \$1,500, which does not include travel costs, food expenses, extra amenities, and other travel related expenses. Remaining at the price of \$500 per survivor with 90 people registered for this event, this weekend package will bring in \$45,000 strictly through registration to the Oconee County area. We also expect a minimum of 180 overnight stays to be generated by this event. We arrived at 180 overnight stays by calculating the number of participants at the event multiplied by the number of nights the participants will stay. There will be 90 participants this year who will be staying for 2 nights in Oconee County. These 90 participants alone, without family members, will create an economic impact of \$45,000 in Oconee County.

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This does not include the predicted expenses that the survivors will spend within their free time while staying in Oconee County. Research shows that people ages 35 - 54 spend an average of \$2,628 on summer getaways and people ages 55+ spend an average of \$1,865 on summer getaways. For the survivors who bring their families with them, research shows that 30% of families estimate they spend between \$2,500 - \$5,000 on traveling with their family. Based on this research, with the Oconee County ATAX Funds, we predict that the Outdoor Adventure Package for Breast Cancer Survivors will make a ~\$300,000 economic impact on Oconee County. We arrived at this amount by predicting that 40 women will bring their families with them, 30 will be between the ages of 34-54, and 20 women will be 55+ in age. Therefore, the formula came out to be $(40 \times \$4,000) + (30 \times \$2,628) + (20 \times \$1,865) = \$276,140$. This estimated amount is revenue spent on food, accommodations, attractions, and retail.

1. *Mynnaert, L. (n.d.). US Family Travel Survey 2017(Rep.).*

2. *Newsdesk. (2017, July 06). Stats: American 2017 Vacation Spending Increases by 12.5 Percent. Retrieved from <https://www.travelagentcentral.com/destinations/stats-american-2017-vacation-spending-increases-by-12-5-percent>*

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

D. Funds furnished by your organization \$11,400 from Lake Hartwell Country

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: Outdoor Adventure Package for Breast Cancer Survivors

B. Description of project:

This project is a 3-day extended weekend getaway aimed towards breast cancer survivors and breast cancer survivor support groups. The inaugural package will be limited to 90 participants, a majority of whom will be out of state, in what will become an annual event that we intend to grow year after year. The activities are going to build a sense of community amongst survivors and allow them an opportunity to experience comradery with one another. We are partnering with several businesses in Oconee County to prepare the lodging, food, activities, and transportation needed for this weekend including Wildwater Ltd, Chattooga Belle Farm, and Chattooga River Fly Shop. We have included an example itinerary to better illustrate in detail what the weekend will hold for participating survivors (attachment B).

Prior to the event, after the participants have registered, they will receive a "welcome bag" filled with giveaways that bear the logos of the participating Oconee County businesses including Wildwater Ltd, Chattooga Belle Farm, and Chattooga River Fly Shop. These giveaways will act as advertisements for these businesses even after the event concludes, as the logos will be printed on items such as water bottles and t-shirts that the participants use on a regular basis. In this "welcome bag", the breast cancer survivors will also receive an Oconee County Visitor Guide, waterfall brochure, and a scenic road map that highlights other things to see and do in Oconee County.

The breast cancer survivors who attend this extended weekend event will stay in the accommodations at Wildwater Ltd. They have booked every room available on their property for the weekend of May 29th through May 31st 2020. Chattooga River Fly Shop has reserved several guided fly-fishing classes for the survivors on Friday, May 29th. Throughout the weekend, along with their guided fly-fishing class, they are going to be rafting and ziplining with Wildwater Ltd, attending a dinner at Iron Oak Barn, and enjoying a

banquet dinner and sunrise yoga with Chattooga Belle Farm. The Iron Oak Barn is a new event venue under the Bart Garrison Agricultural Museum of South Carolina that will open officially in the Winter of 2019. Participants will be shuttled to each activity throughout the weekend with transportation graciously provided by Wildwater Ltd. This includes a shuttle all the way to the Iron Oak Barn banquet dinner in Pendleton.

At the Iron Oak Barn banquet, we are partnering with Jocasee Valley Brewing Company to provide refreshments or adult beverages, a caterer from Oconee County, the Salem native band Conservation Theory, and a special guest speaker. This guest speaker will give an encouraging speech to the survivors in attendance and create a positive atmosphere for the weekend event to begin. The Chattooga Belle banquet is going to be a social event for the survivors to continue building their relationships with one another. Dinner and beverages are being provided by Chattooga Belle Farm Distillery.

Should the breast cancer survivors choose to bring one or more family members along with them, the family members will stay in a separate accommodation in Oconee County. Family members are going to receive the same information that the breast cancer survivors receive along with coupons to Oconee County restaurants to use during their stay, encouraging more revenue to stay in the county. The family members will also receive a suggested itinerary for things to do and see in Oconee County during their stay.

This is going to be an economically impactful weekend for Oconee County, especially the community of Long Creek, which has much potential to become a sought-after destination for outdoor adventure group tours. This weekend will be economically significant for Long Creek, as we are utilizing many businesses in the community and introducing this beautiful area to a group of tourists who have most likely never visited the area before. This will encourage more tourism-focused businesses to open in this area and result in what is known as a tourism cluster. A tourism cluster is "a geographic concentration of companies and institutions interconnected in tourism activities."¹ For example, this will create a need for more unique accommodations and outdoor adventure tourism businesses to open in Oconee County when they see the demand and need to accommodate larger groups.

Oconee County has a chance to leave an impactful impression on a group of women who have experienced many hardships. Breast cancer is physically painful, emotionally draining, and financially stressful. With this weekend event, we hope to create an everlasting, positive memory and experience that these survivors can reflect back on for years to come. Cancer can rob survivors of days to experience life, and this weekend will restore, in some small way, time that they cannot get back.

¹ *Estevo, C., & Ferreira, J. (2009). THE TOURISM CLUSTERS ROLE IN REGIONAL DEVELOPMENT: PRESENTING A COMPETITIVENESS CONCEPTUAL MODEL [Scholarly project]. Retrieved from <https://pdfs.semanticscholar.org/af49/38b87e6c9fa7c37072a11a87ce1e14b2164.pdf>*

C. Who will benefit from this project?

This project is going to benefit both breast cancer survivors and the partnering businesses in Oconee County. These businesses include, but are not limited to, Wildwater Ltd, Chattooga Belle Farm, and Chattooga River Fly Shop. This project is also going to have a significant economic impact on local restaurants in Oconee County. Research by CRC Sustainable Tourism found that 82% of those who travel prefer authentic cuisines. That is, the breast cancer survivors and their families are more likely to spend their money at a local Oconee County restaurant such as Humble Pie or Belle's Bistro than at a fast food or chain restaurant. These restaurant sales will be encouraged by the coupons provided in the "welcome bags" that the survivors and their families receive. Research shows that 89% of Baby Boomers and 90% of Generation Xers use coupons¹, which is the majority of our participants. Additionally, 76% of U.S. adults said they'd try a quick service restaurant they've never been to if it offered a discount on their current order⁴, and 80% of diners are likely to try a new restaurant if there is a deal². According to the World Food Travel Association, "Over a decade of experience in the food tourism industry has led us to conclude that approximately 25% of visitor

spending can be attributed to food and drink while traveling. This percentage tends to be higher in more expensive destinations and lower in less expensive destinations.”⁶

This weekend event is going to benefit Wildwater Ltd, Chattooga Fly Fish Shop, and Chattooga Belle Farm by bringing in more tourists and increasing the economic impact of tourism. These businesses have partnered with us to provide lodging, food and drink, activities, transportation, and more to make this event happen. With the partnerships of these businesses, the survivors are going to depart from the weekend with a wonderful experience in Oconee County. Therefore, they will be returning home with recommendations to their friends and extended family’s friends. Research shows that 88% of consumers placed the highest level of trust in Word of Mouth recommendations from people they know. Additionally, 64% of marketing executives indicated that they believe Word of Mouth is the most effective form of marketing. Additionally, people are 90% more likely to trust and buy from a brand recommended by a friend³. With 90 attendees, not including their families, if each participant tells three friends about their time spent in Oconee County, we can predict that this event will result in at least 250 more visitors to the county, and these 250 visitors will also bring family and friends with them to Oconee County.

The community of Long Creek will also benefit significantly from this weekend event. Long Creek is rich in natural resources that are attractive to tourists who are interested in outdoor adventure. The average outdoor adventure traveler is a 47 year old woman, which falls directly into our target demographic for this weekend event⁷. Group tours, much like the one we are planning, have the ability to fill up the entirety of accommodations that are available in Long Creek. The group of breast cancer survivors in our event will fill every room available at Wildwater Ltd for the extended weekend that they participate in the event, which represents the majority of accommodations available in Long Creek. This is an impactful economic benefit for the community.

¹ Christensen, D. (2019, April 24). *Coupons by the numbers: Savings up, redemption down in 2017: Doreens Deals*. Retrieved from <https://www.sun-sentinel.com/features/deals-shopping/fl-bz-doreen-christensen-2017-coupon-redemption-down-story.html>

² R. (2017). *Dining Out Goes Digital*(Rep.).

³ Saleh, K. (2018, April 11). *The Importance of Word Of Mouth Marketing – Statistics and Trends*. Retrieved from <https://www.invespcro.com/blog/word-of-mouth-marketing>

⁴ *Show Me the Deal: YA Survey Shows Consumers Flock to Quick-Service Res.* (2017, May 18). Retrieved from <https://www.prweb.com/releases/2017/05/prweb14348828.htm>

⁵ Sparks, B., Wildman, K., & Bowen, J. (n.d.). *Restaurants as a Contributor to Tourism Destination Attractiveness [Scholarly project]*. Retrieved from https://sustain.pata.org/wp-content/uploads/2015/02/ConsumerInterviews_v5.pdf

⁶ *What Is Food Tourism?* (2019, April 05). Retrieved from <https://www.worldfoodtravel.org/cpages/what-is-food-tourism>

⁷ *Women Travel Statistics from Women Travel Expert.* (n.d.). Retrieved from <https://gutsytraveler.com/women-travel-statistics-women-travel-expert>

IV. DATES OF PROJECT

Beginning: May 29, 2020

Ending: May 31, 2020

V. APPLICANT CATEGORY

Government Entity:

____ Non-profit Organization: Incorporation Date: March 11, 1966

____ Eleemosynary Organization under IRS Code: IRS # 57-0479280

____ Date of Determination Letter December 12, 1966

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This weekend event will influence tourism in Oconee County by bringing in breast cancer survivors and their families from beyond a 50-mile radius to participate in a 3-day, extended weekend filled with activities in Oconee County provided by Wildwater Ltd, Chattooga Belle Farm, and Chattooga River Fly Shop. The positive Word of Mouth created by this event will be a great influence for these businesses. Research shows 88% of consumers place the highest level of trust in Word of Mouth recommendations from people they know². There will also be a significant impact on Oconee County restaurants and other accommodations through the coupons the survivors and their family members receive in their “welcome bag.”

We expect the majority of participants to be females between the ages of 45-65, as this represents the most common age range for breast cancer diagnoses in women¹. Because many of the breast cancer survivors will bring family members along, we expect that this positive economic impact will extend to other businesses in the county as well. Research shows that “For family travelers, 95% said their priority was keeping their families entertained and happy, while deals and value (89%), outdoor activities (85%) and planning travel around school holidays (85%) or near major attractions or theme parks (85%) were also of utmost importance.”⁴ Knowing this, Oconee County is the ideal destination for this weekend event because it has so much to offer for families. There is a plethora of outdoor activities and attractions to keep families entertained such as the Chattooga River, World of Energy, and the numerous waterfalls in the county.

This weekend event will also positively influence tourism in Oconee County because we are making this an annual event for breast cancer survivors to attend. About 34% of event attendees said they would make a post about an experience on their social media pages.³ This is significant, because when the breast cancer survivors post about their positive experiences in Oconee County on their social media platforms, they are further advertising the county and the businesses they have interacted with throughout the weekend. Another important note is that 70% of event attendees become regular customers after an experiential marketing event³. This means that the breast cancer survivors and their families are predicted to return to Oconee County to visit the area after the event is over. With the culmination of this Word of Mouth, we expect to expand this event to more participants in the future to create an even bigger economic impact in Oconee County.

Participants are also receiving information on the area in their “welcome bag” such as the Oconee County Visitor Guide, waterfall brochure, and a scenic roads brochure prior to arrival encouraging them to extend their stay to see what other areas of the county have to offer. People who have visitor guides stay at a destination on average 1.9 days longer than those without. Nearly 70% of travelers who receive a visitor guide visit that area after receiving it, and over 50% of Americans consult printed material when traveling to a destination⁵

According to this research, we expect this weekend event to positively influence tourism in Oconee County. During this weekend Oconee County will be exposed to a new demographic of tourists, being breast cancer survivors and their families. This will open the door to more events like this one in the future. We also predict that Oconee County tourism will be positively influenced by the social media attention on the area during this weekend event. The women participating in the event are active on social media and will post much about it for their friends to see.

1. A. (n.d.). *Breast Cancer Facts and Figures 2017-2018*[Pamphlet].
2. Saleh, K. (2018, April 11). *The Importance of Word Of Mouth Marketing – Statistics and Trends*. Retrieved from <https://www.invespro.com/blog/word-of-mouth-marketing>
3. Staff, B. B. (n.d.). *2019 Event Marketing Statistics, Trends and Data*. Retrieved from <https://blog.bizzabo.com/event-marketing-statistics=attendee>
4. Stevens, P. (2019, May 30). *Generation Alpha playing increasing role in travel decisions*. Retrieved from <https://shorttermrental2.com/news/generation-alpha-family-travel>

5. *Your Printed Visitor Guide Can Be a Destination Marketing Machine. (2019, January 31). Retrieved from <https://stampdestinations.com/insights/printed-visitor-guide-destination-marketing-machine>*

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

Last year: N/A This year: 90

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

Last Year N/A

This Year 90

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

Last year : N/A

This Year: 180

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

We will primarily use social media promotion and geotargeting, radio advertisements, and brochures to target participants beyond a 50 mile radius of Oconee County. We will specifically target breast cancer survivors between ages 45-65 in four major metro areas including Asheville, Atlanta, Charlotte, and Charleston.

Social media promotion and geotargeting is a very effective way to reach our target audience. With Facebook and Instagram advertising, we are going to specifically target women ages 45-65 in Asheville, Atlanta, Charlotte, and Charleston. Facebook is a great tool for advertising to Baby Boomers (which is considered 55+) because 82% of Boomers have at least one social media account, with Facebook being one of their primary platforms. In fact, Facebook is the most used platform for people ages 55+. Facebook advertising is also very effective for Generation Xers, who are considered to be 40+ in age and spend an average of 6 hours and 58 minutes a week on social media, which is even more than Millennials. 76% of Generation X is on Facebook, making it a good way to reach our target demographic.

We will be using radio advertisements for the weekend event in metro areas outside of Oconee County, including Asheville, Atlanta, Charlotte, and Charleston. Research shows that 92% of Americans listen to the radio every week, 59% listen to the radio every day, and 25% of individuals gain more interest in brands due to radio ads. 91.5% of the United States population listens to AM, FM, or satellite radio. Radio also remains the most accessible media to the public. Since we are targeting breast cancer survivors between the ages of 45 and 65, radio is one of the best mediums to advertise this weekend event. The average age of a public radio listener is 54.1 years old. Research shows that 80.5 million (97%) of Generation Xers, ages 35 through 55, and 41.2 million (98%) of Baby Boomers, ages 55 through 65, tune into the radio every month.

We will be printing 2,000 brochures detailing this weekend event that we will distribute to cancer support groups and hospitals in Asheville, Atlanta, Charlotte, and Charleston. This way, we can reach our target audience directly in physical locations that they frequent. According to Conquest Graphics, "Marketing brochures are one of the most effective and versatile marketing tools used to inform customers of their services or products." In conjunction with the social media geotargeting and radio advertisements, brochures will be a good addition for potential participants have a physical reminder about the weekend event.

1. *Bromwich, J. E. (2018, January 20). Generation X More Addicted to Social Media Than Millennials. Report Finds. Retrieved from <https://www.nytimes.com/2017/01/27/technology/millennial-social-media-usage.html>*

2. *Garcia, K. (2018, September 27). Radio Ads Still Drive Sales. Retrieved from <https://www.emarketer.com/content/radio-ads-still-drive-sales>*

3. *Graphics, C. (2018, May 08). Conquest Graphics. Retrieved from <https://www.conquestgraphics.com/blog/conquest-graphics-2017-01-03-why-brochures-are-effective-marketing-materials>*

4. *How America Listens: The American Audio Landscape. (2018, May 04). Retrieved from <https://www.nielsen.com/us/en/insights/article/2018-how-america-listens-the-american-audio-landscape>*

5. Jafrey, I. (2018, March 06). *Social Media Matters For Baby Boomers*. Retrieved from <https://www.forbes.com/sites/forbestechcouncil/2018/03/06/social-media-matters-for-baby-boomers/#53833247425>
6. *Targeting Baby Boomers? Consider Radio*. (2019, January 10). Retrieved from <https://knowledge.creatingresults.com/2019/03/12/marketing-to-baby-boomers-consider-radio/>
7. *TOP 5 MUST KNOW RADIO ADVERTISING STATISTICS*. (2019, February 25). Retrieved from <https://www.adsforarts.com/top-5-must-know-radio-advertising-statistics>

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)

This event will open Oconee County up to a new and impactful demographic; breast cancer survivors and their families. Specifically, this event will directly impact Wildwater Ltd, Chattooga Belle Farm, and Chattooga River Fly Shop, as we are partnering with these local businesses to create this weekend event. Additionally, with the information that the participants receive, it will also positively impact other Oconee County businesses should the participants choose to extend their stay or plan additional trips to Oconee County to explore.

Group tours as a whole are more popular with female travelers over the age of 45, which is the demographic we will reach with this breast cancer survivor package. These group tour travelers also enjoy staying at a destination on average for 7-9 days¹. As research shows, we believe that given more information about Oconee County prior to the weekend event, the participants will extend their stay. In addition to this, 24% of American women have taken a girlfriend trip in the past three years, and 39% of American women plan on taking one in the next three years. This weekend event will offer a girlfriend getaway for survivors while also providing a healing getaway that builds community amongst other survivors. Furthermore, the average adventure traveler is a 47 year old female, which falls into the exact age range of the target demographic for this weekend event⁸.

Research shows that travel is good for one's health, improving overall physical and mental health². One unfortunate side effect of cancer is feeling symptoms of depression³. Travel alleviates symptoms of depression by keeping individuals out of isolation, teaching resilience, and with this event, providing an opportunity to interact with others who have gone through similar experiences⁷. Additionally, traveling can also boost one's happiness and satisfaction with life as well as reduce stress⁴. According to Macmillan Cancer Support, "Taking some time to travel can help many people affected by cancer feel better."⁶ This weekend event is designed to be one of healing and community for breast cancer survivors, making this the ideal getaway. Oconee County's natural beauty and outdoor adventure opportunities add to this ideal getaway, making it the perfect place for this weekend event.

Based on the demographics of breast cancer survivors that will participate in the weekend event, we know that this is a group that is active on social media, and especially on Facebook. They will post about the event and their experience in Oconee County on Facebook for their friends to see. This acts as positive Word of Mouth, which is very influential on social media. This will make the survivor's friends interested in Oconee County, resulting in more trips beyond those of the survivors and their families for this weekend event.

This event will be marketed to breast cancer support groups outside a 50-mile radius. One of the goals of these support groups is to foster a sense of community among survivors and to make them feel less isolated⁵. Oconee County is the perfect destination for a weekend of community and comradery. With the Wild and Scenic Chattooga River, mountain vistas, and the opportunity for premiere outdoor adventure activities, it is the ideal location for this weekend package. For these reasons, we know that this will positively affect tourism in Oconee County by bringing in survivors from these metro areas: Atlanta, Asheville, Charlotte, and Charleston. Residents of these metro areas enjoy mountain retreats when traveling, making Oconee County the perfect location for this event. 87% of women want to see beautiful scenery when traveling, which Oconee

County has in abundance. Using analytics and metrics gathered from research and geotargeting, we believe that these areas are the most beneficial to market to, which will be done using radio ads, social media marketing, and brochures that will be distributed to hospitals and support groups.

1. Anderson, W. (2007). *Estimating the Economic Impact of All-Inclusive Package Tourism in the Balearic Islands [Scholarly project]*. Retrieved from <https://pdfs.semanticscholar.org/6271-2aef744de06ff82aad66bfd33ef284bf037e4.pdf>
2. Levine, D. (2018, March 23). *The Many Ways Travel Is Good for Your Mental Health*. Retrieved from <https://health.usnews.com/health-care/patient-advice/articles/2018-03-23-the-many-ways-travel-is-good-for-your-mental-health>
3. National Comprehensive Cancer Network. (n.d.). Retrieved from https://www.nccn.org/patients/resources/life_with_cancer/managing_symptoms/mood_changes.aspx
4. Nazish, N. (2018, January 27). *Five Reasons Why Travel Is Good For Your Mental Health*. Retrieved from <https://www.forbes.com/sites/nomanazish/2018/01/22/five-reasons-why-travel-is-good-for-your-mental-health/#79525db35934>
5. Support Groups. (2019, February 14). Retrieved from https://www.breastcancer.org/treatment/comp_med/types/group
6. *The benefits of travel*. (n.d.). Retrieved from <https://www.macmillan.org.uk/information-and-support/organising-travel-and-holidays/preparing-to-travel/benefits-of-travel.html>
7. *Why is Travel Good for Your Health: Travelex US*. (n.d.). Retrieved from <https://www.travelex.com/travelex-hub/travel-tips/why-travel-is-good-for-your-health>
8. *Women Travel Statistics from Women Travel Expert*. (n.d.). Retrieved from <https://gutsytraveler.com/women-travel-statistics-women-travel-expert/>

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)

In order to record the demographic data for this event, each participant will be required to register prior to the event. The registration will require their email, zip code, address, age, and gender. Prior to attending the event, each participant will receive a "welcome bag" which will include information multiple giveaways with logos of Oconee County businesses and tourist attractions, representing what Oconee County has to offer during and after their stay. With this information, they will also receive coupons to restaurants in Oconee County. We will contact the participating restaurants for data on the number of participants that used these coupons within a 3-day, 7-day, and 30-day timeframe following the event. In addition to this, we will create a landing page on the Bart Garrison Agricultural Museum of South Carolina website with information about the extended weekend event for breast cancer survivors. Using geotargeting and website analytics, we will track website traffic to this landing page to find demographic information about interested participants. We will also use geotargeting to track the demographics of people who interact with our social media promotions on Facebook and Instagram. During the event and one week following the event, we will conduct a participant survey via email that asks participants about their stay, their impressions of Oconee County, and their impressions of the participating businesses.

VII. AUDIT

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

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

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

Contact Name: Mary-Kate Tilley Title: Museum Manager and Archivist
Signature: MKTilley Date: 8/13/2019

Address: 120 History Ln. Pendleton, SC 29670
Email: MKTilley@bgamsc.org **Fax No.** _____
Phone Number (s): (864) 646-7271

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

OCONEE COUNTY ATAX GRANT

Item B - Weekend Itinerary

Friday	
10:00AM - 11:00AM	Registration at Wildwater Ltd
11:00AM - 12:00PM	Lunch provided by Seneca Chik-fil-a
12:00PM - 1:20PM	Shuttle participants to Chattooga River Fly Shop Participants ziplining meet at Wildwater Ltd front office
1:20PM - 3:00PM	Fly fishing class on the Chattooga River with Chattooga River Fly Shop OR Ziplining at Wildwater Ltd
3:00PM - 3:20PM	Fly Fishing class shuttled back to Wildwater Ltd
3:20PM - 5:00PM	Leisure time
5:00PM - 5:45PM	Shuttle to Iron Oak Barn at the Agricultural Museum of SC
6:00PM - 8:00PM	Evening Banquet at Iron Oak Barn: <ul style="list-style-type: none">• Social gathering• Beverages provided by Jocassee Valley Brewing Co.• Dinner provided.• Speaker.• Music provided by Conservation Theory.
8:00PM - 9:00PM	Shuttle back to Wildwater Ltd
Saturday	
8:00AM - 9:00AM	Breakfast provided by Wildwater Ltd
9:00AM - 4:00PM	Wildwater Ltd rafting excursion
4:00PM - 6:00PM	Leisure time
6:00PM - 6:15PM	Shuttle to Chattooga Belle Farm
6:20PM - 8:00PM	Banquet Dinner at Chattooga Belle Farm: <ul style="list-style-type: none">• Social gathering and meet & greet.• Dinner provided by Chattooga Belle Farm.• Beverages provided by Chattooga Belle Farm Distillery.
8:00PM - 8:15PM	Shuttle back to Wildwater Ltd
Sunday	
7:00AM - 8:00AM	Breakfast provided by Wildwater Ltd
8:00AM - 8:15AM	Shuttle to Chattooga Belle Farm
8:30AM - 10:00AM	Sunrise yoga at Chattooga Belle Farm

10:00AM - 10:30AM	Shuttle to Wildwater Ltd
10:30AM - 12:00PM	Participants check out & depart

Radio Advertising	\$4,500
Giveaways	\$5,000
Registration Bags	\$800
Friday Night Dinner Banquet	\$8,000
Saturday Night Iron Oak Barn Banquet	\$3,300
Total Expense	\$30,000

Outdoor Adventure Package for Breast Cancer Survivors

Item A - Project Budget

Income	
Oconee County ATAX	\$30,000
Lake Hartwell Country	\$11,400
Total Income	\$41,400

Expense	
Social Media Marketing and Advertising	\$6,300
Logo Design	\$1,000
Brochures	\$1,100
Radio Advertising	\$4,500
Giveaways	\$5,000
Registration Bags	\$800
Two Overnight Stays at Wildwater LTD	\$5,000
Fly Fishing Class with Chattooga River Fly Fishing	\$800
Sunrise Yoga Class at Chattooga Belle Farm	\$200
White Water Rafting at Wildwater LTD	\$1,000
Zip Lining at Wildwater LTD	\$1,000
Friday Night Dinner Banquet	\$8,000
Saturday Night Iron Oak Barn Banquet	\$3,200
Lunch Catering	\$500
Transportation	\$3,000
Total Expense	\$41,400

Itemized Budget - Oconee ATAX Funds	
Social Media Marketing and Advertising	\$6,300
Logo Design	\$1,000
Brochures	\$1,100

**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 - P.O. Box 4773
Seneca S.C. 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000.00
B. How will ATAX Funds be used? Advertising with the Greenville News to promote out-of-county attendance of "Race for the Green"
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

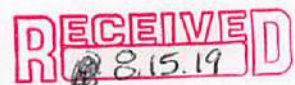
A. Project Title City of Seneca's "Race for the Green"
B. Description of project 5K & Half Marathon
C. Who will benefit from this project? Businesses in downtown & by-pass Seneca, county hotels, restaurants and peripheral county businesses such as gas and miscellaneous retail.

IV. DATES OF PROJECT

Beginning Sept. 2019 Ending 3-14-2020

V. APPLICANT CATEGORY

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



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This project will create overnight stays in local hotels and will fill up county-wide restaurants

A. How many visitors participants attended the event last year and are anticipated this year?
200 last year 1,000 this year

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

Last Year 6070
This Year 7570

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?

GREENVILLE NEWS ADS, SOCIAL MEDIA - FACEBOOK & INSTAGRAM

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)

ATTACHED IS PRINT-OUT OF REGISTRATIONS AND THEIR ORIGIN.

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

WEBSITE CLICKS, LEAD ADS, RETARGETING FACEBOOK MONITORING, CUSTOM AUDIENCE TARGETING PARTICIPANT REGISTRATION DEMOGRAPHICS

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: STANCI, COOLEY, ESTEP & STAMEY

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

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

A. Contact Name: Riley Johnson Title Events Coordinator, City of Seneca
Signature [Signature] Date 8-14-19
Address 221 E. N. 1st St Seneca SC 29678
Email rjohnson@seneca.sc Fax No. 864-885-2201
Phone Number (s) 864-723-3910

B. Alternate Contact Name: Scott Moulder Title City Administrator, City of Seneca
Signature [Signature] Date 8-14-19
Address 221 E.N. 1st St Seneca SC 29678
Email SMOULDER@SENECA.SC.US
Phone Number (s) 864-885-2721

OCONEE COUNTY ATAX GRANT

RACE FOR THE GREEN 2020

CITY OF SENECA 5K AND HALF MARATHON

BLUE MOUNTAIN	\$	500.00
AARON SLOAN		555.00
INDEPENDENT MAIL		1,000.00
T & R GRAPHICS		4,000.00
RMS		2,000.00
ACTION SEPTIC		250.00
TERRY TIMES		250.00
BEST WESTERN		100.00
ATAK GRANT (GREENVILLE NEWS)		10,000.00
ADVERTISING (WYFF)		5,000.00
HAT ADS		25,000.00
PRIZE MONEY		4,700.00
TOTAL	\$	53,355.55



The Greenville News

Option A

72 *15") Full color ads, 3 times per week (Sunday, Wednesday and Friday) for 26 consecutive weeks beginning the last week of September and ending the 3rd week in March, 2020 plus 150,000 impressions on our AdNetwork targeting Runners.....\$10,041.00 Net

Option B

Social Media – Social ads with Smart Optimization Technology

Basically we can target runners using Facebook and Instagram and send your ad directly to those people most likely interested in running your race.

Social Ads with Smart Optimization Technology

Full service Facebook and Instagram advertising that puts your business in front of users who are most likely to become your customers. Our proprietary technology does what no human can, automatically optimizing your budget across multiple ad objectives to deliver on your business goal (not just ad clicks) a service not even Facebook itself offers.

Website Clicks – We can entice more visits to your website with custom CTA's designed to increase conversions like application form fills, click to website, etc.

Lead Ads – Lead generation can be simplified with in-ad forms that make it easy for the right prospects to contact you. We offer the only program that sends your new leads right to your inbox or Client Center with Lead Engagement software[®]

Retargeting & Custom Audiences - Retargeting previous site visitors and existing client lists can help drive new contacts, grow reach plus, increase engagement and reach new "lookalike" audiences who have similarities to your ideal customers.

Instagram Ads – for many brands, Instagram can help with your website clicks, lead ads, and retargeting. With over 800 million monthly active users, this might be a great addition to your social advertising mix.

Facebook Audience Network – We might expand your advertising reach beyond Facebook with content on hundreds of apps within the Audience Network. Best of all it uses the same creative as your existing Facebook Ads. We can target geographically (for instance target Greenville, Greer and Hendersonville...) Investment?

We would run this social ad program for 6 months. At the beginning of February we would run a quarter page, full color ad announcing that the registration close is near. **Total investment: \$10,350.00**



Option C

We dedicate \$500 per month to geofence all sports good stores and all running clubs/stores in the Upstate. When someone goes into one of these stores we will place a cookie on their phone and send them messages about the race.

We will also dedicate \$500 per month to geofence all 5k+ races held in the Upstate between now and the Seneca Race. As people enter into the virtually "fenced" area they will receive an ad from the Seneca Race.

We will dedicate \$500 per month to Facebook, running ads targeted by geography and age to reach families and people interested in day trips, things to do, etc.

We will run 3 quarter page full color ads the first week in February 2020 to remind people that the deadline for applications is near. **Total Investment: \$10,350.00**

Debbie Milteer

dmilteer@greenvillenews.com

864-298-4822

August 11, 2019

2019

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
485-000-804-05			HAT - City Marathon		BEGINNING BALANCE				0.00	
8/28/18	10/17	B82659		09320	FIRST CITIZENS VISA CARD	JE# 020854			78.00	78.00
					AUGUST ACTIVITY DB:		78.00	CR: 0.00	78.00	
11/28/18	1/09	B85730	Misc 000900	09469	FC VISA CARD PAYMENT	JE# 021028			4,674.60	4,752.60
					NOVEMBER ACTIVITY DB:		4,674.60	CR: 0.00	4,674.60	
12/19/18	12/19	A20035	CHK: 083830	06864	MTS INC	07937		MART/HALF 2019	5,000.00	9,752.60
12/28/18	1/22	B86550	Misc 000000	09497	FC VISA CARD PAYMENT	JE# 021105			599.00	10,351.60
					DECEMBER ACTIVITY DB:		5,599.00	CR: 0.00	5,599.00	
1/02/19	1/02	A20298	CHK: 094015	06879	THE JOURNAL	2564	684041		35.84	10,387.44
1/09/19	1/09	A20438	CHK: 094139	06834	MOLLIE DODD	05627		TRIP 1/10-13 2019	445.28	10,832.72
1/09/19	1/09	A20508	CHK: 084159	06894	RILEY JOHNSON	1906		TRIP 1/10-13 2019	157.00	10,989.72
1/15/19	1/15	A20661	CHK: 084258	05904	MOLLIE DODD	05627		REIMBURSE PARKING	69.00	11,058.72
1/23/19	1/23	A20854	CHK: 084380	05909	MTS INC	07937		01/23/2019	5,000.00	16,058.72
1/29/19	1/29	A21138	CHK: 084594	06924	T & R GRAPHICS	04355	15027		1,780.90	19,839.62
					JANUARY ACTIVITY DB:		9,497.92	CR: 0.00	9,497.92	
2/28/19	3/19	B89169		09514	FC VISA CARD PAYMENT	JE# 021447			54.43	19,893.95
2/28/19	3/19	B89169		09514	FC VISA CARD PAYMENT	JE# 021447			3,115.00	23,008.95
2/28/19	3/19	B89169		09614	FC VISA CARD PAYMENT	JE# 021447			506.78	23,515.73
2/28/19	3/19	B89169		09614	FC VISA CARD PAYMENT	JE# 021447			506.78	24,022.51
2/28/19	3/19	B89169		09614	FC VISA CARD PAYMENT	JE# 021447			473.78	24,496.29
					FEBRUARY ACTIVITY DB:		4,856.77	CR: 0.00	4,856.77	
3/05/19	3/05	A22066	CHK: 085158	06982	JAMES BANDY	05746		RACE PICS 2019	500.00	25,006.29
3/05/19	3/05	A22099	CHK: 085201	06982	RALPHS TROPHY SHOP	1878	28761		4,417.27	29,423.56
3/13/19	3/13	A22223	CHK: 085238	06986	AARON SLOAN	05722		RACE DJ 3/16/19	550.00	30,003.56
3/13/19	3/13	A22252	CHK: 085267	06986	'	1		PRIZE FOR SHIRT	250.00	30,253.56
3/13/19	3/13	A22302	CHK: 085317	06986	RILEY JOHNSON	1906		PRIZE MONEY RACE	5,000.00	35,253.56
3/15/19	4/17	B90664	Misc 000000	09658	OVERTIME CHARGEOUTS	JE# 021546			1,508.92	36,762.48
3/15/19	4/17	B90665	Misc 000000	09658	OVERTIME CHARGEOUTS	JE# 021547			906.70	37,669.18
3/20/19	3/20	A22489	CHK: 085455	07001	RILEY JOHNSON	1906		COFFEE FOR RACE	98.05	37,767.23
3/20/19	3/20	A22490	CHK: 085456	07001	RMS	06455		3/16/2019	3,130.75	41,057.98
3/20/19	3/20	A22507	CHK: 085473	07001	TERRY TIMES	05174		RACE 2019	375.00	41,432.98
3/20/19	3/20	A22512	CHK: 085479	07001	T & R GRAPHICS	04355	15569		758.05	42,191.03
3/26/19	3/26	A22654	CHK: 085535	07010	ACTION SEPTIC TANK SERVI	2549	A-54950		366.48	42,557.51
3/26/19	3/26	A22752	CHK: 085633	07010	WALMART COMMUNITY/GENB	2843		3/16/2019	185.43	42,742.94
3/28/19	4/23	B90837	Misc 000000	09664	FC VISA CARD PAYMENT	JE# 021561			145.75	42,888.69
					MARCH ACTIVITY DB:		18,192.40	CR: 0.00	18,192.40	
4/01/19	4/01	A22907	CHK: 085716	07020	PAK MAIL	05253	45178		22.08	42,910.77
4/03/19	4/03	A23036	CHK: 085832	07030	SAM'S CLUB/SYNCHRONY BAN	1941		3/23/2019	31.45	42,942.22
4/03/19	4/03	A23036	CHK: 085832	07030	SAM'S CLUB/SYNCHRONY BAN	1941		3/23/2019	427.20	43,369.42
4/29/19	5/07	B92621	Misc 000000	09716	FC VISA CARD PAYMENT	JE# 021688			37.80	43,407.22

8-09-2019 8:43 AM
 FUNG0585 : 30 -Local HAT funds
 DEPT : 485 HAT

DETAIL LISTING

PAGE: 2

PERIOD TO USE: Jul-2018 THRU Jun-2019
 ACCOUNTS: 485-000-804-05 THRU 485-000-804-05

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
485-000-804-05 HAT - City Marathon * (CONTINUED) *										
4/29/19	6/07	B92621	Misc 000000	09716	FC VISA CARD PAYMENT		JEN 021688		17.55	43,424.77
4/29/19	6/07	B92621	Misc 000000	09716	FC VISA CARD PAYMENT		JEN 021688		57.20	43,481.97
4/29/19	6/07	B92621	MISC	09716	FC VISA CARD PAYMENT		JEN 021688		56.09	43,538.06
			*****	APRIL ACTIVITY	DB:	649.37	CR:	0.00	649.37	
6/10/19	6/10	B92867		09731	CORRECT HAT-EVENT LABOR		JEN 021713		2,415.62CR	41,122.44
6/30/19	7/29	A26237	CHK: 087758	07239	BEST WESTERN EXECUTIVE I 4281	1582			98.99	41,221.43
			*****	JUNE ACTIVITY	DB:	98.99	CR:	2,415.62CR	2,316.63CR	
			*****	ACCOUNT TOTAL	DB:	43,637.05	CR:	2,415.62CR		

000 ERRORS IN THIS REPORT!

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	0.00
REPORTED ACTIVITY:	43,637.05	2,415.62CR
ENDING BALANCES:	43,637.05	2,415.62CR
TOTAL FUND ENDING BALANCE:	41,221.43	

9TH ANNUAL CITY OF SENECA, SC-5KM
 FIVE KILOMETER ROAD RACE
 Seneca, S.C. March 16, 2019

Results Compiled by Race Management Systems (RMS), www.rmssports.com/run.html

***** AWARDS LIST *****

***** FEMALE OVERALL RESULTS *****

1	Victoria Hammersmit	27 Mauldin	SC	17:30
2	Kimberly Ruck Malon	29 Chapel Hill	NC	17:35
3	Sunday Davis	31 Piedmont	SC	18:46

***** MALE OVERALL RESULTS *****

1	Harrison Kirigwi	30		15:47
2	Matthew Shock	37 Greenville	SC	15:57
3	Matthew Hammersmith	31		16:29

***** AGE-GROUP RESULTS *****

FEMALE AGE GROUP: 1 - 19

1	Veronica Veldez	18 Seneca	SC	24:04
2	Maddie Hamor	15		27:10
3	Kathryn Cauley	10 Pendleton	SC	33:12

MALE AGE GROUP: 1 - 19

1	Randy Farris	17		19:13
2	David Olerva	14		22:32
3	Jackson King	10		24:50

FEMALE AGE GROUP: 20 - 29

1	Katy Lefevre	24 Easley	SC	21:20
2	Natherine Krupiak	21		22:33
3	Mariene Olivera	25		24:36

MALE AGE GROUP: 20 - 29

1	Colton Keasler	23		19:46
2	Gregory Coggins	25 Denver	CO	20:55
3	Robert Lard	25		22:39

FEMALE AGE GROUP: 30 - 39

1	Michelle Ziegler	38 Greenville	SC	19:08
2	Heather Cartee	37		26:36
3	Leah Merck	32		27:55

MALE AGE GROUP: 30 - 39

1	Bobby Campbell	36		20:22
2	Angel Olerva	32		23:18
3	Curtis Tan	36		26:37

FEMALE AGE GROUP: 40 - 49

1	Shelly Stephenson	45		24:41
2	Amanda Waal	41 Salem	SC	25:14
3	Gena Hawkins	44		26:57

MALE AGE GROUP: 40 - 49

1	Jonathan Fenske	49 Simpsonville	SC	18:41
2	Mickey Nickles	44 Seneca	SC	20:24
3	Thomas O'Neill	47 Pendleton	SC	21:58

FEMALE AGE GROUP: 50 - 59

1	Julie Johnson	52 Seneca	SC	25:28
2	Jeanne Craig	54 Seneca	SC	26:54
3	Suzanne Mika	55		28:23

MALE AGE GROUP: 50 - 59

1	Bill Harley	58		23:48
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34	7	478 Kirby Barnett	44 M Ladson	SC	25:12	8:07
35	6	657 Drey Mullinax	12 M		25:14	8:08
36	2	719 Amanda Neal	41 F Salem	SC	25:14	8:08
37	2	688 Gene Burk	67 M Greer	SC	25:26	8:12
38	1	602 Julie Johnson	52 F Seneca	SC	25:29	8:12
39	6	483 Hannah Baxley	25 F Greenville	SC	25:28	8:12
40	3	779 Steve Fowler	59 M		26:08	8:25
41	4	740 Michael Smith	53 M		26:11	8:26
42	5	689 Todd Scharich	52 M Seneca	SC	26:14	8:27
43	2	663 Mel Morris	48 M Seneca	SC	26:20	8:29
44	6	709 Greg Swaney	54 M Central	SC	26:21	8:29
45	1	678 Donna Presley	72 F Clayton	GA	26:23	8:30
46	9	990 Eric Walsenmiller	48 M		26:33	8:33
47	3	761 Heather Jantee	37 F		26:36	8:34
48	6	791 Curtis Tam	36 M		26:37	8:34
49	10	550 Eric Doyle	44 M Seneca	SC	26:43	8:36
50	7	845 Cas Menscal	55 M		26:48	8:38
51	7	493 Jeffrey Bontrager	17 M		26:51	8:39
52	5	751 Riley Morningstar	23 M		26:52	8:39
53	2	533 Jeannie Craig	54 F Seneca	SC	26:54	8:40
54	3	788 Gena Hawkins	44 F		26:57	8:41
55	4	795 Terra Edwards	47 F		26:57	8:41
56	2	583 Maddie Hamer	15 F		27:10	8:45
57	11	777 Robert Osborne	48 M		27:12	8:46
58	12	555 Russ Evans	49 M Fair Play	SC	27:33	8:52
59	7	560 Erin Farmer	27 F Seneca	SC	27:35	8:53
60	4	766 Leah Merck	32 F		27:55	9:00
61	8	797 Beth Spence	22 F		28:14	9:06
62	6	798 Scott Spence	34 M		28:15	9:06
63	3	790 Suzanne Mika	55 F		28:23	9:08
64	7	843 Kevin Winstead	26 M		28:23	9:08
65	3	572 Jerry Campos	63 M Seneca	SC	28:30	9:12
66	7	649 Shane Miller	35 M Seneca	SC	28:35	9:12
67	8	509 Norm Cannada	58 M Seneca	SC	28:37	9:13
68	3	508 Billy Cannada	29 M Greer	SC	28:37	9:13
69	8	578 Corey Greene	51 M		28:42	9:15
70	13	775 Steven Kauffman	43 M		29:05	9:22
71	9	586 Evan Haynes	22 M Seneca	SC	29:07	9:23
72	9	691 Isabella Shane	20 F Seneca	SC	29:07	9:23
73	9	784 Andy Kvist	10 M		29:07	9:23
74	10	647 Lelanne Miller	29 F Seneca	SC	29:15	9:25
75	5	475 Annie Alexander	33 F West Union	SC	29:19	9:26
76	3	787 Laura McMahon	46 F		29:22	9:27
77	9	714 Fred Tribble	38 M Seneca	SC	29:45	9:35
78	10	489 Geoff Bloomquist	30 M		29:51	9:37
79	4	517 Lynne Clufe	57 F Belton	SC	30:00	9:40
80	6	793 Ashley Pruitt	34 F		30:03	9:41
81	5	470 Christine Ackerman	50 F Claxson	SC	30:04	9:41
82	7	685 Leigh Roach	39 F West Union	SC	30:19	9:46
83	9	766 Maggie Turner	33 F		30:28	9:49
84	6	490 Lin Bloomquist	57 F Seneca	SC	30:31	9:50
85	9	796 Marlon Smith	51 M		30:35	9:51
86	14	611 Steven Kelly	42 M West Union	SC	30:41	9:53
87	9	849 Bess Perry	36 F		30:43	9:53
88	9	846 Dylan Davis	12 M		30:43	9:54
89	4	763 Kurt Meenling	60 M		30:47	9:55
90	11	758 Steven Foley	35 M		30:52	9:56
91	10	597 Laura Hubbard	33 F Fair Play	SC	30:55	9:57
92	15	535 Nathan Crawford	41 M Walhalla	SC	30:58	9:58
93	10	537 Walker Crawford	9 M		30:58	9:58

154	18	652 Timothy Moore	49	M	Seneca	SC	35:19	11:22
155	9	653 Tonya Moore	44	F			35:21	11:23
156	10	637 Lana McMill	47	F	Walhalla	SC	35:22	11:23
157	22	759 Whitney Causey	26	F			35:26	11:25
158	16	789 Mary Harris Edwards	55	F			35:28	11:25
159	3	610 Ginger Garner	67	F	Central	SC	35:31	11:26
160	23	562 Sabrina Fendley	25	F	Seneca	SC	35:42	11:30
161	12	598 David Huizenga	53	M	Seneca	SC	35:54	11:34
162	21	492 Savannah Bock	30	F	Seneca	SC	36:02	11:36
163	22	677 Lydia Powell	35	F			36:03	11:36
164	24	734 Kelley Winstead	27	F	Central	SC	36:23	11:43
165	11	480 Colleen Barrick	44	F	Seneca	SC	36:24	11:43
166	25	595 Kandice Hooper	21	F	Lavonia	GA	36:26	11:44
167	17	694 Angela Hooper	50	F	Lavonia	GA	36:27	11:44
168	6	638 Craig McCarthy	62	M			36:35	11:47
169	4	639 Susan McCarthy	62	F	Lawrenceville	GA	36:36	11:47
170	13	703 Scott Spence	54	M			36:43	11:49
171	18	705 Alisa Sudderth	57	F	Walhalla	SC	37:00	11:55
172	21	742 Molly Dodd	32	F			37:04	11:56
173	19	741 Jeremy Dodd	40	M			37:05	11:57
174	26	696 Megan Smith	24	F	Seneca	SC	37:12	11:59
175	27	552 Leslie Sades	28	F	Seneca	SC	37:15	12:00
176	5	545 Nita Decker	64	F	Seutee	GA	37:17	12:00
177	10	631 Addison Riches	12	F	Seneca	SC	37:23	12:02
178	12	683 Josh Riches	38	M	Seneca	SC	37:23	12:02
179	12	592 Angela Hogan	41	F	Walhalla	SC	37:29	12:04
180	21	747 Noah Nicholson	14	M			37:30	12:05
181	24	694 Crystal Skelton	30	F	West Union	SC	37:40	12:08
182	25	660 Ruth Murray	37	F	Walhalla	SC	37:55	12:13
183	20	607 Keith Jones	41	M			38:01	12:15
184	6	674 Deborah Gentry	69	F	Salem	SC	38:04	12:15
185	7	616 Rosemary Rhee	61	F	Waxhaw	NC	38:10	12:18
186	19	609 Stacy Keeler	56	F	Seneca	SC	38:40	12:27
187	13	532 Kelly Cox	45	F	Seneca	SC	38:42	12:28
188	26	622 Tanea Larson	38	F	Walhalla	SC	38:42	12:28
189	13	794 Wallace Johnson	30	M			38:42	12:28
190	28	656 Allyson Mosher	27	F	West Union	SC	38:48	12:30
191	14	767 Marjorie Jaksich	45	F			38:58	12:33
192	7	499 Paul Bowen	65	M	Lawrenceville	GA	39:01	12:34
193	29	549 Carolyn Dority	24	F			39:17	12:39
194	22	608 Harrison Kaufman	13	M			39:20	12:40
195	27	621 Yvette Larkin	39	F	Seneca	SC	39:22	12:40
196	21	472 Matthew Adair	43	M	Seneca	SC	39:40	12:46
197	8	591 Darlene Broadway	65	F	Helen	GA	39:53	12:51
198	14	665 John Parnell	39	M			40:19	12:59
199	8	488 Tim Blakeney	62	M	Seneca	SC	40:56	13:11
200	9	495 Barbara Bowen	64	F			40:58	13:11
201	9	730 Rick White	65	M	Alpharetta	GA	41:14	13:17
202	2	698 William Smith	74	M	Westminster	SC	41:14	13:17
203	11	765 Emily Douglas	16	F			41:17	13:18
204	11	462 Cole Sanley	26	M	Greenville	SC	41:23	13:19
205	19	721 Debbie Ward	66	F	Seneca	SC	41:23	13:20
206	20	755 Deneen Wright	54	F			41:26	13:20
207	28	700 Laura Gosebee	31	F	Clemson	SC	41:29	13:22
208	11	569 Sharon Furniss	64	F	Piedmont	SC	41:31	13:22
209	29	744 Heather Hunter	37	F			43:05	13:52
210	13	625 Cynthia Lemon	45	F	Anderson	SC	43:33	14:01
211	12	739 Makayla Brewer	13	F			43:44	14:05
212	16	725 Amy Welch	40	F	Walhalla	SC	43:44	14:05
213	10	672 Stuart Pohl	68	M	Seneca	SC	44:02	14:11

274	17	670	Corie Gambrell	67	F	Seneca	SC	56:32	17:53
275	23	650	Jason Schulc	45	M	Easley	SC	56:36	17:54
276	27	706	Suzanne Smith	45	F	Easley	SC	56:37	17:54
277	18	555	Sharon Ewing	62	F	Westminster	SC	56:57	18:01
278	19	686	Sherian Robinson	67	F	Seneca	SC	56:22	18:09
279	20	761	Mary Fassino	67	F	Seneca	SC	56:23	18:09
280	21	675	Susan Poole	65	F	Seneca	SC	56:31	18:12
281	22	571	Debra Gannon	60	F	Seneca	SC	56:31	18:12
282	36	619	Casey Lackey	30	F	Central	SC	56:47	18:17
283	31	529	Christie Covington	57	F	Seneca	SC	56:48	18:17
284	32	551	Cathy Durcan	59	F	Easley	SC	56:48	18:17
285	33	679	Teresa Pruitt	54	F	Seneca	SC	57:11	18:25
286	23	590	Bridget Hilley	67	F	Seneca	SC	57:15	18:26
287	24	494	Denise Borchert	60	F	Seneca	SC	57:32	18:32
288	25	631	Becky Minton	61	F	Seneca	SC	57:33	18:32
289	27	528	Braxton Connally	7	M			59:05	19:01
290	34	699	Cristi Snelgrove	51	F	Seneca	SC	59:10	19:03
291	35	527	Alice Connally	57	F	Salem	SC	59:10	19:03
292	39	686	Danielle Pankuch	36	F	Seneca	SC	59:21	19:07
293	33	585	Jordan Foster	24	F			59:22	19:07
294	40	566	Melanie Foster	36	F	Seneca	SC	59:24	19:07
295	36	564	Jane Fortier	53	F	Westminster	SC	59:50	19:09
296	15	476	Pascal Baharis	62	M	Seneca	SC	59:31	19:10
297	28	623	Missy Leard	44	F	Seneca	SC	59:55	19:17
298	41	553	Charlie English	33	F	Clayton	GA	1:00:45	19:34
299	29	650	Paula Millwood	48	F	Six Mile	SC	1:00:46	19:34
300	17	485	Annwyatt Bernshause	32	M	Seneca	SC	1:00:50	19:35
301	37	504	Tracy Butts	51	F	Westminster	SC	1:00:50	19:35
302	42	505	Michele Cahn	36	F	Fair Play	SC	1:00:51	19:35
303	16	540	Randy Curry	62	M	Westminster	SC	1:01:11	19:42
304	26	539	Robbi Curry	60	F	Westminster	SC	1:01:12	19:42
305	43	521	Lisa Cobb	32	F	Seneca	SC	1:01:16	19:43
306	38	697	Theresa L. Smith	59	F	Seneca	SC	1:02:08	20:00
307	27	662	Rita Norman	62	F	Seneca	SC	1:02:06	20:00
308	6	676	Nancy Porter	70	F	Seneca	SC	1:02:10	20:01
309	28	520	Janece Cobb	62	F	Seneca	SC	1:02:31	20:07
310	39	707	Cindy Swafford	57	F	Salem	SC	1:02:32	20:08
311	29	731	Cathy Williams	64	F	Salem	SC	1:03:01	20:17
312	40	631	Hope Martin	50	F	Seneca	SC	1:03:05	20:20
313	30	593	Jan Honeycutt	47	F	Seneca	SC	1:05:44	21:10
314		756	Unknown Runner					1:05:45	21:10
315	41	518	Denise Clark	30	F	Seneca	SC	1:05:47	21:11

9th ANNUAL CITY OF SENECA, SC-HALF MARATHON

HALF MARATHON ROAD RACE

Seneca, S.C. March 16, 2019

Results Compiled by Race Management Systems(RMS),www.rmssports.com/run.html

***** AWARDS LIST *****

***** FEMALE OVERALL RESULTS *****

1	Alyssa Bloomquist	29	Simpsonville	SC	1:20:28
2	Neghan Arquette	30	Greenville	SC	1:29:28
3	Christina Hughes	25	San Francisco	CA	1:30:34

***** MALE OVERALL RESULTS *****

1	Raymond McCormack J	26	Orlando	FL	1:06:13
2	Ricky Flynn		Greenville	SC	1:07:03
3	Brett Morley	26	Greenville	SC	1:08:27

***** FEMALE MASTER OVERALL *****

1 Gerry Carner 75 Central SC 2:06:35
2 Ed Wysong 72 Hartwell GA 2:46:57

9th ANNUAL CITY OF SENECA, SC-HALF MARATHON
HALF MARATHON ROAD RACE
Seneca, S.C. March 16, 2019

Results Compiled by Race Management Systems(RMS),www.rmssports.com/run.html

Place	Div	No.	Name	Age	S	City	St	Time	Pace
1	1	72	Raymond McCormack J	26	M	Orlando	FL	1:06:12	5:04
2		140	Ricky Flynn		M	Greenville	SC	1:07:03	5:07
3	2	75	Brett Morley	26	M	Greenville	SC	1:08:27	5:14
4	1	82	Norman Nderitu	30	M			1:09:01	5:16
5	2	61	Charlie Ledford	34	M	Otto	NC	1:10:20	5:22
6	3	122	Reid Williams	22	M	Greenville	SC	1:10:52	5:24
7	1	12	Alyssa Bloomquist	29	F	Simpsonville	SC	1:20:36	6:09
8	1	70	Will Mathiowdis	27	M	highlands	NC	1:22:34	6:19
9	1	108	Orinthal Striggles	43	M	Columbia	SC	1:24:55	6:29
10	3	115	Ryan Treadway	34	M	E. Flat Rock	NC	1:25:30	6:32
11	5	7	Brandon Arquette	29	M			1:26:28	6:36
12	2	74	Rory McTigue	49	M	Clemson	SC	1:28:30	6:46
13	1	6	Neghan Arquette	30	F	Greenville	SC	1:29:28	6:50
14	6	52	Kevin Hoem	27	M	Wheaton	IL	1:29:43	6:51
15	3	41	David Evans	44	M	Franklin	NC	1:30:20	6:54
16	2	93	Christine Hughes	28	F	San Francisco	CA	1:30:34	6:55
17	1	114	Lisa Tolley	52	F	Seneca	SC	1:32:20	7:02
18	2	145	Haley Whisenant	33	F			1:32:37	7:04
19	4	66	Kyle Martin	37	M	Tinley Park	IL	1:34:59	7:15
20	4	136	Sven Anderson	45	M			1:35:20	7:17
21	1	135	Dave Geer	64	M			1:36:53	7:24
22	2	10	Randy Ballew	65	M			1:37:24	7:26
23	5	77	Gregory Moberg	38	M	Franklin	NC	1:38:09	7:30
24	1	112	Reid Thomas	56	M	Seneca	SC	1:38:16	7:30
25	1	105	Noelle Stauley	43	F	Seneca	SC	1:39:34	7:32
26	5	131	Fernando-Joel Galla	45	M			1:40:34	7:41
27	6	87	Michael Schraudick	35	M	Anderson	SC	1:40:47	7:42
28	2	71	David McClanahan	50	M	Jacksonville	AR	1:41:33	7:46
29	7	17	Andrew Butler	30	M	Seneca	SC	1:41:56	7:47
30	3	19	Jeffrey Carroll	39	M	Seneca	SC	1:42:16	7:49
31	2	4	Allison Adams	40	F			1:42:24	7:49
32	9	841	Zach King	39	M			1:43:06	7:52
33	6	93	Rudolph Rudder	40	M	Central	SC	1:43:15	7:53
34	7	49	Gary Hill	40	M			1:43:32	7:54
35	7	86	Edward Parham	24	M	Central	SC	1:43:40	7:55
36	3	101	Kristen Smith	31	F	Suffolk	VA	1:44:47	8:00
37	3	117	Bernard Vermeersch	52	M	Greenville	SC	1:45:02	8:01
38	9	24	Lindsey Clarke	48	M	Greenwood	SC	1:45:50	8:05
39	4	9	Craig Bailey	54	M	Greenville	SC	1:46:35	8:08
40	3	120	Joe White	63	M	Seneca	SC	1:47:19	8:12
41	1	69	Alex Mastropolo	14	M			1:47:44	8:14
42	3	141	Tiffany Barnickel	49	F			1:47:45	8:14
43	4	16	Rachel Burton	31	F	Belton	SC	1:47:52	8:14
44		144	Jeff Cody					1:48:57	8:19
45	9	129	Kevin Jankowy	48	M			1:49:33	8:22
46	10	63	Roberto Logell	49	M	Central	SC	1:50:26	8:26
47	2	91	Noah Rough-Broglin	13	M			1:50:36	8:27
48	5	128	Den Gehring	57	M			1:50:47	8:27
49	4	137	Sonja Anderson	43	F			1:52:16	8:34

110	13	35	Jose Duarte	33	M Greenville	SC	2:24:43	11:03
111	16	34	Zack Earley	33	M Greenville	SC	2:25:10	11:05
112	16	44	Catherine Oakes	33	F Westminster	SC	2:26:26	11:11
113	1	77	Rosemary Cortelli	19	F Waxhaw	NC	2:26:42	11:12
114	17	26	Matthew Cortelli	51	M Waxhaw	NC	2:26:43	11:12
115	10	130	Zana Hicks	42	F		2:27:44	11:17
116	16	145	Mike Melerkholz	40	M		2:27:45	11:17
117	19	100	Oriando Sloan	42	M		2:31:55	11:36
118	17	99	Eve Sloan	39	F		2:32:04	11:36
119	16	69	Kelly Portillo	36	F Welhalla	SC	2:32:15	11:37
120	8	25	Beth Collins	52	F Anderson	SC	2:33:15	11:42
121	1	109	Barbara Taylor	66	F Athens	GA	2:36:22	11:56
122	11	116	Jennie Vaughn	49	F Durham	NC	2:36:23	11:57
123	19	5	Sheryl Adkisson-Cha	39	F Atoka	TN	2:36:55	11:59
124	8	142	William Davis	69	M		2:40:05	12:13
125	2	123	Ed Wysong	72	M Hartwell	GA	2:46:57	12:45
126	7	133	Melinda Rudder	27	F		2:47:40	12:49
127	12	64	Kelli Jo Lowe	42	F Anderson	SC	2:49:39	12:52
128	17	83	Brandon Norvelle	31	M Simpsonville	SC	2:50:00	12:59
129	1	91	Joyce Hodges-Hite	51	F Millen	GA	3:02:34	13:56
130	20	96	Kara Sayre	31	F Fair Play	SC	3:03:15	13:59
131	9	125	Mark A Zurface	60	M Wilmington	OH	3:05:35	14:10
132	2	76	Mary Misuraca	64	F San Antonio	TX	3:06:13	14:13
133	2	113	Joan Thompson	72	F Greer	SC	3:07:53	14:21

Oconee County ATAX Grant Application Form

For Tourism Related Projects

I. Applicant

A. Name of Organization: Devils Fork State Park

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

II. FUNDS REQUESTED

A. ATAX funds requested \$7921.26

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

C. One hundred percent of the requested amount (\$7921.26) will directly attribute to attracting guest and serving tourist.

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

III. NARRATIVE PROJECT DESCRIPTION

A. **Project Title:** Tent Impact Pad Improvement

B. **Description of Project**

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

RECEIVED
8.06.19

C. Project Benefits

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

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

IV. Dates of project

Depending on the approval of the requested funds and when they are released, the project will begin after December 1, 2019 and completed by June 1, 2020.

V. Application category

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

VI. Demographic Data

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

A. In 2018, there were over 124,653 visitors to Devils Fork State Park. It's anticipated that the attendance numbers will be the same or greater for 2019.

- B.** A total of 6,734 overnight reservations were made in 2017 with a total of 20,040 nights stayed. 17,797 of these nights were from reservations made by guests beyond a 50 mile radius of Devils Fork/Oconee County. The number of overnight reservations made by guests beyond a 50 mile radius is predicted to be around the same or higher this year. By the end of April 2019 there were 2,465 overnight reservations made at Devils Fork State Park by tourists.
- C.** Previously there were 6,734 overnight reservations made at Devils Fork State Park. The number of overnight reservations is predicted to be around the same or higher this year. By the end of April 2019 there were 2,945 overnight reservations made at Devils Fork State Park.
- D.** SouthCarolinaParks.com is the website for the South Carolina State Park Service and South Carolina as a whole. Not only is it a website for reserving campsites and cabins, it serves as a tourism guide as well. This website is connecting people all over the World Wide Web and throughout the Unites States with South Carolina. There are also printed material, brochures, television commercials and other advertisements currently circulating.
- E.** With the popularity of social media, the South Carolina State Park Service has increased its presence on such sites as, Facebook, Twitter, Youtube, Instagram, and Pinterest. There are currently over 125,617 people following SC State Parks on Facebook, over 37,000 on Instagram, and over 15,500 followers on Twitter. Many park guest post pictures and comments to these social media sites.
- F.** Demographic data will be obtained from the Itinio reservation system.

VII. Audit

Does your organization perform independent audit? Yes X

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

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

I have read the guidelines for the Oconee County Accommodations Grant Request and hereby agree to comply with the rules and requirements, I understand failure to comply may result in a loss of funding for the project.

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature  Date 7/19/19

Address: 161 Holcombe Circle Salem, SC 29676

Email: jgantt@scprt.com

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

B. Contact Name: Kevin Evans

Title: Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

Email: kevans@scprt.com

Signature _____ Date _____

Phone Number(s) 864-944-2639

Budget for Tent Impact Pad Improvements

8 x 8 x 16 Ground Treated Timbers (60).....\$7131.26

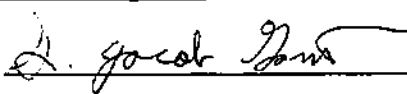
Fine Stone Screenings (two truckloads).....\$790

Total Budget From A-Tax Funds: \$7921.26

I have read the guidelines for the Oconee County Accommodations Grant Request and hereby agree to comply with the rules and requirements, I understand failure to comply may result in a loss of funding for the project.

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature  Date 7/19/19

Address: 161 Holcombe Circle Salem, SC 29676

Email: jgantt@scprt.com

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

B. Contact Name: Zachary Setzer

Title: Assistant Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

Email: zsetzer@scprt.com

Signature  Date 7/19/2019

Phone Number(s) 864-944-2639



QUOTE

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

Phone: (864) 886-0633
 Salesperson: KXP0414
 Reviewer: KXP0414

SOLD TO	Name		Phone 1		
	GANTT JACOB		(864) 944-2639		
	Address 161 HOLCOMBE CIR		Phone 2		
	Company Name				
	City SALEM		Job Description Impact Pad		
State SC		Zip 29676		County OCONEE	

QUOTE

2019-07-17 13:55

Prices Valid Thru: 07/24/2019

HOME DEPOT DELIVERY #1

MERCHANDISE AND SERVICE SUMMARY

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

REF # V02

S/O - MDSE TO BE DELIVERED: S/O SPARTANBURG

REF # S01

ESTIMATED ARRIVAL DATE: 07/30/2019

REF #	SKU	QTY	UM	DESCRIPTION	PI	TAX	PRICE EACH	EXTENSION
S0101	1000-021-623	60.00	EA	88240 / 8x8-16' SYP #2/Btr Pressure Treated (MCA / 8x8-16' SYP #2/Btr Pressure Treated (MCA Ground Contact) [HDQC2:6272196:43113041:001] [QC]	A		\$110.81	\$6,648.60

MERCHANDISE TOTAL: \$6,648.60

DELIVERY INFORMATION:

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

SCHEDULED DELIVERY

V02	0000-515-663	1.00		Outside Delivery		Y	\$79.00	\$79.00
DELIVERY SERVICE SUBTOTAL:							\$79.00	

WILL DELIVER MDSE TO: GANTT, JACOB

ADDRESS: 161 HOLCOMBE CIR

CITY: SALEM

STATE: SC

ZIP: 29676

COUNTY: OCONEE

SALES TAX RATE:

6.000

PHONE: (864) 944-2639

ALTERNATE PHONE: (864) 944-2639

MDSE & DELIVERY TOTALS: \$6,727.60

DRIVER SPECIAL INSTRUCTIONS:

*** CONTINUED ON NEXT PAGE ***

NOT VALID FOR MERCHANDISE CARTS OUT

HOME DEPOT DELIVERY #1

(Continued)

REF #V02

END OF HOME DEPOT DELIVERY - REF #V02

TOTAL CHARGES OF ALL MERCHANDISE & SERVICES

Policy Id (PI):

A: 90 DAYS DEFAULT POLICY;

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

ORDER TOTAL	\$6,727.60
SALES TAX	\$403.66
TOTAL	\$7,131.26
BALANCE DUE	\$7,131.26

END OF ORDER No. H1130-64111

PROJECT ESTIMATE

8X8 QUOTE

CONTACT: ,
 CUST #: 113983129

SALESPERSON: HEDLUND, JERAMY
 SALES #: 146298

PROJECT NUMBER: 585321255

DATE ESTIMATED: 07/17/19

QTY	ITEM #	ITEM DESCRIPTION	VEND PART #	PRICE
60	88919	8X8X16 PT		7275.00
TOTAL FOR ITEMS				7275.00
FREIGHT CHARGES				0.00
DELIVERY CHARGES				20.00
TAX AMOUNT				437.70
TOTAL ESTIMATE				7732.70

This Quote is valid until 08/16/19.

 MANAGER SIGNATURE

 DATE

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

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



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

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

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

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

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

SOLD TO
 CASH-CONTRACTOR
 SIX MILE
 , SC

SHIP TO
 SC PARKS AND REC
 J. GANTT
 , SC

ACCOUNT #	QUOTE #	TERMS	DATE ENTERED	SLSMN	EXPIRATION DATE
GCCON6	6004523	CASH	07/17/19	2306	08/01/19
QTY.	U/M	DESCRIPTION	PRICE	EXTENTION	
60	EA	***** QUOTE ***** 8X8X16 GROUND TREATED	162.707	9762.42*	

QUOTE

July 17, 2019 14:58:50 OT:PHOLM2306
 PRICES GOOD FOR 7 DAYS MAXIMUM. PAGE 1 OF 1
 GBS NOT RESPONSIBLE FOR ERRORS IN
 QUANTITIES, PRICE EXTENSIONS, OR MATERIAL
 DESCRIPTION.QUOTE CAN BE CONVERTED TO BID
 FOR POSSIBLE TIME EXTENSION.

MERCHANDISE:	9762.42
OTHER:	0.00
TAX: 7.000%	683.37
FREIGHT:	0.00
TOTAL:	10445.79

ALEXANDER'S
GRADING & HAULING
P.O. Box 1344
Pickens, SC 29671
Ph# (864)505-1658

Quote
This is not a bill

DATE
07/18/2019

SEND TO:

Devil's Fork State Park

P.O. NUMBER	TERMS	DUE DATE	WORK ORDER #

QUANTITY	DESCRIPTION	PRICE EACH	AMOUNT
1 Ld.	Screenings (20 tons)		\$395.00

	Amount Due	\$395.00
--	-------------------	-----------------

Fines Delivered to Devils Fork State Park

Lynlee Turner <lynlee@mcneelyco.com>

Wed 7/17/2019 2:34 PM

To: Jacob Gantt <jgantt@scprt.com>;

Fines: \$26.50/TON + 6% SC tax delivered

approx \$600 for full load only

--

Lynlee Turner

Salem Stone

864-966-7625

www.mcneelycompanies.com

Unlimited Landscapes, Stone and Granite LLC
PO BOX 964
Seneca, SC 29679
(864)885-9292
unlimitedlandscapes688@gmail.com
www.unlimitedlandscapes.net



Estimate

ADDRESS

Jacob Gantt
Devil's Fork State Park
161 Holcombe Dr.
Salem, SC 29676

ESTIMATE # 4067

DATE 07/19/2019

ACTIVITY	QTY	RATE	AMOUNT
Crusher Run Delivery of 20T of crusher run to Devil's Fork State Park	1	650.00	650.00T

Thank you for the opportunity to serve you. We
look forward to working with you!

SUBTOTAL	650.00
TAX (6%)	39.00
TOTAL	\$689.00

Accepted By

Accepted Date

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

I. APPLICANT

A. Name of Organization: Discover Upcountry Carolina Association

B. Address: PO Box 3116, Greenville, SC 29602

II. FUNDS REQUESTED

A. ATAX Funds Requested: \$10,000.00

B. How will ATAX Funds be used?

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

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 88%

D. Funds furnished by your organization \$321,500

Matching Grant	<u>\$42,000</u>	<u>Source - SC Dept. of Parks, Recreation & Tourism</u>
Matching Grant	<u>\$200,000</u>	<u>Source - ATAX grants</u>
Other Funding	<u>\$79,500</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 over 583,000 visitors to the region each year.

C. Who will benefit from this project?

The primary beneficiaries will be accommodations, restaurants, attractions and recreation providers/outfitters. Retail stores will also benefit, as well as festivals and special events that are held in Oconee County.

IV. DATES OF PROJECT

Beginning 9-1-19 Ending 6-30-20

V. APPLICANT CATEGORY

 Government Entity

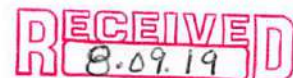
 Non-profit Organization: Incorporation date

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

- A. How many visitors/participants attended the event last year and are anticipated this year?
32,500 in FY 2018. Projected 35,000 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 – 32,500 This Year – 35,000
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year – 45,000 This Year – 48,000
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

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

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

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

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

Visitor data is collected in several ways by our organization. Website visits are tracked via Google Analytics. Our site currently gets approximately 250,000 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.

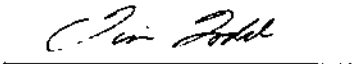
VII. AUDIT

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: August 9, 2019
Address: PO Box 3116, Greenville, SC 29602 Email: Tim@UpcountrySC.com
Phone Number: 864-233-2690



**Discover Upcountry Carolina Association
FY 2020 Budget**

Income

Membership Dues	12,000
Advertising Revenue	36,000
Grants	42,000
State Appropriations	275,000
Accommodations Tax Funding	200,000
Wildlife Grants	<u>20,000</u>
Total Income:	\$585,000

Operating Expenses

Salaries and Wages	78,000
SC Deferred Compensation Plan	2,000
Employee Insurance	18,000
Contract Services	55,000
Rent	20,000
Office Insurance	1,000
Auto Expenses	15,000
Utilities	3,000
Telephone/Internet	4,500
Office Supplies/Expenses	5,000
Computer Services	8,000
Maintenance	1,000
Furniture/Equipment	4,000
Printing (Letterhead, envelopes, etc.)	500
Travel Expenses	10,000
Membership Dues	2,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,000
Professional Services	8,000
Board Development	500
Miscellaneous Expenses	<u>1,500</u>
Total Operating Expenses	\$240,000



Advertising and Promotions Expenses

Literature – Visitors Guide, niche brochures	51,500
Media Advertising	176,500
Website & App Development & Marketing	18,000
Travel/Trade Shows	1,000
Shipping/Postage	17,500
Photography & Video	25,000
Promotions/Public Relations	12,000
Familiarization Tours	5,000
Special Projects	<u>27,000</u>
Total Advertising and Promotions Expenses:	\$321,500
Total Expenses:	\$561,500
Contingency Fund	\$23,500



**Discover Upcountry Carolina Association
FY 2020 Budget for Accommodations Tax Grant Funds
from Oconee County**

Print Media Advertising <i>(Southern Living, Georgia Magazine, SC Living, etc.)</i>	\$7,000
Videos featuring Oconee County	\$2,000
Social Media Campaigns featuring Oconee County	<u>\$1,000</u>
Total	\$10,000

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

I. APPLICANT

A. Name of Organization The Foothills Agricultural Resource and
B. Address PO Box 380 Marketing Center (formerly the
Fair Play, SC 29643 SC Foothills
Heritage Fair)

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1500.00
B. How will ATAX Funds be used? radio & internet marketing
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100% of this request
D. Funds furnished by your organization 6900.00
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding 6900.00 Source 2019 advertising budget

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 South Carolina Foothills Heritage Fair
B. Description of project An agriculture-based community fair that teaches visitors about where and how food/fiber are produced in a fun-filled
C. Who will benefit from this project? family atmosphere.

IV. DATES OF PROJECT

Beginning Sept 24, 2019 Ending September 28, 2019

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 12/03/2009
 Eleemosynary Organization under IRS Code: IRS # 30-0593172
 Date of Determination Letter 1/11/2011

RECEIVED
8.15.19

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

We hope it will increase tourism both by providing entertainment to guests already here increasing the likelihood they'll return and by attracting new visitors.

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

11,000

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

Last Year ~ 1000

This Year ~ 1000

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

Last year: ~ 40

This Year: ~ 40

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

Facebook, Instagram, radio

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

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

VII. AUDIT

Does your organization perform an independent audit? Yes ___ No

Name of the Auditor: _____

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

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

A. Contact Name: Gwen McPhail Title Treasurer
Signature [Signature] Date 8/11/19
Address 320 Cayote Ln. Seneca, SC 29479
Email wgawu4you@gmail.com Fax No. _____
Phone Number (s) 864-247-7843

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

OCONEE COUNTY ATAX GRANT

SCFHF 2019 Proposed Budget

<u>Income:</u>	2018 actual	2019 Budget
Commercial Vendors	\$ 15,450.00	\$ 16,000.00
Dinner Sponsors	\$ 4,100.00	\$ 4,000.00
Rodeo Sponsors	\$ 1,000.00	\$ 1,000.00
Food Vendors	\$ 2,375.00	\$ 2,000.00
Craft Vendors	\$ 425.00	\$ 500.00
Re-seller Fees	\$ 200.00	\$ 200.00
Livestock entries	\$ 960.00	\$ 900.00
Carnival Proceeds	\$ 13,640.00	\$ 14,000.00
Barrel Racing	\$ 130.00	
Gate proceeds (less change total of \$9000) Added back C&	\$ 33,381.71	\$ 35,000.00

<u>Expenses</u>	2018 actual	2019 Budget
Security (Daytime Local)	\$ 1,660.00	\$ 1,700.00
Convention Registration		\$ 100.00
Hog premiums	\$ 260.00	\$ 260.00
Goat premiums	\$ 200.00	\$ 200.00
Cattle premiums	\$ 220.00	\$ 200.00
Fuel	\$ 25.00	\$ 100.00
Ticket sales	\$ 1,420.00	\$ 1,500.00
Water line	\$ 644.27	\$ 500.00
Security shirts	\$ 199.21	\$ 200.00
Show judges	\$ 750.00	\$ 750.00
Ribbons/awards	\$ 635.78	\$ 700.00
Videographer	\$ 750.00	\$ 750.00
Billboard	\$ 350.00	\$ 1,200.00
Print ads	\$ 100.00	\$ 2,400.00
Radio Spots		\$ 1,800.00
FB/Snapchat	\$ 250.00	\$ 1,500.00
Gravel	\$ 1,400.00	\$ 1,000.00
Tent rentals	\$ 6,566.29	\$ 4,500.00
Entertainment		\$ 5,000.00
Moving buildings	\$ 400.00	\$ -
Tables & chairs	\$ 618.81	\$ 650.00
Trash bags/signs/fuel/msc.	\$ 592.90	\$ 750.00
Water	\$ 161.37	\$ 175.00
Rodeo	\$ 9,100.00	\$ 9,000.00
Music	\$ 2,000.00	\$ -
Draft Horse pull	\$ 2,275.00	\$ 3,000.00
Electrical	\$ 2,003.04	\$ 2,000.00
Sound	\$ 3,000.00	\$ 4,000.00
Radios	\$ 268.00	\$ 300.00
Scholarships (Masons and bees)	\$ 3,500.00	\$ 3,500.00
Printing (sign updates/shirts, etc)	\$ 718.24	\$ 1,000.00
Trash Pickup		\$ 2,000.00
Buildings	\$ 800.00	\$ 800.00
Bathroom cleanup		\$ 500.00
Porta-potties	\$ 4,921.00	\$ 5,000.00
Power	\$ 1,440.39	\$ 1,500.00
Insurance	\$ 3,842.50	\$ 4,000.00
Security (armed, night)	\$ 2,320.00	\$ 2,500.00
Bathroom privacy construction		\$ 500.00
Total expenses:	\$ 55,241.80	\$ 65,535.00

—
—
—
— hauling fee

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

I. APPLICANT

A. Name of Organization: Historic Old Pickens Foundation

B. Address Mail: P. O. Box 149 Salem, SC 29676

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 500

B. How will ATAX Funds be used?

To place Interpretative markers at site of Historic Old Pickens Presbyterian church

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

D. Funds furnished by your organization \$2,562.34

Matching Grant _____ Source _____

Other Funding X Source Membership donations \$1,562.34

Other Funding X Source In-kind Installation \$1,000.00

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 Interpretive Signs

B. Description of project

Replace 2 interpretive markers (panels with graphics) which have faded over time; refurbish existing display stands and install new graphic panels



C. Who will benefit from this project?

New markers will foster interest and help assure continued support for preservation of the Historic Old Pickens site, and keep it looking well maintained. The existing interpretive markers explaining the importance of this site and its relation to General Andrew Pickens are so sun-faded that they are nearly illegible. These markers are located at the entrance to the Historic Old Pickens Presbyterian Church on pedestals serve to protect the cemetery from vehicles.

IV. DATES OF PROJECT

Beginning 10/01/19

Ending 05/30/20

V. APPLICANT CATEGORY

 Government Entity:

 X Non-profit Organization: Incorporation date 08/31/1999

 x Eleemosynary Organization under IRS Code: IRS # EIN 57-1084542

 x Date of Determination Letter 03/03/2000

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Refreshing these signs will make this important historical site more attractive to visitors and give evidence that Oconee County recognizes the value of maintaining historical sites in the county. HOPF uses its funds to maintain the grounds. If HOPF receives funding from Oconee County ATAX, recognition of this funding will be included on the new signs.

- A. How many visitors/participants attended the event last year and are anticipated this year?
2018 – 465 2019 = 400 (Wedding and musical event planned for October 2019. If new signs are in place by the Oct. 13 event featuring the Young Appalachian Musicians, we will have a dedication ceremony then.)
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year 200
This Year 200
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 100
This Year: 100

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

Brochures placed at State Line SC Welcome Centers and World of Energy, Upstate Heritage Quilt Trail, Newsletters Website, Trip Advisor, Facebook: "Historic Old Pickens", (We had to create a new page and plan to 'boost' the upcoming October event.)

D. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of Commerce)

Musical event -the Seneca High School Madrigal Singers 4/28/19, (Flyer and YouTube video)
Trip Advisor , Visitor log
Wedding planned for Oct. 5, 2019
Musical event planned for Oct. 13, 2019 – Young Appalachian Musicians

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

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 Parris Title Sec/Treasurer, HOPF
Signature Martha Parris Date 8/11/19

Address 1158 E Preston McDaniel Rd. Pickens, SC 29671
Email maddystuart@msn.com Fax No. _____
Phone Number (s) 864-878-9966

B. Alternate Contact Name: Ben Gantt Title Vice-President, HOPF
Signature Ben Gantt Date 8-11-19

Address 48 Mainsail Drive, Salem, SC 29676
Email ganttpb.a@charter.net Fax No. _____
Phone Number (s) 864-906-7246

Historic Old Pickens Foundation

PROJECT BUDGET, IN-KIND CONTRIBUTIONS Project Budget

Provide a detailed cost breakdown for the proposed project.

LINE ITEM	GRANT FUNDS REQUESTED	SECURED FUNDS	TOTALCOST
Design/print 2 new graphic panels (on exterior panels)	\$500	\$1,562.34	\$2,062.00.34
Refurbish existing display stands and install new graphic panels		\$1,000.00 (in-kind)	\$1,000.00
*See attached Quote from 'Print It.' Totals:	\$500	\$ 2,562.34	\$3,062.34

1. In-Kind Contributions

PROJECT IN-KIND CONTRIBUTIONS

1. Donor: Jackson A. Parris

Describe Contribution:

Refurbish existing display stands and install new graphic panels.

Print It !

864-882-3609 • PrintItInColor.com
 PO Box 1707 • Seneca, SC 29679

Print It Quote	
No: 17713	Date: 11/07/18

Martha Parris
 Historic Old Pickens Foundation
 PO Box 149
 Salem SC 29676
 USA

SHIP TO:
 Historic Old Pickens Foundation
 PO Box 149
 Salem SC 29676
 USA

Acct.No	Ordered by	Phone	P.O. No	Prepared by	Sales Rep	Ship By
397	Martha Parris			Mike Wallace		Customer Pickup
Quantity	Description					Price
1	Sign - Recreate similiar Design for Interpretive Signage 40" x 25" 2 Originals Size: 40"x25" Originals: Two different originals					600.00
1	Sign - Interpretive Graphic Panels 2 Originals Size: 40" x 25" Originals: Two different originals Material: 1/2" Thick Exterior CHPL Graphic "" FREIGHT ON BILLING					1,175.00
2	Sign - Remove old sign, repaint on site and install new sign 1 Original					1,000.00
					Subtotal	2,775.00
					Shipping	114.00
					Tax	173.34
					TOTAL	3,062.34
					Terms	Net 30 Days
<p><i>Thank you for the opportunity.</i></p>						



Walhalla Chapter, NSDAR, Walhalla, SC

Virginia C. Haas, Regent
42 Quartermaster Drive
Salem, SC 29676
703-282-4147
Dar4ginger@gmail.com

To: Special Projects Grants Committee
Ms. Jeanne Steele Preston, Chair

Dear Madam,

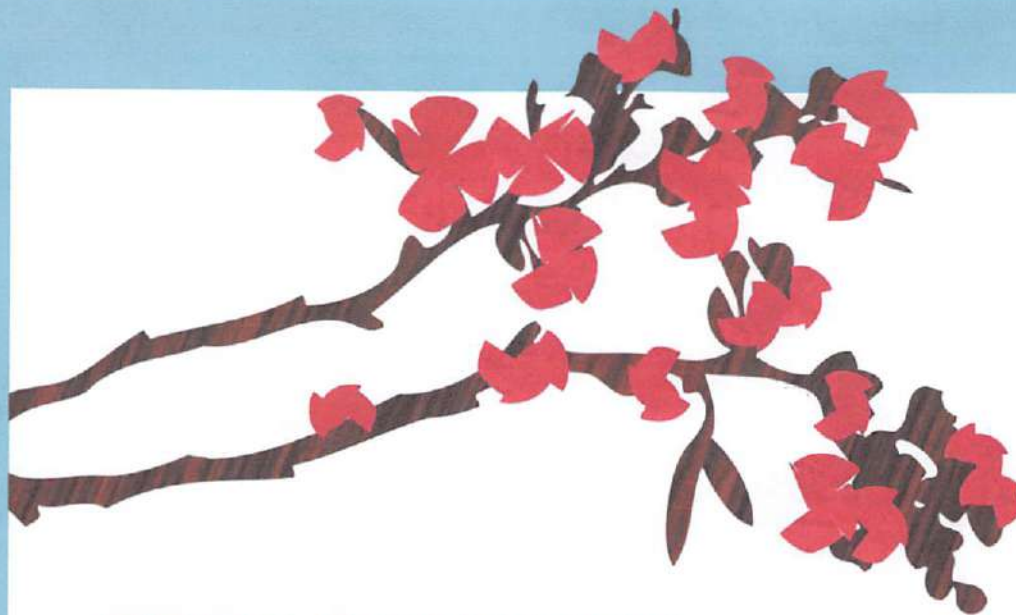
It is with honor and great enthusiasm that the Walhalla Chapter, NSDAR, is sponsoring the Historic Old Pickens Foundation's grant request to replace the signage at the site of the Old Pickens Presbyterian Church and the original site of the town of Pickens Courthouse in Oconee County, SC. As a new county resident who found the site out of curiosity and was not there on a day the church was open, therefore not signing the guest register, I believe many more people walk the grounds and read the graphic panels than are officially recorded as visitors! There is so much history to record here and it is therefore important to both Pickens and Oconee Counties to make it available and readable for the visitors to the site.

There are two patriots of the American Revolution buried on the property, only because their original graves were in the river valleys that were flooded by Duke Energy to form Lakes Jocassee and Keowee in the 1970s. Duke moved all of the known graves out of the valleys before flooding began and the Old Pickens site was chosen for its high ground and historical significance. Both of the patriots were honored in 1935 with NSDAR Patriot markers at their original locations by the Walhalla Chapter. The SC State Regent and other dignitaries attended the ceremonies. At this time, only one of the graves has a marker. The Walhalla Chapter is willing to clean the other patriot tombstone and find a way to finance a new marker for the grave of John Gresham/Grisham.

Respectfully submitted,

A handwritten signature in cursive script that reads "Virginia C. Haas". The ink is dark and the signature is fluid and legible.

Virginia C. Haas, Regent



FREE CONCERT

HISTORIC OLD PICKENS

Seneca High School Madrigal Singers

APRIL 28, 2019

**2:30 – 3:30 PM
(SUNDAY)**

**HISTORIC OLD PICKENS PRESBYTERIAN CHURCH
HWY 183 NEAR THE WORLD OF ENERGY
LOOK FOR SIGNS.**

Come to appreciate the marvelous acoustics
in this historic landmark! Everyone is invited!

FOR MORE INFORMATION CONTACT: JACK OR MARTHA PARRIS @ 864-878-9966



APPALACHIAN HERITAGE CELEBRATION

HISTORIC OLD PICKENS PRESBYTERIAN CHURCH

Free! Refreshments too!

Come appreciate the marvelous
acoustics in this historic landmark!
Everyone is invited!

Sweet Potato Pie



Kids

Sunday, October 13

2:30 pm Hwy 183

NEAR THE WORLD OF ENERGY

LOOK FOR SIGNS

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

I. APPLICANT

A. Name of Organization Oconee History Museum
B. Address PO Box 395 Walhalla, SC 29691
123 Brown's Square Dr. Walhalla, SC 29091

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 700
B. How will ATAX Funds be used? to purchase a new interpretive sign for Oconee History Museum's outdoor exhibits/garden area.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 43%
D. Funds furnished by your organization 0
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 Outdoor Exhibit Signage
B. Description of project Oconee History Museum will purchase a new interpretive sign panel for its outside exhibit area/garden. The sign frame is pre-existing.
C. Who will benefit from this project? Visitors to Oconee History Museum and downtown Walhalla will be able to enjoy the outdoor exhibits and gardens 24/7, regardless of museum hours.

IV. DATES OF PROJECT

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

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date May 1999
 Eleemosynary Organization under IRS Code: IRS # 31-11063047
 Date of Determination Letter 8-20-99

DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Interpretive signage for our outdoor exhibit area and garden will capture/attract visitors and tourists both during and outside of our normal open hours. This will make a portion of the museum a 24/7/365 attraction.

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

2,134 (2018) -> 2500 (projected 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 917

This Year 1,074 (projected)

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

Last year: do not track

This Year: do not track

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

outdoor exhibits are featured on our website

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)

visitor log with zip codes

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 logs

VII. AUDIT

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

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

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

A. Contact Name: Leslie Hagerly Title Director / Curator
Signature [Signature] Date 8-13-19
Address PO Box 395 Walthalla, SC 29181
Email info@oconeehistorymuseum.org Fax No. _____
Phone Number (s) 804-658-2224

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

Oconee History Museum - Outdoor Exhibit Signage BUDGET

Item	Cost
24" x 36" x 1/8" HPL panel	\$330
Interpretive panel design	\$300
Tax & Shipping	\$70
TOTAL	\$700

*Frame for sign already exists. Museum staff can install panel into frame.



VACKERSIGN
SIGNS FOR PARKS AND TRAILS

Sign Products

2019 Pricing

ENTRANCE SIGNS

Routed Bi-color HDPE 2-3

TRAIL MAKERS

HDPE Trail Marker Posts 4

INTERPRETIVE

Mount Style Options 5

Sign Panel Material Options 6

Frame Mount Styles 7-11

Frameless Mount Styles 12-13

BULLETIN CASES AND UPRIGHTS 14

TRAIL BLAZERS, PLANT STAKES, EXTRAS 15

RAIN GARDEN, WATER QUALITY, HABITAT SIGNS 16-17

Vacker offers two durable sign panel material options to meet your interpretive, map/wayfinding and trail marker needs.



1/2" Thick HPL panel mounted to frameless angle mount pedestal



1/8" Thick Tuff panel in angle mount frame

HPL – High Pressure Laminate Panel (Embedded Phenolic Resin)

1/2" Thick (self-supporting) for use with frameless mount plate(s)

1/8" Thick (non self-supporting) for use with a frame

Think outdoor durable kitchen counter top. HD printed papers are impregnated with melamine resins and consolidated at extreme high heat and pressure. The result is a durable, fade resistant panel with unlimited design potential. This panel type, (available in 1/8", 1/4", 1/2", 3/4" and 1" thicknesses, is manufactured by spin-offs of the major laminate counter top manufacturers and Vacker is an authorized reseller for one of the world's leaders in HPL manufacturing. HPL panels are warranted to not delaminate, peel, blister, crack or fade for a 10 year period from the time of purchase, as noted in the Limited Warranty.

TUFF Panel – Traditional marking film / special protective over-laminate

1/8" Thick (non self-supporting) for use with a frame or trail marker post

This economical panel is similar to the graphics you pass each and every day on signs, vehicles, and super market floors. What sets it apart is the protective over-laminate. Developed specifically for demanding exterior applications (subways, bus stops, zoos, parks, etc.), it has twice the UV inhibitors than comparable protective films. Independent outdoor & QUA tests have proven 9+ years of UV protection in the Arizona desert. Thicker than comparable protective films, it offers good resistance to scratching and abrasions. This graphic marking film / protective over laminate combination can be applied to polymetal, (aluminum / thermoplastic composite) or aluminum, depending on the application.

HPL (High Pressure Laminate Panel) and TUFF Panel Pricing*

	12"x18"	18"x24"	24"x30"	24"x36"	24x42"	36"x36"	36"x48"
1/2" Thick HPL (High Pressure Laminate) Panel with threaded holes for frameless mount	\$185.00	\$328.00	\$499.00	\$593.00	\$634.00	\$783.00	\$919.00
1/8" Thick HPL (High Pressure Laminate) Panel for mount in frame	\$136.00	\$182.00	\$297.00	\$330.00	\$382.00	\$400.00	\$510.00
1/8" Thick TUFF Panel for mount in frame	\$78.00	\$124.00	\$150.00	\$165.00	\$181.00	\$204.00	\$272.00

**Note that pricing can be influenced by quantities and whether the respective sign panel quantities are "originals" (all different) or "duplicates" (all the same). Shipping and any design / file preparation services are additional. Please call or email to request a quotation for your specific project.*

Sign Panel Design ~ \$300 (phone quote)

You define the message and we'll do the rest. Our professional design team can create a panel layout with your provided copy, photos, and logos. Contact us for our "Guide to Planning your Interpretive Project" for assistance in developing an effective message for your interpretive panels and completing a successful project. Above pricing is for panel fabrication only. Please call for to discuss any desired design / file preparation services so that we can provide you with an estimate.

Print It !

864-882-3609 • PrintItInColor.com
 PO Box 1707 • Seneca, SC 29679

Leslie White Hagerty
 Oconee Heritage Center
 PO Box 395
 Walhalla SC 29691
 USA

Print It Quote	
No: 17853	Date: 03/08/19

SHIP TO:

Oconee Heritage Center
 PO Box 395
 Walhalla SC 29691
 USA

Acct.No	Ordered by	Phone	P.O. No	Prepared by	Sales Rep	Ship By
724	Leslie White Hagerty	864-638-2224		Mike Wallace		Customer Pickup
Quantity	Description					Price
1	Sign - Design 24x36 Panel 1 Original Design & Layout panel from customer supplied images and text					240.00
1	Sign - Interpretive 1 Original Size: 24"x36" Material: 1/8" Exterior CHPL Imprint: one side Finishing: Customer to install					595.00
					Subtotal	835.00
					Tax	50.10
					TOTAL	885.10
					Terms	Net 30 Days
<p><i>Thank you for the opportunity.</i></p>						



Upstate Heritage Quilt Trail
PO Box 333
Walhalla, SC 29691

864-723-6603
www.uhat.org. email info@uhat.org

August 15, 2019

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

Dear Mr. Shirley,

Enclosed is an application from the Upstate Heritage Quilt Trail (UHQT). This request is to update, produce and distribute the Upstate Heritage Quilt Trail map/brochure. Additionally, we are requesting the opportunity to development and produce rack cards for the walking trails in Westminster and Walhalla. This will help promote the walking trails and place a guide into the hands of visitors. The current UHQT Map only has space to add the new locations and not enough space to included walking trail information and maps. The UHQT Map is not planned for format revisions until 2021.

I would like to take this opportunity to thank you and the Commission 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

RECEIVED
8.14.19

addition to quilt trail web sites in Landrum, Ridge Springs, McCormick, South Carolina and the National Quilt Trail web site.

The UHQT will continue to utilize social media venues to promote the Trail and destination sites. The UHQT shares posts from destinations sites about their events or programs and places announcements on our web site. We will continue to work with organizations, destination sites for inclusion about the UHQT on their web sites and promotion materials.

- D. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) **See attachment A**
- E. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) **The Quilt Trail will monitor distribution of maps and requests for additional information. See Attachment B for information monitored**

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

Signature Martha File Date 08/13/2019

Address P.O. Box 333, Walhalla, SC 29691

Email info@uhqt.org Fax No. _____

Phone Number (s) 864-723-6603 or 904-874-1975

B. Alternate Contact Name: Judy Goodwill **Title** Treasurer, Upstate Heritage Quilt Trail

Signature Judy Goodwill Date 8-13-19

Address 512 Sixteenth Circle, Walhalla, SC 29691

Email judygoodwill@bellsouth.net Fax No. _____

Phone Number (s) 864 638-0015

Budget

**Upstate Heritage Quilt Trail
August 15, 2019 Application
Budget**

UHQT Brochure/ Map 2020/21

Printing, 8,000	\$5,360.00
Updating and layout	\$2,000.00
Postage	\$1,000.00
Total Production Cost	\$8,360.00

Walking Trails Rack Card

Development and production of 1400 Walking Trail Rack Cards for Walhalla and Westminster cards

\$600.00

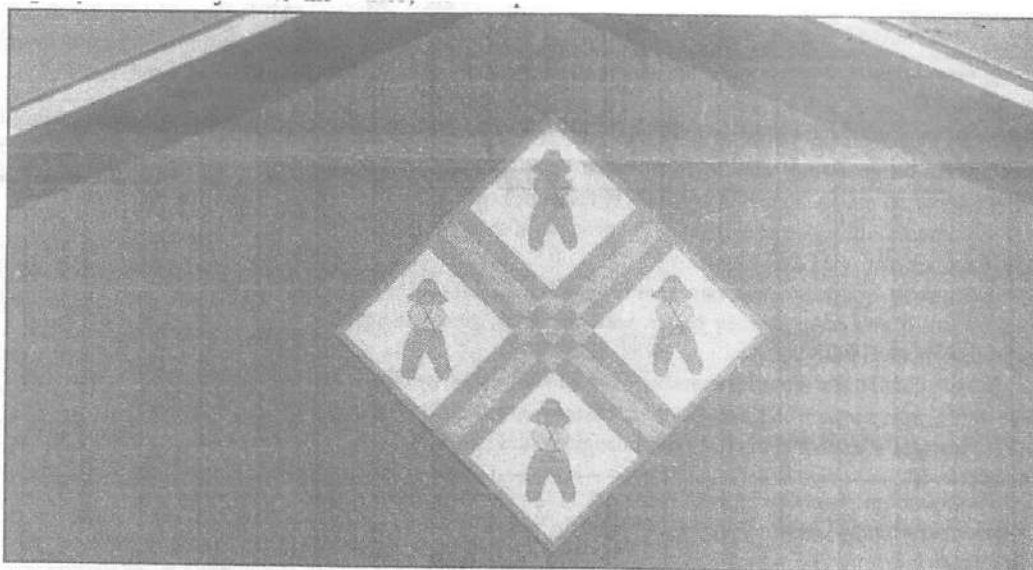
Total Promotion Budget

\$8,960.00

Total application request to Oconee County

\$3,387

Attachment A



"THE FARMER BOY" QUILT BLOCK is shown here on the Red Barn at Barker Family Farms. (See story)

'The Farmer Boy Quilt' Added To Upstate Heritage Quilt Trail

The Upstate Heritage Quilt Trail's latest Oconee County addition, "The Farmer Boy Quilt," is located on the Red Barn at Barker Family Farms, 261 East Spearman Road, Westminster, in the Oakway community. It becomes the 240th quilt block on the trail, which covers Oconee, Pickens and Anderson counties.

This treasured quilt was given to Marion Barker in the 1980's by his mother, Mary Barker, who bought the lovely gingham and blue materials used in the quilt. It was made and quilted by his great-aunt, Gladys (Tot) Wiggins from the South Union community.

The Farmer Boy Quilt was beautifully painted by lifelong friends, Kathy Barker (Marion's wife), Beckie DeFoor and Kathy Smith, all of whom became known as the "the Gingham Gang" after mastering the difficult art of painting gingham. This pattern has many names—Overall Sam, Old Dutch Boy, Little Dutch Boy, and Farmer Boy.

Overall Bill and Sunbonnet Sue were one of the most popular patterns to emerge in the early 1930's. They first appeared as outline embroidery in the late 1880's. Patterns for applique appeared around 1910. Feed sack prints were often used to



DISPLAYING "The Farmer Boy" quilt block are Kathy Barker, Kathy Smith and Beckie DeFoor. (See story)

create their clothing. A personalized quilt could feature fabric from a child's dresses or shirts.

During this period, quilts with juvenile themes for the nursery and young children emerged. Embroidered picture quilts, done in turkey red on a white background, were very popular. Quilt themes were taken from nursery rhymes, story book characters, alphabet blocks, or folk tales. The quilts were cut

size and were often used to teach children to sew or embroider.

With the realization that a child had a unique and distinct personality with special interests of their own, crib quilts were no longer miniaturized versions of adult patterns.

--Reference: Quilt Discovery Experience, Homestead National Monument of America, Be-

ARTISTS: 'Lead the way in showcasing why the arts are so important in education'

FROM PAGE A1

that the school does in celebrating the arts in Oconee County."

"We have a lot of our community members who come just to view what we're doing, and a lot of activities and celebrations at other schools have spun off of Artists on the Green," Henderson said. "So we want to continue to keep it alive and going so we can continue to lead the way in showcasing why the arts are so important in education."

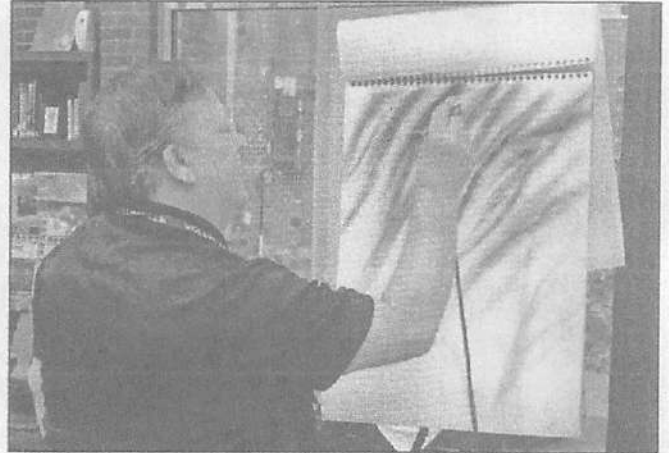
The event began when art teacher Beverly Robinson approached then-principal Cathy Watson with the idea for "Artists on the Green" during the 1992-93 academic year. Watson died in 2000, but Robinson, though now retired, continues to attend the event.

"We've had Beverly put up a timeline of all the previous events, and it's been a great way to celebrate," Henderson said.

Arts featured this year included weaving, performance art, Appalachian folk music, photography, woodworking, jewelry making, dance, painting, clogging, strings, drawing, graphic design, storytelling and illustration. Henderson said one of the new artists featured is

**Illustrator
Michael P.
White displays
his talents
to students
at Ravenel
Elementary
School's annual
Artists on the
Green celebration
on Friday.**

PHOTOS BY GREG OLIVER
| THE JOURNAL



singer-songwriter Kathy Prosser, a native of Australia.

"She is off the charts there and moved to the states and is doing a schoolwide performance with life-size puppets," Henderson said.

Among the new presenters this year was Nikki Rowland, a teacher at Westminster Elementary School, who showed students how to decorate sugar cookies.

"It's good we're getting a new generation of artists," Henderson said.

Second-year Ravenel art teacher Christy Garrett, who is also in her second year coordinating the event, has a unique perspective. Garrett, a Seneca High School graduate, used to be a presenter as a student in an art class taught by Fred Edgerton.

"Having that side of being a presenter and now having to schedule kind of gives you a good overview of how it flows and making the presenters feel welcome and comfortable," Garrett said, adding that she also helped her sister, Lisa Payson, who was once a presenter in pottery. "It's about making sure the presenters have everything they need when they arrive."

One of the new presenters this year was the Upstate Heritage Quilt Trail.

"We've worked with all the elementary schools but one, and it's usually through the artists-in-residence program," said quilt trail member Martha File, who said the organization is celebrating its 10th anniversary. "But this year we decided to contribute to their school art. Kids

that can be displayed outdoors. We have more than 250 quilts on the trail that is Anderson, Pickens and Oconee counties, we write stories on each of our quilts, where we try to gather information about the quilter, the history of the pattern and the significance of where it's located so people can learn a little more about our community from driving and observing the trail."

Illustrator Michael P. White, who said he has visited more than 2,000 schools during the past 20 years, is impressed with what he sees at Ravenel.

"This is a huge day with them seeing all these different artists, and they get to see the different things and different people for a career," White said.

Garrett said she always asks students the week after Artists on the Green which art presenters they enjoyed most.

"It depends on what the kid's interest is in," Garrett said. "They get the performing arts, the music, the drawing and the painting so that it really goes across the spectrum pulling in kids' interest. It doesn't have to be on paper — it can be so many more things. Career-wise, it's letting them see things they can grow up to do and just giving them those options that is important."

Fifth-grader Janiya Green said she has always enjoyed the day.

"You get to see people work and be creative and what opportunities you will have in life," Green said.



Upstate Heritage Quilt Trail member Nancy Warmath helps Ravenel Elementary School fourth-grader Addi.

Quilt panels to tell Walhalla stories

BY JASON EVANS
THE JOURNAL

WALHALLA — A project is in the works to tell the stories of families who were instrumental in Walhalla's founding and early history.

Janet Smalley gave an update on the Upstate Heritage Quilt Trail during Monday's Walhalla Partners for Progress.

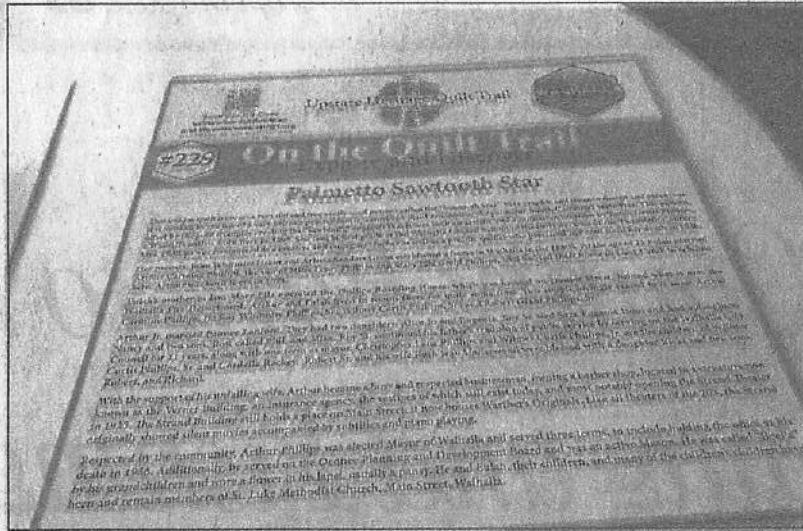
"We started a conversation with the city about installing panels on the bump-outs of Main Street that would be quilts," she said. "When the idea was presented here, I said 'Why would we choose just any quilts? Why don't we choose quilts that have to do with the history of the city?'"

Councilman Tjay Bagwell told her to run with that idea, Smalley said.

"So I've been running with it for about a year and a half now," she said.

Smalley said six of the proposed eight panels have been completely finished.

"These are just like the ones that you see everywhere," she said. "They all go back to the



JASON EVANS | THE JOURNAL

Each quilt panel will have a story that explains its design and history.

families who helped with the founding and the early establishment, early history of Walhalla."

The panels will have the quilt on one side and the story behind the quilt on the other side, Smalley said.

Smalley showed off the "Palmetto Sawtooth Star" panel.

The pattern, which features a plant resembling the palmetto tree, offset by yellow "sawtooth"

triangles, was the creation of Walhalla native Eulah Grant Phillips, who was born in 1895.

"She taught first grade at the Walhalla Graded School, which is now the Walhalla Performing Arts Center," Smalley said.

Smalley shared one of her favorite stories about Phillips.

"She was a teacher there when she got a proposal for marriage," Smalley said. "Her husband-to-

be came and took her away from her teaching duties during her lunchtime, took her to the old, old, old Oconee County Courthouse, married her, then took her back to work."

Eulah's husband, Arthur Carmine Phillips, served three terms as Walhalla's mayor, holding the office when he died in 1956.

Arthur Phillips owned a barber shop in town, and the family opened the Strand Theater in 1925.

The Strand Building still exists on Main Street.

Phillips quilted prolifically until her death in 1940.

Marty Pepper, a former industrial technology teacher at Walhalla High School, is helping with the creation of the panels. They'll be installed by the city, Smalley said.

They'll be placed "ideally four on each side of the Main Street, with the hope that there will be more stories to tell," she said.

Visit uhqt.org for more information on the Upstate Heritage Quilt Trail.

Willie,

I just wanted to say how wonderful it was to see the Quilt Trail organization honor/recognize Mrs. Jenny Grobusky. Recently they hung a replica of a quilt she had done a long time ago, and what a special recognition that was. She is a wonderful woman and mentor to many quilters like myself. It was an honor for me to be there to see this happen for her. People should go and see this wonderful quilt. It is hung at the Walhalla Depot along with a history.

Willie says:

Thanks for writing in about the honor given to Mrs. Jenny Grobusky! It sounds like she definitely deserves recognition. I think the Quilt Trail is a very interesting thing, and I want to thank all the folks who put all the hard work into creating it in the Upstate. Did you know you can go online and find an interactive map of the Upstate heritage Quilt Trail at uhqt.org/?

Attachment B

Promotion and Web Site and Social Media Analytics

Distribution of 2020 - 2021 UHQT Map

Number in Group	Group Category	Quantity Distributed
<i>Not in the Anderson, Oconee or Pickens Counties</i>		
131	Quilt Shops: GA (14), FL (5), NC (25) and SC (24 greater than 50 miles)	1965
	Quilting Guilds and Groups: GA (9), NC (3) and SC (46 greater than 50 miles)	4,625
8	SC Welcome Centers	400
43	Quilt Museums: GA (2), KY, NC TX, VA & Ontario	330
22	SC Historical Societies, Museums, Low Country Visitors Centers	100
76	Individuals mailed maps >50 miles: SC, VA, FL; NC, TN, GA	
<i>Within Anderson, Oconee or Pickens Counties</i>		
1	SC Welcome Center, Fair Play	205
161	UHQT individual contacts and community events	2,500
75	UHQT Destination Sites not included above	
<i>Maps sent from magazine advertising</i>		
	Blue Ridge County Magazine May/June 2019 >50 miles: VA, TN, GA	76
Total UHQT Maps distributed in 2018 – July 2019		8,851

Social Media

Face Book pages – The Upstate Heritage Quilt Trail uses three separate face book pages to promote local activities and announcing new quilt installations. To date these pages have over 1,639 followers. Boosted announcements reach an average 4- 6 K people throughout the United and posts clicks range from 250 – 1000. The demographics for this medium are very similar to our web site and the 45 – 55 age group increasing.

Instantgram – This is a medium we are working toward utilizing. To date UHQT has 186 followers, 17 posts and 27 following.

Web site Analytics

	2016	2017	2018	2019 (7mos.)
<u>Web site visits</u>	<u>4862</u>	<u>4,553</u>	<u>4,215</u>	<u>2,657</u>

- Face Book likes 1050 Followers, 1,104 followers 1223 followers 1539 followers
- 2019 Primary Social Network users are from Face Book and Pinterest.
- 2019 The top three Other Network Sources are: Face Book, barnquiltinfo.com, Pinterst. Additionally, Oconee. Anderson and Pickens Visitors sites.

- Default Channel Grouping

	2018	2019
<u>1. Organic Search</u>	<u>878</u>	<u>1399</u>
<u>2. Direct</u>	<u>595</u>	<u>885</u>
<u>3. Social</u>	<u>390</u>	<u>214</u>
<u>4. Referral</u>	<u>353</u>	<u>214</u>
<u>5. Email</u>	<u>60</u>	<u>1</u>

- 2019 - 50% used desktops; 36% mobile and 13% tablets
- 2019 - Top cities viewers are from: Chicago, Charlotte, Atlanta, Salem, Anderson, Greenville, Walhalla, Greer, New York.
- 2019- Demographics: age65+ 35%; 55- 64 29%; 45-54 16%; 35-44 11% 77% female 23% male
- 2019 Interests: Hobbies/leisure/Crafts/Fiber & Textile Arts. Arts & Entertainment and Food, dining/ cooking

In reviewing web site visits with Face Book posts there is a direct coloration. We continued boosting selected posts and this results in reaching a larger audience. The face book views, likes and followers are dispersed throughout the country There is also a increase in web site visitors after advertisements in the American Quilters Society National Show books, Blue Ridge Magazine and South Carolina Living.

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

I. APPLICANT

A. Name of Organization Walhalla Oktoberfest
B. Address PO Box 6
Walhalla, SC 29691-0006

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 7,000
B. How will ATAX Funds be used? Funding will be used for advertising the 41st Annual Oktoberfest in magazines, tv and radio stations, and newspapers.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 40%
D. Funds furnished by your organization _____
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding \$11,000 Source Gate Admission revenues from event
 Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Advertising and Promotion of the 41st Annual Walhalla Oktoberfest
B. Description of project The mission of the Oktoberfest is to celebrate the rich history and heritage of Walhalla, which was founded in 1850 by a German Colonization Society from Charleston, SC.
C. Who will benefit from this project? The entire community; Oktoberfest has a positive economic impact on lodging properties, restaurants, local merchants, gas stations and local independent vendors.

IV. DATES OF PROJECT

Beginning 10/18/2019 Ending 10/20/2019

V. APPLICANT CATEGORY

_____ Government Entity:
 Non-profit Organization: Incorporation date March 7, 2014
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

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8.15.19

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entire advertising budget will be directed to attracting visitors from a 50 to 200-mile radius of Walhalla. The festival intends to attract new visitors to Walhalla and Oconee County and expose them to the many historical, cultural, and recreational attractions the area offers.

A. How many visitors/participants attended the event last year and are anticipated this year?
Last Year: Approximately 25,000 Projected for 2019: 26,000

B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year 11,000 ±
This Year 12,000

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: 3,500
This Year: 4,000

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
South Carolina Living, Upstate Magazine, Southern Living, the Greenville News, and The State Newspaper. Also, radio and tv ads, and a digital campaign.

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 Oktoberfest charges admission for entry, thus exact paying attendance may be tracked.

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) On-site surveys are administered at the event that assist in obtaining information, such as home zip code, spending data, etc.

VII. AUDIT

Does your organization perform an independent audit? Yes No
Name of the Auditor: Benita Owens, CPA

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

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

A. Contact Name: Edward H. Booker, Jr. Title Board Member
Signature _____ Date 8-15-2019
Address 205 Brookridge Dr. West Union, SC 29696
Email ted.booker@gcfp.net Fax No. 864-638-6126
Phone Number (s) 864-723-6052

B. Alternate Contact Name: Barbara Yates Title Director
Signature _____ Date 8-15-2019
Address 121 Hillcrest Ct. Walhalla, SC 29691
Email walhallaoktoberfest@gmail.com Fax No. N/A
Phone Number (s) 864-710-3788

OCONEE COUNTY ATAX GRANT

WALHALLA OKTOBERFEST

2019 EVENT BUDGET

Income:

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

Total Income: \$89,000.00

Expenses:

Bands/ Entertainment	\$10,000.00
Security	\$7,000.00
Souvenirs/T-shirts	\$2,000.00
Advertising	\$18,000.00
Fireworks	\$6,500.00
Tent Rental	\$4,500.00
Garbage/Litter Pickup	\$2,000.00
Port-A-John Rental	\$1,500.00
Parking Staff	\$750.00
Gate Staff	\$1,000.00
Electrician/Electrical Repairs	\$1,250.00
Electricity	\$1,000.00
Banners & Signs	\$1,500.00
Sertoma Field maintenance/restoration	\$4,000.00
Event Coordinator	\$9,000.00
Volunteer meals	\$1,500.00
ASCAP/BMI License Fees	\$250.00
Community Luncheon	\$750.00
Liability Insurance	\$4,500.00
Phone, Internet and Office Expenses	\$1,500.00
Accounting Services	\$1,000.00

Total Expenses: \$79,500.00

Net Profit (Loss) \$9,500.00

WALHALLA OKTOBERFEST

Advertising Budget for 2019

Brochures	\$1,000.00
South Carolina Living	\$2,500.00
Southern Living	\$4,000.00
Facebook Advertising/Marketing	\$2,500.00
iHeart Media (Radio)	\$2,500.00
WHLC Radio - Highlands, NC	\$500.00
WYFF Television Greenville, SC	\$500.00
WHNS Television Greenville, SC	\$1,500.00
The Greenville News Greenville, SC	\$1,000.00
Festival News Magazine	\$1,000.00
The State Columbia, SC	\$1,000.00
Total	\$18,000.00

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

I. APPLICANT

A. Name of Organization SC Bigfoot Festival Committee
B. Address 104 Augusta St, Westminster, SC, 29693

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3,000
B. How will ATAX Funds be used? Print, radio, TV advertising outside 50 mile radius (Greenville, Spartanburg, Asheville, TN, GA, etc.)
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 10% + 10% local
D. Funds furnished by your organization \$25,000 total between fees, sponsors, etc...
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding Sponsor - \$10K Source Sponsor
Other Funding Vendor Fee - \$10K Source Vendor Fees

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 SC Bigfoot Festival
B. Description of project Street festival w/ vendors, live music, expert speakers, parade, contests, bigfoot themed activities, etc.
C. Who will benefit from this project? City of Westminster, Oconee County, small business owners

IV. DATES OF PROJECT

Beginning 10/25/19 Ending 10/26/19

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 5/8/19
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

By incorporating businesses and groups across Oconee County, we hope to showcase what Oconee does best. Local artisans, Bigfoot research outing in Westminster, increase in Campers and local park usage.

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

Inaugural event - Anticipate 20,000

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

Last Year N/A

This Year 10,000

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

Last year: N/A

This Year: 1000

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

Greenville News, Spartanburg Herald Journal, Asheville Citizen Times, WFBC,

WSSL, WSPA, WYFF

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

photos, letters from

local business owners

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

website hits, guest logs

VII. AUDIT

Does your organization perform an independent audit? Yes ___ No

Name of the Auditor: _____

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

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

A. Contact Name: Dale Glymph Title Chairman
Signature [Signature] Date 8/14/2019
Address 104 Appleton St, Westminster, SC 29693
Email schisfootfestival@outlook.com Fax No. _____
Phone Number (s) (864) 201-5372

B. Alternate Contact Name: Jessica Glymph Title Treasurer/Vendor Coordinator
Signature [Signature] Date 8/14/19
Address 104 Appleton St, Westminster, SC, 29693
Email schisfootfestival@outlook.com Fax No. _____
Phone Number (s) 864-346-2337
Alternate email: jessicaglymph@hotmail.com

OCONEE COUNTY ATAX GRANT

SC Bigfoot Festival Budget

Advertising

Billboard 600 ea. x 2 =	\$1200
Media	\$3000
plywood cutouts	\$200
local advertising (flyers, table tents)	\$300

(((\$4700))

Staff

LEO 6 @\$35/hr x 16 hrs =	\$3360
Bathrooms/Handwashing Stations (Westminster PR Committee)	
Trashcans (City)	
volunteer shirts (50)	\$325
Committee vests	\$75
Event Parking signs	\$50
traffic cones 5 set (City)	

(((\$3810))

Performers

Tugalo Holler	\$600
Those Guys	\$1000
Eric Scott	\$800
Diamonds and Whiskey	\$1200
DJ	\$300
gas cards for speakers 10 @ \$50	\$500
appreciation dinner	\$1000

(((\$5400))

Event

race shirts 100 @ 6.50 =	\$650
contest prizes	\$1000
big screen 20 ft (Westminster PR Committee)	
popcorn supplies	\$100
race bibs	\$200
water	\$100
official float	\$500
maps printed (sighting)	\$40
bounce house (Westminster PR Committee)	
bigfoot costume	\$500
tent	\$150
Tshirts 1250 @ 6.50 = 6.5	\$8125
Nature Tats 500 @ \$2.50 =	\$200

(((\$11565))

Total Budget \$25,475.00

ATAX USAGE

ADVERTISING OUTSIDE 50-MILES

Newspaper	\$1000
Billboard	\$1000
Radio / Television	\$1000

**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 (PO BOX 523)

II. FUNDS REQUESTED

A. ATAX Funds Requested \$20K

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? \$25K

D. Funds furnished by your organization \$25K++

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 75+ SHOWS RUNING AUGUST 2019 – MAY 2020 AT \$1000
ADVERTISING PER SHOW WITH HALF OR \$25K++ SPENT ON
MARKETING 50+ MILES OR MORE.**

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title- 2019-2020 SEASON ADVERTISING BUDGET

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

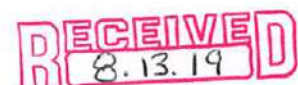
C. Who will benefit from this project? - WPAC-WCA, PATRONS FROM 4 SURROUNDING STATES ALONG WITH BUSINESS' IN AND AROUND OCONEE COUNTY!

IV. DATES OF PROJECT

Beginning Ending
2019-2020 SEASON. _____

—|RUNNING CURRENTLY THROUGH

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 7% 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 20K+ PAID PATRONS AND MORE THAT 3K PATRONS FOR COMMUNITY/TOWN HALL/COMMUNITY FREE AND CORPORATE EVENTS FOR A TOTAL OF ALMOST 23K PPL FOR 2018-2019. PROJECTED FOR 2019-2020 SEASON IS 25K++.

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: A LOT!
This Year: MANY MORE!!

D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?
OUR PRIMARY SOURCE WILL BE THE GEORGIA-CAROLINA RADIO GROUP ALONG WITH SALEM COMMUNICATIONS (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: H&R BLOCK SENECA

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 8/1319
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: _____ Title ANDERA STROUD –
WPAC PRESIDENT
Signature _____ Date _____
Address _____
Email ASTROUD19@GMAIL.COM 864-483-9219
Phone Number (s) _____

THANK YOU, MANDY AND PHIL!!



RADIO ADVERTISING AGREEMENT

Post Office Box 10; Walhalla, SC 29691
(864) 638-3616 (864) 638-6810
www.wgoc.com

Page ___ of ___

Date: 7/11/19
 Business Name: Walhalla Civic Auditorium
 Authorized Employee: Mark Thompson
 Address: _____
 Phone: _____
 FAX: _____
 Email Address: _____
 Client No: _____
 Sales Executive: Brandon Kessler

Agency: _____
 Discount: _____
 Co-Op: _____

Description: _____
 Start Date: _____
 End Date: _____
 Cart No: _____
 Length: 30

Special Instructions: \$1,200 total per month Aug 2019 - May 2020
\$600 total in July 2019
Invoices to come from Toccoa

Advertising Schedule

	Date		Time		Days							Rate	Memo
	Start	End	Start	End	Mon	Tues	Wed	Thur	Fri	Sat	Sun		
1													
2													
3													
4													
5													
6													
7													
8													

Add attachment page if additional Schedule space is required.

Total Units:	Cost Per Unit:	Gross:	Net:
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Terms: This advertisement order represents confirmation of the agreement between Agency/Client and station. Unless otherwise agreed to by the parties, full payment is required at time of order. When credit is approved, station will bill at end of month. Payment for all ads is due as broadcast and payable no later than the tenth calendar day of the month after the ads were broadcast or the services were provided. Client agrees to pay on time without regard to actions by other parties involved on their behalf. Client agrees to pay all cost of collection (including attorney's fees) and that necessary litigation will be in a court within a jurisdiction of radio station's license. Canceling the contract requires full payment of all amounts due. Upon cancellation, payment shall include the difference between the contracted value and the rate determined by the actual number of ads broadcast. Canceling will stop broadcasting but not change the contract obligation to pay the difference between the contracted value and the rate determined by the actual number of ads broadcast for all ads broadcast prior to cancellation. A 72 hour notice is required to cancel any advertisement. (Long-term agreements require 30 day notice to cancel.)

All scripts and programs will comply with applicable local, state and federal laws and regulations. The undersigned personally guarantees, unconditionally and at all times, the payment when due and all indebtedness of Agency/Client to the station. This agreement constitutes the full and complete agreement of the parties and supersedes all prior negotiations, proposals and agreements, either oral or written, between the parties.

If checked, the terms of this agreement contains a long-term commitment or a special discounted rate package. Should Agency/Client cancel before said term expires, a regular per spot rate of _____ will be retroactively applied to Agency/Client's account. This includes any past paid invoices which are part of this agreement.

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in anyway on the basis of race or ethnicity.

Agreed and Accepted for Participating Business:

For Radio Station:

WPAE
 Client Business Name
Mark Thompson
 Signature

 Sales Executive
[Signature]
 Signature

Walhalla Performing Arts 19-20

From: Geoffrey Humphreys
 Phone: (864) 605-6194
 Email: ghumphreys@salemreps.com
 5/29/2019 10:43 AM



Flight Dates: 07/15/2019 - 04/19/2020
 Demo: P 35-64

Radio Market: GREENVILLE-SPARTANBURG
 Survey: W119
 Geography: Metro

ScheduleDescription:
 Summer 19-Spring 20

	Daypart	Notes	Daypart Code	Spots	Length	Unit Rate	Total Cost	Frequency	Gls	CPM	Net Reach
Radio Total				1,040		\$10.96	\$11,400.00	36.1	2,048,000	\$5.48	56,700
WRTH-FM				1,040		\$10.96	\$11,400.00	36.1	2,048,000	\$5.48	56,700
Flight A - 40 wks (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, 11/25, 12/02, 12/09, 12/16, 12/23, 12/30, 01/06, 01/13, 01/20, 01/27, 02/03, 02/10, 02/17, 02/24, 03/02, 03/09, 03/16, 03/23, 03/30, 04/06, 04/13)											
				1,040		\$10.96	\$11,400.00	36.1	2,048,000	\$5.48	56,700
One Week Total				26		\$10.96	\$285.00	2.4	51,200	\$5.48	20,900
	M-F 6A-7P		PROT	6	60	\$35.00	\$210.00	1.4	13,200	\$15.91	9,500
	M-F 6A-12M		MFROT	10	60	\$5.00	\$50.00	1.6	17,000	\$2.94	10,900
	Sa-Su 6A-10P			5	60	\$5.00	\$25.00	1.3	8,000	\$3.13	6,200
	W 3P-6P	w Holla Wed		5	60	\$0.00	\$0.00	2.2	13,000	\$0.00	5,800

The cost of reaching each target person an average of 36.1 times is 20.1 cents.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GREENVILLE-SPARTANBURG; W119; Metro; Multiple Dayparts Used; P 35-64; See Detailed Sourcing Page for Complete Details.

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Walhalla Performing Arts 19-20

From: Geoffrey Humphreys
 Phone: (864) 605-6194
 Email: ghumphreys@salemreps.com
 5/29/2019 10:43 AM



Schedule Grand Totals: 40 Weeks

Stations	Spots	Unit Rate	Total Cost	Frequency	GIs	CPM	Net Reach
Radio Total	1,040	\$10.96	\$11,400.00	36.1	2,048,000	\$5.48	56,700
WRTH-FM	1,040	\$10.96	\$11,400.00	36.1	2,048,000	\$5.48	56,700

The cost of reaching each target person an average of 36.1 times is 20.1 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; WI19; 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 Winter 2019

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 35-64 (Primary)	439,400	926

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/RR8/2019WIN/0191/pdfs/SpecialNotices.pdf>

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