

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Lake Hartwell Country

B. Address 120 History Lane
Pendleton, SC 29670

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15,000

B. How will ATAX Funds be used? Lake Hartwell Country will create promotional materials for the county through ads in Blue Ridge Outdoor Magazine as well as targeted social media ads.

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

D. Funds furnished by your organization \$15,000

Matching Grant	_____	Source	_____
Matching Grant	_____	Source	_____
Other Funding	_____	Source	_____
Other Funding	<u>\$15,000</u>	Source	<u>Lake Hartwell Country</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: Annual Marketing for Oconee County

B. Description of project:

Oconee County Marketing and Promotion is part of an annual commitment by Lake Hartwell Country, the regional tourism office that covers Anderson, Oconee, and Pickens Counties.

Lake Hartwell Country will create promotional materials to market the County using both digital and print media. Digitally, we will utilize targeted social media posts to reach individuals outside of a 50-mile radius. Blue Ridge Outdoors magazine will be the market we target for printed materials.

The office will also work to build strong relationships with tourism related businesses, such as retailers, restaurants, and lodging, to market the mountains and waterways of Oconee County. We plan to attract tourists who are seeking a safe outdoor experience that is uniquely found around the mountains and on the waterways of Oconee County.

RECEIVED
2.02.22

Who will benefit from this project?

This campaign will benefit numerous businesses, parks, and individuals within the County. The Covid-19 pandemic massively disrupted tourism in our state, however Oconee County was one of the few counties to see growth according to SCPRT. We plan to ensure that this trend continues as the pandemic continues to impact business and travel. Travelers will continue to seek out relatively rural areas to vacation in an effort to limit potential exposure to COVID-19.

Tourism generated around \$10 million in economic impact and supported around 500 jobs, according to Oconee County's 2020 budget documents. Our organization seeks to ensure that this level of visitation continues and increases this year. Though the county once thrived through industries such as manufacturing and textiles, tourism will continue to grow as a driving force behind the county's economy. Anyone traveling to enjoy the many lakes, rivers, and mountains of the county will inevitably spend on gas, lodging, food, drink, and experiences. Our marketing campaign would not only benefit all of the businesses that serve tourists, but also boosting the visitation of the many county parks located in the area.

IV. DATES OF PROJECT

Beginning 03/1/22

Ending 09/30/22

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date _____

Eleemosynary Organization under IRS Code: IRS # _____

X

Date of Determination Letter 12/12/1966

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This project would seek to influence individuals outside of a 50-mile radius of the county to spend their vacation time and money in Oconee County. It would do this through both digital and print media in an effort to reach a broad range of demographics. Targeted social media advertisements allow for the monitoring of the success of different strategies and the ability to adjust content based on these trends. Key Performance Indicators (KPI's) will be closely tracked to ensure that content is effective not only at exposing Oconee County to tourists but that consumers act upon the advertisements they view. The two primary areas of focus will be Facebook/Instagram and Google Ads. Ultimately, the county only benefits if individuals act upon the content they view. This campaign will ensure that the target audience is effectively reached, that this audience clicks or spends time viewing the content, and that individuals take action in pursuing Oconee County as a destination.

According to our 2020 reports, our Facebook/Instagram averaged 250,000 monthly impressions with a Click Through Ratio of 3.5% resulting in 8,750 conversions per month. Google Ads showed a Click Through Ratio of 8.4% with 25,000 impressions per month resulting in 2,100 conversions per month. The combined social media reach of the two platforms results in 10,850 conversions per month. An average of 1% of these individuals will travel to our area resulting roughly 108 tourists per month who average 2 hotel room nights per stay.

In order to reach audiences that may not have a presence online we will also be placing advertisements in Blue Ridge Outdoor Magazine. This publication is an adventure magazine that reaches individuals interested in biking, fishing, boating, travel, and the outdoors in areas across the Blue Ridge Mountains. It circulates 105,000 copies per issue and is one of the largest outdoor lifestyle magazines in the country. Research indicates that trust in print media has been increasing with an average of 22% of individuals visiting the website of print ads in 2020. (Newsworks, 2020)

Newsworks (2020). Print Vs. Digital Advertising. Retrieved from [Newsworks](#)

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

Blue Ridge Outdoors data:

$105,000 \times 22\% = 23,100$

$23,100 \times 2\%$ (average conversion rate) = 462 (Those that make a trip)

Digital Media data:

Facebook/Instagram-

250,000 X 3.5% CTR= 8,750 conversions per month

25,000 X 8.4% CTR= 2,100 conversions per month

Total= 10,850

10,850 conversions X 1% (average conversion rate) = 108.5 visits per month

108.5 X 6-month duration of ad campaign = 651 visitors

651FB/Insta visitors + 462 Blue Ridge Outdoor visitors = 1,113 Visitors

1,113 X 2-night average stay = 2,226

2,226 X \$100 per night= \$222,600 combined economic Impact

-
- 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 All
This Year All
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: 2,226
This Year: 2,448.6 (+10% from last year)
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

Targeted Social Media ads provide us the ability to target individuals by both their geography and interests. We plan to not only pursue tourists from 50+ miles, but also to find those that are interested in the accommodations that Oconee County can provide.

Blue Ridge Outdoor Magazine reaches individuals throughout the Southeast. More importantly it reaches individuals that are interested in the many outdoor experiences Oconee County offers. The vast majority of the 105,000 readers will be from beyond 50+ miles and will be interested in activities such as rafting, fishing, hiking, camping, and overnight stays in the many short term rental properties found in the County.

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

The social media campaign will include posts promoting the various businesses that would be most impacted by tourism. These include restaurants, outfitters, retailers, and businesses offering outdoor adventure opportunities.

-
- 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)

Lake Hartwell Country works closely with Martin Holland Advertising to create content, track social media interaction, and adjust marketing strategies based on viewer behavior. Quarterly reports are generated and analyzed to determine the most effective means of influencing individuals to click on and pursue adventure in Oconee County. Consumer behavior is central to marketing success and the online audience is a booming market, however given the global nature of social media segmentation is required to target the individuals most likely to act upon the ads presented to them.

Our reporting will include documentation that tracks the interactions of individuals that viewed all advertisements. This includes click rates, time spent viewing the ads, and other key performance indicators used to track the success of the marketing campaign. The final report will include these trends as well as strategies to adjust future campaigns to more effectively reach the target audience.

AUDIT

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

VII. 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: Andrew Stevenson Title Grants and Fundraising Coordinator

Signature _____ Date _____

Address 120 History Lane, Pendleton SC 29670

Email astevenson@bgamsc.org Fax No. _____

Phone Number (s) 864-617-9306

B. Alternate Contact Name: Les McCall Title _____

Pendleton District Commission DBA Lake Hartwell Country
 2021-2022 Budget- APPROVED

Budget

Ordinary Income/Expense

Income

- REVENUES
 - SC State Appropriations
 - SC A Tax
 - SCPRT Non-Recurring Appropriation
 - SCPRT Recurring Appropriation
 - SC State Appropriations TOTAL**
 - Local Government Funding
 - Anderson County Appropriation
 - Local Government Funding TOTAL**

 - Archive Donations**
 - Bart Garrison Ag Museum of SC**
 - Events Revenue
 - Spring Jubilee Total
 - Marketing Co-Ops
 - Events Revenue - Mule Barn
 - Events Revenue TOTAL**
 - PreSERVE the Blue Wall**
 - Rental Income- Hunter's Store**
 - Other**
 - TAG Marketing Grant
 - Local ATAX Grants
- REVENUES TOTAL

Total Income

Gross Profit

Expense

- Payroll Expenses
 - Salaries & Wages
 - Payroll Taxes
- Payroll Expenses TOTAL**
- ACTIVE Benefits
 - Insurance-Health
 - Insurance-Health- ER
 - Insurance-Health- EE
 - SC Retirement
- ACTIVE Benefits TOTAL**
- Retired Member Health**
- Contract Services
 - Accounting Fees
 - Marketing Design/Placement Contract
 - Quick Books
 - Copier
 - Contract Services - Other
- Contract Services TOTAL**
- Audit**
- Memberships and Dues**
- Supplies**
 - Office Supplies Expense
 - Building Materials/Supplies
- Supplies TOTAL**
- Utilities
 - 700010 — Hunter's Store Utilities
 - 700260 — Fax Line -
 - 700230 — Telephone - Hunter's Store
 - 700210 — Electricity - Hunter's Store
 - 700250 — Gas - Hunter's Store
 - 700220 — Water - Hunter's Store
 - Total 700010 — Visitor's Center Utilities
 - 700020 — Museum Utilities
 - Electricity - Ag Museum
 - Water - Ag Museum
 - Total 700020 — Museum Utilities
 - 700100 — Utilities - IOB/Visitor Center
 - 700230 — Telephone/Internet - IOB/Visitor Center

700210 — Electricity - IOB/Visitor Center
 700250 — Gas - IOB/Visitor Center
 700220 — Water - IOB/Visitor Center
 Total 700010 — IOB/Visitor Center Utilities

Utilities TOTAL

Capital Improvements

Equipment Purchase
 Other Capital Improvements

Capital Improvements TOTAL

Equipment Maint. & Repair

Building And Grounds Expense

Janitorial Services
 Landscaping
 Other Bldg & Grounds

Building And Grounds Expense TOTAL

Insurance Expenses

Inland Marine
 State Accident Fund
 Tort Liab, D&O, Bldg & Grounds
 Other Costs

Insurance Expenses TOTAL

Travel and Meetings

Meeting Expense
 Travel

Travel and Meetings TOTAL

Shows

Postage, Mailing Service

Postage
 700900 — Postage, Mailing Service - Other

Postage, Mailing Service TOTAL

Marketing

Tag Fundable Overall Marketing	90,000.00
TAG Fundable Paid Mktng.	45,000.00
Non-Tag Reimb. Marketing	20,000.00

Marketing TOTAL

110,000.00

SCATR

7,000.00

Iron Oak Barn Expenses

Events
 Marketing
 Facilities upkeep and maintenance

Iron Oak Barn Expenses Total

Archives & Museum

Continuing Education

Events

Volunteer Appreciation
 Spring Jubilee

Events Total

Miscellaneous

Awards
 Benevolence
 Miscellaneous - Other

Miscellaneous Total

Century Farm Exhibit & Program

Preserve the Blue Wall

Building Materials/Supplies
 Equipment Purchase

Preserve the Blue Wall Total

Legal

Bonus Structure

Total Expense	634,500.00
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Net Ordinary Income	<u>0.00</u>
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Other Income/Expense

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization SOUTH CAROLINA APPLE FESTIVAL ASSOC.
B. Address PO BOX 206
WESTMINSTER SC 29693

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000.00
B. How will ATAX Funds be used? TO PROMOTE TOURISM AND AGRICULTURE IN
OCONEE CO. SC
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100 %
D. Funds furnished by your organization We will apply for an additional grant from the City of Westminster to assist with expenses other than ads.
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 SC APPLE FESTIVAL
B. Description of project FOOD AND CRAFT VENDORS ON MAIN STREET WESTMINSTER, ROTARY
GOLF TOURNAMENT, CHATTOOGA RIVER RUN
C. Who will benefit from this project? OCONEE CO, THE CITIES OF WESTMINSTER, SENECA
& LONG CREEK -- THE SC APPLE FESTIVAL ALSO WILL CHOOSE AN ORGANIZATION OR SCHOOL TO SUPPORT WITH
MONIES EARNED FROM OUR LITTLE DUMPLIN' PAGEANT

IV. DATES OF PROJECT

Beginning 080122 Ending 9/10/22 (our meetings start in February, but, advertising will begin in August)

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 1961
Eleemosynary Organization under IRS Code: IRS # _____
Date of Determination Letter _____

RECEIVED
2-09-22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

PROMOTE AGRICULTURE BY RECOGNIZING OUR APPLE CROPS AND GROWERS.

A. How many visitors/participants attended the event last year and are anticipated this year?
15K - We hope closer to 20K 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 20%

This Year 20%

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

Last year : APPROX 200

This Year: APPROX 200

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

TELEVISION, RADIO AND PRINT ADS (NEWSPAPER AND MAGAZINE)

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) COPY OF ADS, INVOICES FOR RADIO, PICS & LETTERS OF SUPPORT

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) WE HAD 26,170 WEBSITE HITS IN 2021. WE WILL KEEP THIS RECORD AGAIN. WE WILL ALSO KEEP A GUEST LOG AT OUR CHAMBER IN WESTMINSTER.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: H & R BLOCK

VIII. Will your project be using any funds from another group that received ATAX funds? NO, WE WILL NOT

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: RENEE S. WOODALL Title TREASURER
Signature Renee S. Woodall Date 2/9/22
Address 420 THEO MARTIN ROAD WESTMINSTER SC 29693
Email renee.woodall@blueridge.coop Fax No. _____
Phone Number (s) 864-647-6670 or 864-903-0638

B. Alternate Contact Name: ANNA ROSE Title 2022 PRESIDENT
Signature Anna Rose Date 2/9/22
Address 338 BOAT RAMP RD. WESTMINSTER SC 29693
Email anna.rose@blueridge.coop Fax No. _____
Phone Number (s) 864-247-6620

OCONEE COUNTY ATAX GRANT

2022 ITEMIZED ADVERTISING BUDGET

PRINT ADS \$4000

TOCCOA RECORD
SENECA JOURNAL
FAIR TOWN TIMES
SC LIVING MAGAZINE
CAROLINA FESTIVALS MAGAZINE

RADIO ADS \$2000

WNEG
WGOG
94.1 THE LAKE
WLHR

TELEVISION ADS \$4000

WHNS FOX 21
WYFF
CHANNEL 7

ALL ATAX MONIES GRANTED WILL BE USED FOR ADVERTISING.

SC Apple Festival Association
Profit & Loss
 January through December 2021

	<u>Jan - Dec 21</u>
Ordinary Income/Expense	
Income	
Festival Income	
Advertising	0.00
Craft Vendors	7,300.00
Donations	500.00
Food Vendors	4,300.00
Little Apple Dumplin	3,277.28
Pageant	300.00
Ride Vendors	1,842.20
Sponsorship	500.00
Square Income	4,950.13
T-Shirts	3,426.00
Total Festival Income	<u>26,395.61</u>
Grant Money	<u>10,000.00</u>
Total Income	<u>36,395.61</u>
Expense	
Advertising Expense	<u>10,125.63</u>
Contract Labor	2,500.00
Donations	5,686.89
Festival Expense	
Clean up/Janitorial	300.00
Crafts	160.50
Entertainment	5,150.00
Judges	520.00
Pageant Expense	79.14
Parade Float	868.86
Porta-Johns	1,714.31
Scholarship	500.00
Security	450.00
Set Up	800.00
T-Shirt Printing	2,366.15
Festival Expense - Other	88.43
Total Festival Expense	<u>12,997.39</u>
Meals	183.33
Misc. Expense	1,125.87
Operations	
Computer and Internet	825.96
Postage, Mailing Service	211.00
Supplies	57.21
Total Operations	<u>1,094.17</u>
Other Types of Expenses	
Insurance - Liability, D and O	1,627.10
Total Other Types of Expenses	<u>1,627.10</u>
Professional Fees	
Bookkeeping Fees	900.00
SC Registration Fees	50.00
Tax Prep Fees	50.00
Total Professional Fees	<u>1,000.00</u>
Start Up Money	450.00
Travel and Meetings	
Conference, Convention, Meeting	125.36
Total Travel and Meetings	<u>125.36</u>
Total Expense	<u>36,915.74</u>

4:02 PM
02/01/22
Cash Basis

SC Apple Festival Association
Profit & Loss
January through December 2021

	<u>Jan - Dec 21</u>
Net Ordinary Income	-520.13
Other Income/Expense	
Other Income	
Interest Income	18.71
Total Other Income	18.71
Net Other Income	18.71
Net Income	<u>-501.42</u>



Gateway to the Mountain Lakes Region

February 9, 2022

Renee Woodall
Treasure
South Carolina Apple Festival Association
PO Box 206
Westminster, SC 29693

Dear Ms. Woodall:

It is with appreciation for the work of the South Carolina Apple Festival Committee that I provide this letter of support for your application for Hospitality Tax funds (HTAX).

There is economic value added each year to the city of Westminster and surrounding areas during the Apple Festival. The work of the South Carolina Apple Festival Association enhances the economic impact of visitors and tourists, which benefits the business community by providing greater access to more customers. More business activity increases sales and use taxes available to the local governments. This is a *cycle of benefit* in which you play an important role.

For the decision makers assessing your grant application we encourage them to look favorably and award generously.

Sincerely,

Kevin Bronson

City Administrator

February 9, 2022

To whom it may concern:

I'm writing to ask you to support the SC Apple Festival in Westminster again this year. The Apple Festival is the quintessential festival in Westminster. It's the original. We've had other festivals, but if you ask people in the region what we are known for you will hear the Apple Festival. The AF brings thousands to our city and is used by local school alumni as the one time each year they can get together. The AF Committee does an excellent job of recruiting vendors and they provide plenty of entertainment for people of all ages.

This well organized and dedicated group deserves continued support.

Best regards,

Donald Campbell
Wishbrook Furnishings
204 E Main St
Westminster, SC

WESTMINSTER

south carolina

**Welcome to the
2021 South Carolina
Apple Festival!**

Events

Check westminster.sc.com/events for current updates and cancellations.

- Displayed Year-round Art Exhibits**
at Historic Westminster Depot
- 1st Fridays: April – August**
Music on Main with Classic Car Cruise-In
- Tuesday Afternoons: June – October**
Farmers Market at Historic Depot
- September**
South Carolina Apple Festival
- October: Bluegrass Jam**
- October: Bigfoot Festival**
- October 31: Boo on Main**
- December**
Westminster Christmas Parade



westminster.sc.com 🍏 (864) 647-5316



WGOG-FM
 PO Box 10
 Walhalla, SC 29691

WGOG-FM Order Confirmation

OrderID: 0478-013

SC APPLE FESTIVAL ASSOCIATION
 EMAIL TO GARY
 WESTMINSTER, SC 29693

Sponsor: SC Apple Festival Association
 Product: Apple Festival
 Estimate/PO:
 AccountRep: Gary Butts
 BillingCycle: Calendar Month
 InvoiceType: Detail Notarized Affidavit
 Run Dates: 8/20/2021 - 9/10/2021
 Items Ordered: 133
 Gross Amount: 997.50
 Discounts: 0.00
 Agency Commission: 0.00
 Net Amount: 997.50

Scheduled Station(s): WGOG
SC Apple Festival Association

Printed 8/11/2021 12:51:15 PM

Page 1

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Descriptio	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 8/20/2021 - 9/10/2021	All Weeks	06:00 AM - 07:00 PM	7	7	7	7	7	7		42	:30	Spot		1478	133	*****	[Package]

Calendar Month Projected Billing:

Jul-21	0.00	Aug-21	997.50	Sep-21	0.00	Q3-2021	997.50
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Renee S. Woodall 8/12/21

Confirmed Correct; Payment Guaranteed

Accepted for WGOG

Meredith WHNS

21 Interstate CT
Greenville, SC 29615
Phone: (404) 327-3139

**SC APPLE FESTIVAL ASSOCIATION
RENEE WOODALL**

**420 THEO MARTIN ROAD
WESTMINSTER, SC 29693
(864) 903-0638**

The following information provides the details of this transaction.

Transaction Id : SQ3wE6s5
Transaction : Sale
Date / Time : 08/16/2021 10:25:22 AM EDT

PO / Order # : 38005

Card Type : Mastercard
Card Number : XXXXXXXXXXXXX5841
Entry Method : Keyed
Total Amount : 650.00
Authorization : Approved - 05685P

Invoice(s):

1. 38005

Notes: BAL OF ACCT

Thank you for your purchase.

Please contact us at Atlbilling@meredith.com if you have any questions or if we can be of further assistance.

Meredith WHNS

21 Interstate CT
Greenville, SC 29615
Phone: (404) 327-3139

**SC APPLE FESTIVAL ASSOCIATION
RENEE WOODALL**

**420 THEO MARTIN ROAD
WESTMINSTER, SC 29693
(864) 903-0638**

The following information provides the details of this transaction.

Transaction Id : IE0@kBed
Transaction : Sale
Date / Time : 08/10/2021 1:39:21 PM EDT

PO / Order # : 38005

Card Type : Mastercard
Card Number : XXXXXXXXXXXXX5841
Entry Method : Keyed
Total Amount : 1,300.00
Authorization : Approved - 07634P

Invoice(s):
1. 38005

Thank you for your purchase.

Please contact us at Atibilling@meredith.com if you have any questions or if we can be of further assistance.



Lake Hartwell Radio
 PO Box 228
 Lavonia, GA 30553
 P- 706-356-0921
 F- 706-356-5921
 Email- wlhr@gacaradio.com

WLHR Order Confirmation

OrderID: 0170-002

Sponsor: SC Apple Festival
 Product: SC Apple Festival
 Estimate/PO:
 AccountRep: Gary Butts
 BillingCycle: Broadcast Month
 InvoiceType: Detail Notarized Affidavit
 Run Dates: 8/30/2021 - 9/8/2021
 Items Ordered: 27
 Gross Amount: 202.50
 Discounts: 0.00
 Agency Commission: 0.00
 Net Amount: 202.50

S.C. APPLE FESTIVAL

Scheduled Station(s): WLHR SC Apple Festival

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Page 1

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Descriptio	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 8/30/2021 - 9/8/2021	All Weeks	06:00 AM - 09:00 PM	3	3	3	3	3	3	3	18	:30	Spot		0170-1	27	7.50	202.50
Broadcast Month Projected Billing:																	
	Jul-21	0.00		Aug-21			0.00		Sep-21			202.50		Q3-2021			202.50

Confirmed Correct; Payment Guaranteed

Accepted for WLHR

WESTMINSTER

south carolina

**Welcome to the
2021 South Carolina
Apple Festival!**

Events

Check westminstersc.com/events for current updates and cancellations.

- Displayed Year-round Art Exhibits**
at Historic Westminster Depot
- 1st Fridays: April – August**
Music on Main with Classic Car Cruise-In
- Tuesday Afternoons: June – October**
Farmers Market at Historic Depot
- September**
South Carolina Apple Festival
- October: Bluegrass Jam**
- October: Bigfoot Festival**
October 31: Boo on Main
- December**
Westminster Christmas Parade



westminstersc.com 🍏 (864) 647-5316

60th Annual South Carolina Apple Festival

September 6 - September 11, 2021
Historic Main St., Westminster, SC

TUESDAY, SEPTEMBER 7th

- Rotary Golf Tournament

WEDNESDAY, SEPTEMBER 8th

- Chattooga River Float

THURSDAY, SEPTEMBER 9th

- Apple Baking Contest
- Ms. South Carolina
Apple Festival Pageant
- Little Apple Dumplin' Pageant

FRIDAY, SEPTEMBER 10th

- Arts & Crafts
- Live Entertainment
- Quilt Show
- Rotary Luncheon
- Apple Festival Parade
- Rodeo
- Street Dance Featuring
Funk Factory

SATURDAY, SEPTEMBER 11th

- Arts & Crafts
- Children's Activities
- Live Entertainment
- Rodeo

- Music
- Food
- Arts and Crafts
- Kiddie Rides
- Parade
- Children's Activities
- Rodeo
- Quilt Show
- Classic Car Show

For more information
visit scapplefestival.com
Or email: southcarolinaapplefestival@gmail.com



scapplefestival.com



Advertisement

sc|stories

Made in the USA

It takes a village to raise a child, and it takes a village to raise a business. For the owners of **Produce The People**, a team of three, the village of the South Carolina Living community has been a vital part of their success. From the local farmers and growers who supply them with fresh produce to the local businesses that support them, the community has been a vital part of their success. **Produce The People** is a team of three, and they are proud to be a part of the South Carolina Living community. They are proud to be a part of the South Carolina Living community, and they are proud to be a part of the South Carolina Living community.

Katie and Mike Lucas, Mike Terry

Produce The People is a team of three, and they are proud to be a part of the South Carolina Living community. They are proud to be a part of the South Carolina Living community, and they are proud to be a part of the South Carolina Living community.

Hoover Buildings

1-800-433-7662

Industries & More, SC

Our Specialty is our Year Round Blue Crab

H&J SEAFOOD MARKET

1-803-654-2999

200 North Main Street, Suite 100, Charleston, SC 29401

2021 Annual Apple Festival

Apple Festival

1-803-781-1111

Apple Festival

It's Enough to Make You Blue in the Face

Stauer watches are the perfect gift for anyone who loves a good watch. They are made in the USA and are available in a variety of styles and colors. They are the perfect gift for anyone who loves a good watch. They are made in the USA and are available in a variety of styles and colors. They are the perfect gift for anyone who loves a good watch. They are made in the USA and are available in a variety of styles and colors.

STAUER

1-800-333-2045

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South Carolina Living August 2021

Blythewood's Big Red Barn Retreat offers a place of healing for veterans and first responders fighting back against post-traumatic stress.



South Carolina Living
Published on Jul 28, 2021

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entire advertising and marketing budget is targeted toward audiences that are within a 50 to 500-mile radius of Oconee County. A large portion of the advertising we place features outdoor recreation and the scenic, natural and cultural attributes of the area, so the many waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts. Also, in the annual *Visitors Guide to the Upcountry*, the many Oconee attractions, sites and activities are prominently featured.

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

31,510 in FY 2022. Projected 40,963 in FY 2023.

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 – 29,935 This Year – 38,915

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

Last Year – 62,673 This Year – 81,474

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

The primary target markets for the Upcountry have traditionally been South Carolina, North Carolina, Georgia and Florida, so the majority of our advertising buys are in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee. Almost all of our advertising budget is focused on markets that are beyond a 50-mile radius of Oconee County.

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

We have numerous members and partners in Oconee who have provided testimonials that our efforts are bringing visitors to their business or organization. Lodging properties, restaurants, attractions and recreation providers are the businesses that give us the most positive feedback. We also receive a lot of feedback on our social media channels from visitors about their experiences in the area.

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

Visitor data is collected in several ways by our organization. Website visits are tracked with Google Analytics. Our site currently gets approximately 192,000 sessions 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 (44,500 subscribers). Facebook Analytics are also tracked to evaluate our engagement. We are averaging over 2.3 Million engagements per year on our page.

VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: McKinley, Cooper & Co., LLC

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

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

A. Contact Name: Tim Todd

Title: Executive Director

Signature: 

Date: February 11, 2022

Address: PO Box 3116, Greenville, SC 29602

Email: Tim@UpcountrySC.com

Phone Number: 864-233-2690



PROPOSED BUDGET FOR FY 2022-2023

Carryover Funds from FY 2021-2022	95,000
Income	
Memberships	10,000
Advertising Revenue	38,000
Tourism Advertising Grant	45,000
State Appropriations	325,000
Accommodations Tax	270,000
Wildlife Funding	<u>10,000</u>
Total Income + Carryover Funds	793,000
Expenses	
Salaries/Wages	85,000
Payroll Taxes	4,000
Deferred Compensation	2,750
Employee Insurance	20,000
Contract Services	65,000
Rent	23,000
Office Insurance	1,000
Auto Expenses	18,000
Utilities	2,000
Telephone	6,000
Office Supplies	5,000
Computer Services	10,000
Maintenance	1,000
Furniture & Equipment	10,000
Printing	2,500
Travel Expenses	9,000
Membership Dues	4,000
Subscriptions	500
Meeting Expense	500
SBA Loan Payment	10,000
Registration Fees	2,000
Professional Services	15,000
Service Charges	1,500
Miscellaneous	750
Literature Production	45,000
Advertising	245,000
Website Development/hosting	40,000
Travel/Trade Shows	5,000
Shipping/Postage	10,000
Research	20,000
Photography/Videography	30,000
Promotions/PR/Writing Projects	15,000
Fam Tours	10,000
Special Projects	<u>40,000</u>
Total Expense	758,500
Net Profit/(Loss)	34,500



**FY 2023 Budget For
Oconee County Accommodations Tax Grant Funds**

Print Advertising (<i>Southern Living, SC Living, Georgia Magazine, AAA Living, and others</i>)	\$11,000.00
Social Media (Facebook, Twitter & Instagram) and Digital Advertising	\$ 4,000.00

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

I. APPLICANT

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

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 3,399.00
- B. How will ATAX Funds be used? To promote Oconee County and the destinations on the UHQT.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization \$ 1,500.00
- | | |
|----------------------------------|--|
| Matching Grant _____ | Source _____ |
| Matching Grant _____ | Source _____ |
| Other Funding <u>\$1,1730.00</u> | Source <u>Remaining funds from 2021/22 ATAX Grants in Anderson County, City of Anderson, and Pickens County.</u> |
| Other Funding <u>TBD</u> | Source <u>2022/23 ATAX Grants Requests in Anderson County, City of Anderson, and Pickens County.</u> |

Provide an itemized total budget for your event and 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 Promotion of UHQT and Interpretive Signage
- B. Description of project Development and placement of signage at 11 sites and promotion of UHQT. The UHQT is requesting support to continue production and distribution of the UHQT Rack Card and assistance with computer-based application fees. The computer application fees support the UHQT web site, social media promotions, emails promotions, tour app, domain, and computer programs that support marketing efforts. In addition to place interpretive signage at 11 sites. See attachment **New Additions to the UHQT in Oconee County that Do not have Interpretive Signage.**
- C. Who will benefit from this project? The UHQT collaborates with sites, other groups and activities to promote tourism in the Upstate area. We organize tours when requested by individuals or groups. We recommend local shops, restaurants and places to stay. Our intent is that visitors will stop and visit the sites that have a quilt panel, adding to their visitation numbers. Local vendors and freelance professionals are utilized to the extent possible. The community and visitors will benefit from easily identifying quilt trail sites and knowing which panel they are viewing via the Tour App and Website.

IV. DATES OF PROJECT

Beginning March 2022

Ending December 2022

V. APPLICANT CATEGORY

Government Entity:

RECEIVED
2.11.22

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

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?
The Upstate area has many attractive features for tourists to enjoy from outdoor adventure, historical sites, art venues and quaint communities to explore. To date 158 quilt panels are located throughout Oconee County and 5 are in production or waiting to be installed.

Quilting has a long tradition in the Upstate of South Carolina and continues today with traditional and studio quilters throughout the area. The Upstate Heritage Quilt Trail (UHQT) has the largest number, 283, hand painted quilts displayed in outdoors settings in South Carolina. This Trail leads visitors through Anderson, Oconee, and Pickens Counties. Whether walking, biking, or driving the trail is an adventure through the countryside and towns along the way. We encourage visitors to stop and sample eateries and quaint "mom and pop" shops and visit historical sites, they discover while touring. Many of the destination sites comment that visitors following the Trail do stop and engage and enjoy their venue. Self-guided exploration is increasing as visitors shy away from group tours and heavily populated areas. The UHQT website and its interactive map along with the UHQT Tour app provides visitors access to up-to-date information promoting historic and cultural sites. Our moto is "Every Quilt Tells a Story and Every Story Leads to Discovery". This project helps promote community pride and remembrances to local history from all walks of life.

The UHQT's distribution of printed media throughout the state, regionally and nationally is attracting individuals and groups interested in southern history, the arts, scenic adventures, small town explorations as well as quilting enthusiasts. The travelers who visit the UHQT have learned about the Trail through our independent and joint promotion efforts in addition to word of mouth from family and friends. See attachment Distribution of 2020-21 UHQT Rack Card, Social Media Data and Articles and Presentations.

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

- A. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
 Last Year _____
 This Year _____
- B. How many overnight stays were created by this event last year and are anticipated this year?
 Last year : _____
 This Year: _____
- D .How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
The publications selected for advertisement has an audience that has interest in historic tourism, quilts, small town exploration and the arts.
 - Upcountry South Carolina Magazine
 - Quilters of South Carolina Quarterly Newsletter, membership 350
 - UHQT Tour App. This is a new application for the UHQT and will monitored through Google Analytics.

- UHQT Rack Card is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 7,500
- South Carolina Quilt Trail Rack Card is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes SCQT card. Production and distribution costs are shared by SCQT members. Annual distribution is 5,500
- Participation in events and speaking requests promoting the UHQT and the Upstate.
- Provide information to various newspapers and radio shows throughout the Upstate about the UHQT and its activities.
- Promotion of UHQT through social media outlets
- Web site placement about UHQT on destination sites and local and regional tourism organizations.
- Visit Oconee SC County web site and publications as well as Anderson and Pickens County web sites and publications.

These printed and media-based advertisements, along with other community-based activities, promote Oconee County to an audience throughout the South Carolina, Tristate area and Upstate Counties. Face Book & Instagram 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 1859 followers. Boosted announcements reach an average 4- 6 K people throughout the United States and posts clicks range from 250 – 1000 per announcement. Web site analytics is currently unavailable for the UHQT website.

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

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

E, What other documentation can you provide demonstrating this event promotes - continued
The Quilt Trail monitors distribution of rack cards and requests for additional information. Web site hits and demographics that are monitored monthly. Records are kept of all requests for tour assistance, presentations, and workshops, visitors to the studio, and tracking, when possible, from advertising venues.

Other Promotional Activities:

Articles and other Events:

- The Southern Edge Magazine Article "Not Your Grandmother's Quilts" pp46-51 July 2001
- Quiltfolk Magazine Issue #14, April 2020, "Follow the Quilts, The Upstate Heritage Quilt Trail" pp20-31.
- Virtual Quilt Show Presentation April 2021 sponsored by QuiltFest Greenville, Mancuso Show Management, Inc., The interview was streamed on Facebook Live, QuiltFest Instagram and YouTube.
- "Sharing History" Seneca Journal, August 3, 2021.
- Carolina Arts News, posts new additions to UHQT
<https://carolinaartsnews.wordpress.com/category/quilt-trail/>

Name of the Auditor: _____

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

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

A. **Contact Name:** Martha File **Title** President
Signature Martha File **Date** February 13, 2019
Address PO Box 333, Walhalla, SC 29691
Email info@uhgt.org **Fax No.** NA
Phone Number (s) 864-723-6603 or cell 904-874-1975

B. **Alternate Contact Name:** Nancy Warmath **Title** Treasurer
Signature Nancy Warmath **Date** February 13, 2019
Address PO Box 333, Walhalla, SC 29691
Email info@uhgt.org **Phone Number (s)** 864-723-6603

Budget FY 2022/23

UHQT Marketing & Development Plan for Anderson, Oconee, and Pickens Counties. Line items which support efforts for all three counties are noted in Column A, Column B related only to Oconee County.

A B

UHQT Marketing & Development Plan FY2022			Oconee County ATAX Request
Anderson, Oconee Pickens Counties			March 2022 - January 2023
Computer Marketing Resources			
1 yr. Adobe PDF converter fee		\$ 179.88	
1 yr. Dropbox subscription		\$ 127.07	
1 yr. GoDaddy .org domain		\$ 121.15	
1 yr. GoDaddy UHQT business email marketing		\$ 127.07	
1 yr. Microsoft 365 email essential GoDaddy		\$ 38.88	
1 yr. Bluehost web site hosting, back up, security		\$ 263.64	
1 yr. Bluehost SEO Tools, web site		\$ 71.40	
1 yr. Web site maintenance		\$ 250.00	
<i>Sub Total</i>		\$ 1,179.09	\$ 197.00
Rack Card			
Got Print, 10,000 Printed rack cards		\$ 550.00	\$ 137.50
Postage		\$ 1,500.00	\$ 188.00
<i>Sub Total</i>		\$ 2,050.00	\$ 512.50
Web based App & Social Media Marketing			
Annual fee Tour app		\$ 249.00	\$ 62.25
Copy writer, 30 hrs. @\$25/hr		\$ 750.00	\$ -
Develop Android program for app - onetime fee		\$ 2,499.00	\$ 624.75
Social Media boosts		\$ 500.00	\$ 75.00
<i>Sub Total</i>		\$ 3,998.00	\$ 762.00
Total Marketing Budget			
		\$ 13,275.09	\$ 2,559.00
Oconee County Only			
Interpretive Signage- 12 needed @\$70 development & production			\$ 840.00
Total ATAX Request for Oconee County			
			\$ 3,399.00

Explore and Discover:



Every Quilt Tells a Story

A self-guided
painted quilt tour of

- Anderson • Oconee
- Pickens Counties, SC

Chattooga Bell Farm • Long Creek Oconee County

Set among a spectacular view of rolling hills and mountain views, pick in season fruit, shop in the farm store, play a round of disc golf, enjoy a farm to table lunch in a relaxed setting, sample the wine, and visit the distillery.



Upstate Heritage Quilt Trail



Split Creek Farm • Anderson

A Grade A goat dairy including a milking and cheese operation with kid nursery. A retail gift shop featuring goat milk products and folk art is open to the public.

Boxwood Manor • Pendleton, Anderson County

a picturesque countryside setting that is brimming with Southern charm. A Century Farm and Wedding and Party Venue



Upstate Heritage Quilt Trail



Hagood Mill and Folk Life Center • Pickens, Pickens County

A water-powered gristmill built in 1826 with displays of blacksmithing, a "moonshine" still, and cotton gin. The location also includes the South Carolina Petroglyph Site, which preserves significant Native American rock carvings.



The Upstate Heritage Quilt Trail (UHQT) leads visitors through the natural beauty of the upstate South Carolina countryside to a variety of unique historical sites, museums, parks, shops, and art galleries that display painted quilts. Walking routes in Walhalla, Westminster, Anderson and Pickens will provide you with an interesting tour of these small towns. Visit our web site at www.uhqt.org to read the stories about each painted quilt panel. Use the interactive map and select an adventure from among over 260 sites that meets your interests. The "itinerary" section on the site suggests a sample of tours and places of interest on your way. Whether it is walking, biking, or sightseeing by car you will be delighted by a wealth of treasures along your way.



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

www.uhqt.org

Facebook: /Upstate Heritage Quilt Trail

Sponsored by
Anderson, Oconee and Pickens County ATAX Commissions

New Additions to UHQT that do not have Interpretive Signage

Number	Quilt Name	Location	Sign size
266	Granny's Memory Quilt	Mt. Rest Community Center	8"x10"
276	The Ruby Duncan Quilt	Residence – Min St. Walhalla	10x10
277	Crazy Quilt	O'Kelly Heating & Cooling	24x24"
279	Flower Garden Sampler	Sunrise B&B	24x24
280	Grandmother's Garden	Ridge at Summit Farms	24x24"
281	Pin Wheel	Me. Rest Community Center	8"x10"
284	Collins Children's Home	Collins Children's Home	24X24"
291	Drink the Living Water	For the Birds	24x24"
292	Rolling Mountains and Lakes	406 Townville Street	10x10"
293		Walhalla Elementary School	24x24"
294		Walhalla Performing Arts Center	24x24"

Distribution of 2020-21 UHQT Rack Card, Social Media Data and Articles and Presentation.

Number in Group	Group Category	Quantity Distributed
<i>Not in the Anderson, Oconee or Pickens Counties</i>		
12	Quilt Shops: GA (3), FL (3), NC (5) and SC (8 greater than 50 miles) &	
58	Quilting Guilds and Groups: GA (9), NC (3) and SC (46 greater than 50 miles	1965
8	SC Welcome Centers	3,175
7	Quilt Museums: GA (2), KY, NC, TX, VA & Ontario	245
22	SC Historical Societies, Museums, Low Country Visitors Centers	330
29	Individuals mailed maps >50 miles: SC, FL, NC, GA, CA, OK, PA, IL.	29
Total Mailed		5,744
<i>Within Anderson, Oconee or Pickens Counties</i>		
1	SC Welcome Center, Fair Play	600
0	UHQT individual contacts and community events (In person presentations and events were cancelled due to COVID)	
7	UHQT local destination sites (Delivery to sites cancelled due to COVID)	500
Total Delivered or Mailed		1,100
Total Distribution		6,844

Distribution was lower throughout 2020 -2021 due to many closed locations and unable to accommodate local distribution of Rack Card. Welcome Center requests for resupply were lower due to lower visitors.

Face Book & Instagram 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 1859 followers. Boosted announcements reach an average 4- 6 K people throughout the United States and posts clicks range from 250 – 1000 per announcement.

Facebook Page Likes by gender and age

Age	Women	Men
18-24	0.40%	0.10%
25-34	3.70%	0.30%
35-44	6.30%	0.90%
45-54	14.90%	1.60%
55-64	26.40%	1.60%
65+	41.60%	2.20%

Facebook Page Likes by top countries

Top countries	Value
United States	96.10%
Canada	1%
Australia	0.20%

Very few viewers list city or state of origin

We experiment with videos compared to single site posts and found that people in the age range of 18 -45 watched the videos more than people in the 46 to >65 age range. Additionally, the same number people in the 46 - >65 age range viewed the single site post as did those viewing the video.

The demographic for social media is very similar to our web site with the 45 – 55 age group increasing. We have noticed a decrease in geographic representation from the north east and mid-west states and an increase from South Carolina, North Carolina, and Georgia.

Instagram – This is a medium we are working toward utilizing more. Currently there are 742 followers.

Instagram followers by gender and age

Age	Women	Men
18-24	1.30%	0.20%
25-34	11.60%	3.80%
35-44	20.10%	5%
45-54	18.70%	4.20%
55-64	18.50%	2.30%
65+	13%	1.30%

Instagram followers by top countries

Top countries	Value
United States	68.60%
Canada	0.40%

Web site Analytics is currently unavailable for the UHQT website.

Other Promotional Activities throughout 2020-21:

Articles and Presentations:

- *The Southern Edge Magazine Article "Not Tour Grandmother's Quilts" pp46-51 July 2001*
- *Quiltfolk Magazine Issue #14, April 2020, "Follow the Quilts, The Upstate Heritage Quilt Trail" pp20 -31.*

- Virtual Quilt Show Presentation April 2021 sponsored by QuiltFest Greenville, *Mancuso Show Management, Inc.*, The interview was streamed on Facebook Live, QuiltFest Instagram and YouTube.
- "Sharing History" Seneca Journal, August 3, 2021.
- Carolina Arts News, posts new additions to UHQT
<https://carolinaartsnews.wordpress.com/category/quilt-trail/>

2022 Upcoming Presentations:

March – Anderson Public Library

March – Keowee Elementary School, Walhalla, painting quilt with students

April 27-29 – Presenting program about UHQT and display booth at QuiltFest 2022 Greenville

Press Release(s) -

- *The Southern Edge Magazine Article "Not Your Grandmother's Quilts" pp46-51 July 2001*
- *Quiltfolk Magazine Issue #14, April 2020, "Follow the Quilts, The Upstate Heritage Quilt Trail" pp20 -31.*
- *Virtual Quilt Show Presentation April 2021 sponsored by QuiltFest Greenville, Mancuso Show Management, Inc., The interview was streamed on Facebook Live, QuiltFest Instagram and YouTube.*
- *"Sharing History" Seneca Journal, August 3, 2021.*
- *Carolina Arts News, posts new additions to UHQT <https://carolinaartsnews.wordpress.com/category/uhqt-trail/>*
- *UHQT has been invited to participate in the 2022 QuiltFest Show in Greenville, SC April 27 -29, 2022.*



THE southernEDGE

A MODERN APPROACH TO SOUTHERN LIVING



#8 FLOWER BASKET:
Becky Defoor's Farm
210 Adams Street, Westminster



PHILIP CULBERTSON

I would like to point out that a very important word was left out of the iconic jingle, “Baseball, hot dogs, apple pie and Chevrolet, they go together in the good ol’ USA.” If this jingle was meant to epitomize American culture, I dare say the word “quilt” should have been added. After all, what is more vintage Americana than a quilt, right?

In the early years of American colonization, quilts were made out of necessity from pieces of scrap material or old clothing and the purpose was simple...warmth. Many years later when fabric was more readily available and affordable and sewing machines made their debut, quilts became more intricate and the stitching more sophisticated. Quilts became not only family heirlooms, but works of art. They told a story, a tapestry of history and culture sewn together with love. Too cheesy? Maybe. But true, nonetheless. Quilts were, and still are, true labors of love.

We all remember seeing these magnificent colorful creations laying across our grandmother’s beds, decorating the backs of our mother’s couches and now, as part of modern “farmhouse chic”, folded on blank ladders. What other ways have these pieces of Appalachian-inspired art transformed over the years? They transformed into painted wood blocks on the sides of barns. In many cases, when there are a dozen or more in one geographic region, they become part of a system of quilt trails that are now dotted all over the country.

The Quilt Trail project began in Ohio by Donna Sue Groves. Donna simply wanted a quilt square painted on her barn as a way to honor her mother. This led to dozens of barn quilts around the area, which led to a driving tour. It became not only a great way to honor the tradition of quilting, but the effort also grew tourism in the town.

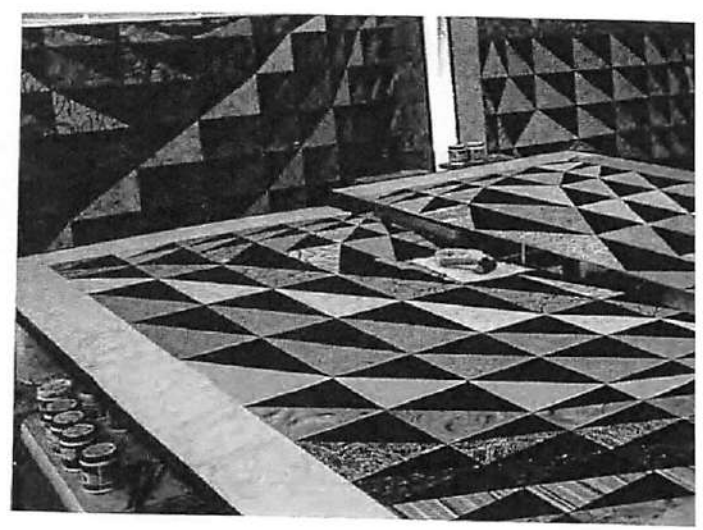
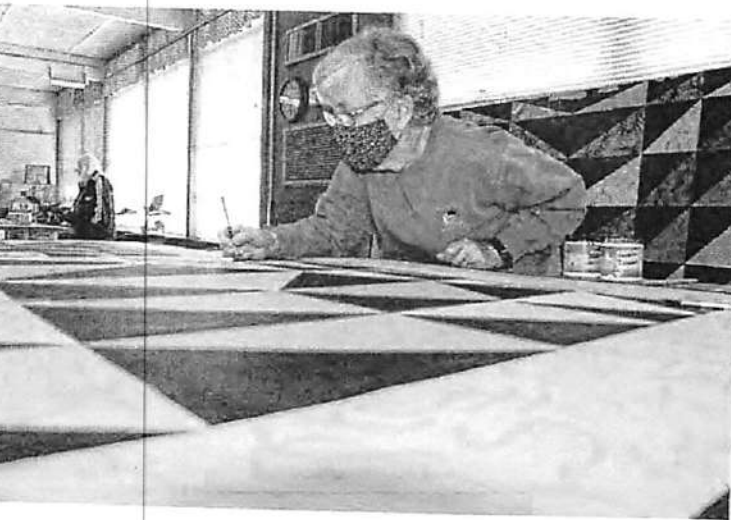
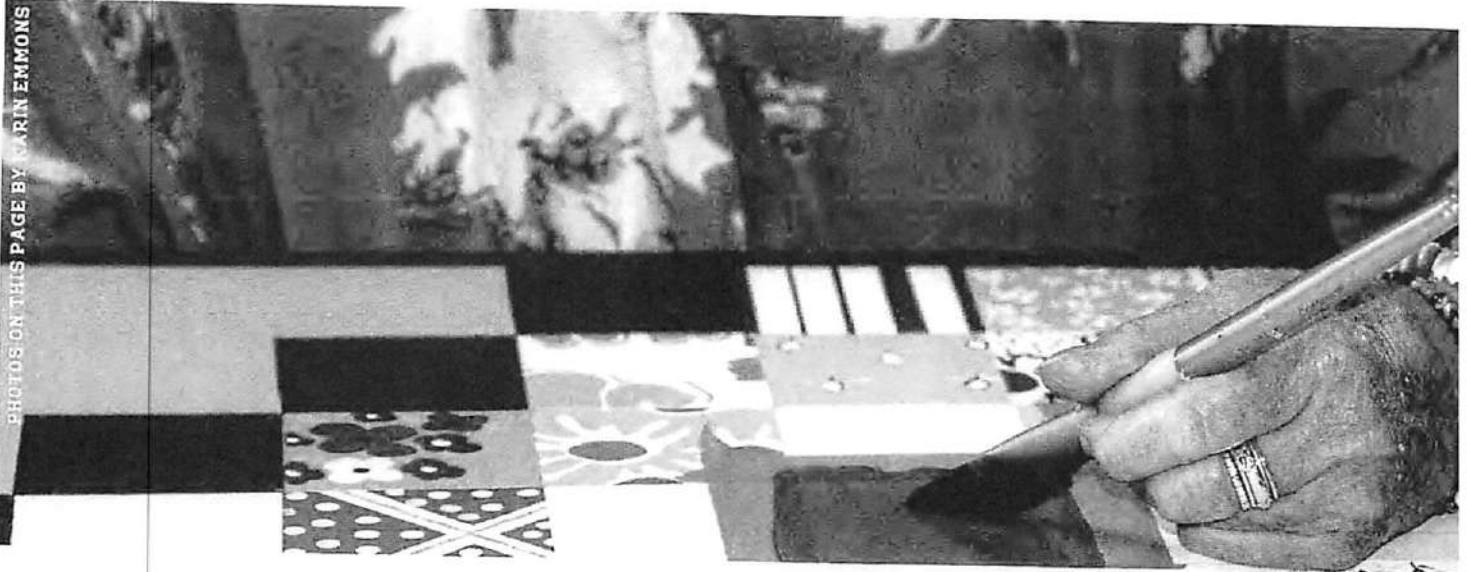
In the spring of 2009, Oconee County became the first county in South Carolina to embrace the Quilt Trail concept. The founding group thought that extending the Quilt Trail to homes, historic buildings, public buildings, destination venues, and businesses would be a good way to preserve the area's heritage and promote the Upstate.

The Upstate Heritage Quilt Trail (UHQT) receives enormous support from the participating communities in Anderson, Oconee, and Pickens Counties. It is a

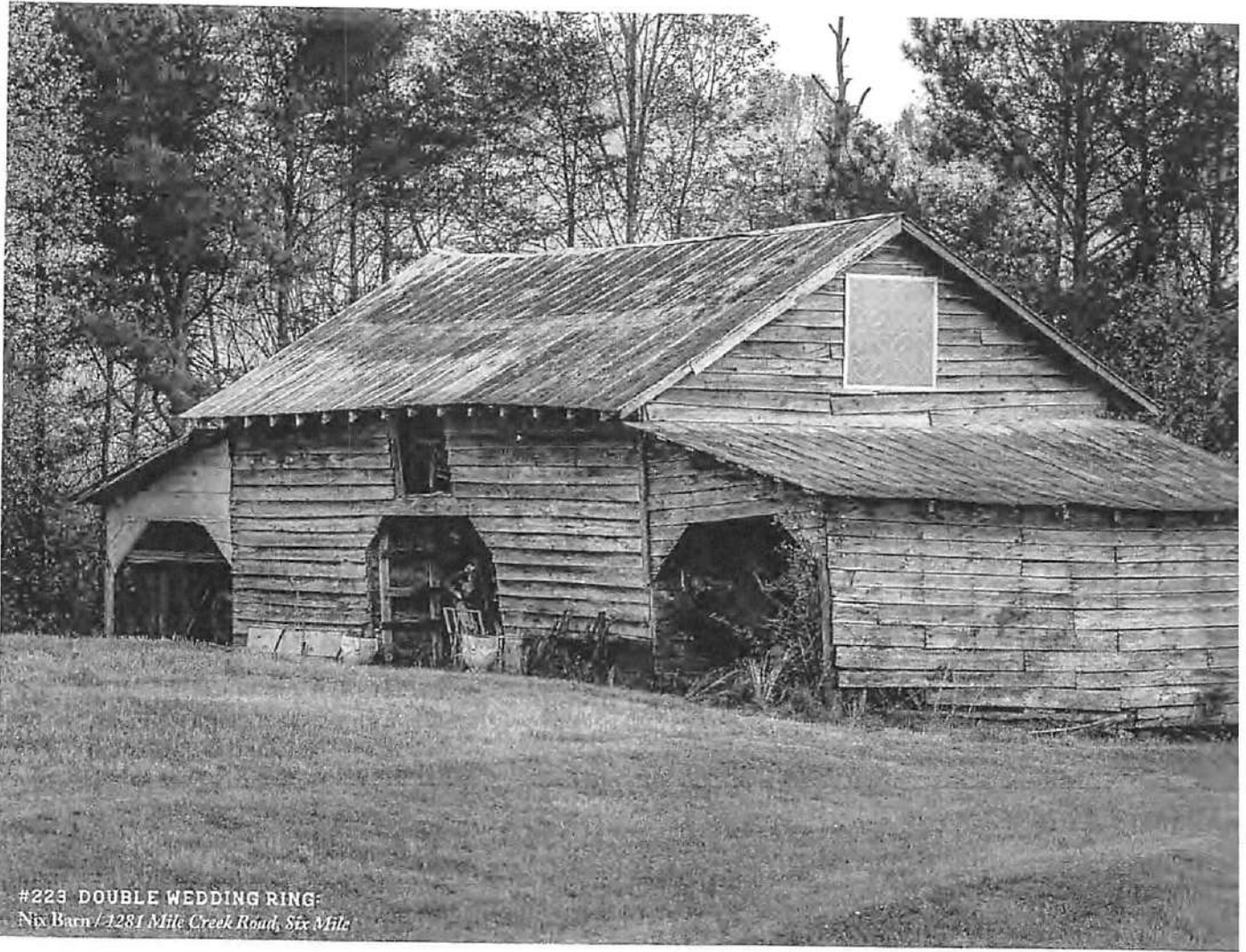
collaborative effort by many organizations, businesses, and individuals, with quilts being painted by students, community groups, individual families, and volunteers. The UHQT motto: "Every Quilt Tells a Story and Every Story Leads to a Discovery."

Today there are over 265 quilts on the UHQT and each one is based on an actual fabric quilt with its own unique story. Exploring the trail is a great "vintage" adventure through the beautiful, rolling landscape of the South Carolina Upstate. Go exploring and stop off at local eateries, small "mom and pop" shops, antique stores, and the quaint wineries, breweries, and coffee shops. And definitely, most definitely, take some pictures along the way. ♡

For information on the trail and to read the story about each quilt, visit their website at www.uhqt.org.



PHOTOS ON THIS PAGE BY MARIN ENMONS



#223 DOUBLE WEDDING RING
Nix Barn / 1281 Mile Creek Road, Six Mile

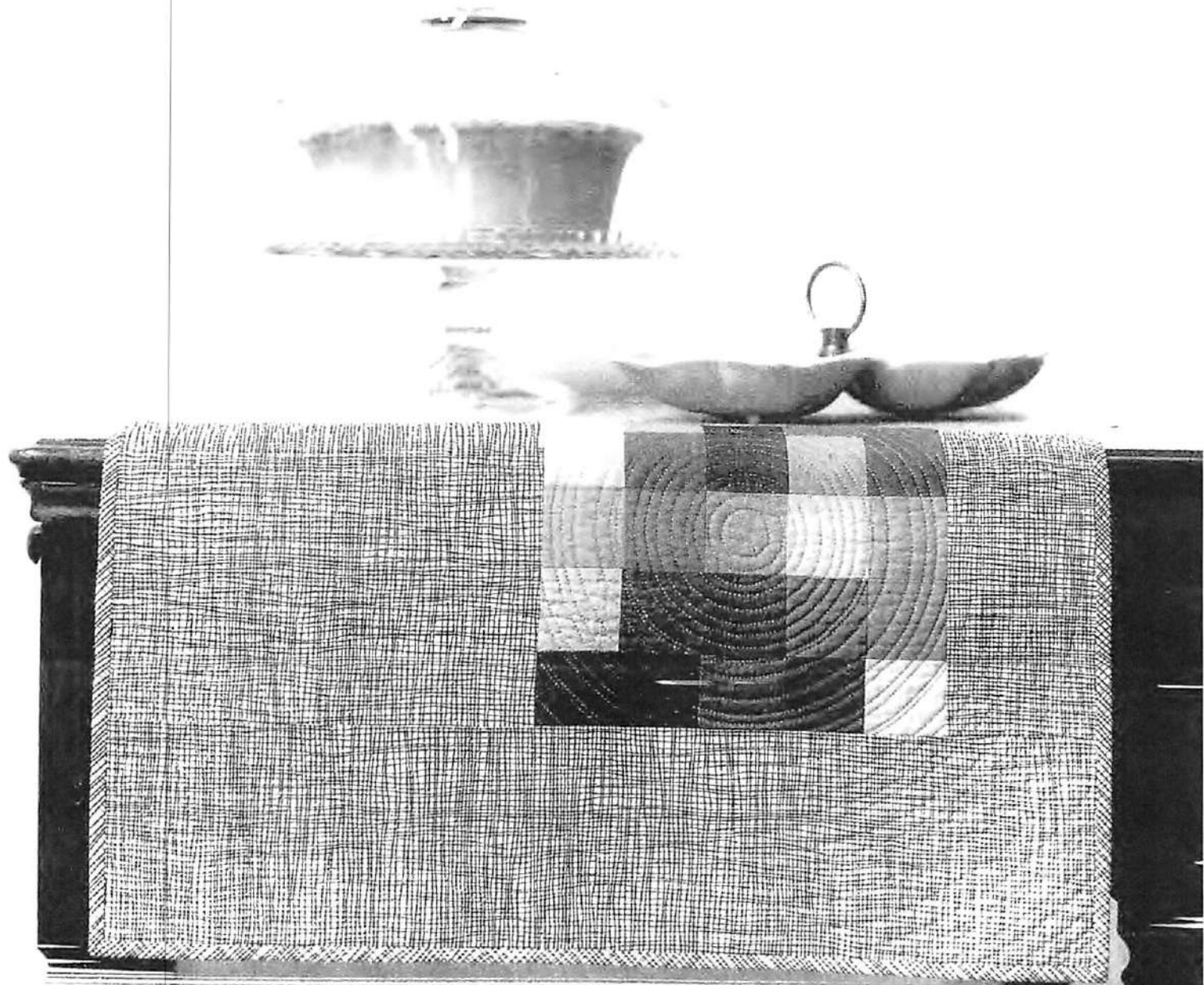


PHILIP ANBERGSON



#148 NINE SQUARE
Grant Barn
220 Back Park Road, P...

Quiltfolk



\$22US \$24CANADA



0 74470 29804 5

14

BY Meg Cox

Follow the Quilts

THE UPSTATE HERITAGE QUILT TRAIL

The first barn quilt trail began in Ohio in 2001. The colorful quilt tribute soon spread across the country, and today, 48 states have quilt trails to explore, often more than one. South Carolina has four distinct trails worth exploring, but it's the Upstate Heritage Quilt Trail (UHQT) that seems to stand out. Winding its way through three of the 10 counties in the pie-shaped region wedged between North Carolina and Georgia, the UHQT is a quilt trail with some uncommonly lovely characteristics.

The sheer number of blocks is impressive: A decade after its inception, some 267 blocks now appear on historic buildings, private homes, barns, banks, churches, libraries, schools and, in a few cases, at business establishments. What's more, each painted block has a real story.

"I don't know of another trail in the country that requires it," said Martha File, co-founder of the UHQT, "but we only allow blocks that are painted versions of actual quilts."

Barn blocks ready for their close-up at an Upstate Heritage Quilt Trail workshop.



Using exterior latex paints, every block is painted with care by UHQT volunteers.

This dedication to actual-quilt heritage might sound exclusionary, but in fact is all-inclusive. On the occasions when an individual or group has a strong desire to be part of the project but there is no existing quilt to copy, volunteers have been known to make a fabric quilt first. They're not the only ones: When teachers at Walhalla High School wanted students to be involved, a geometry class designed a block, students in Family and Consumer Sciences made the actual quilt, and kids in Advanced Placement Art painted the barn block. Both the quilt and the painted block now hang proudly at the school.

South Carolina's first quilt trail is unique also in terms of production. Volunteers who paint the quilt blocks try to capture not only the colors and patterns of the cloth originals, but their textures, too. Stray threads, stains, even rips may show up on the 4- or 8-foot-square metal sheets used in creating the blocks.

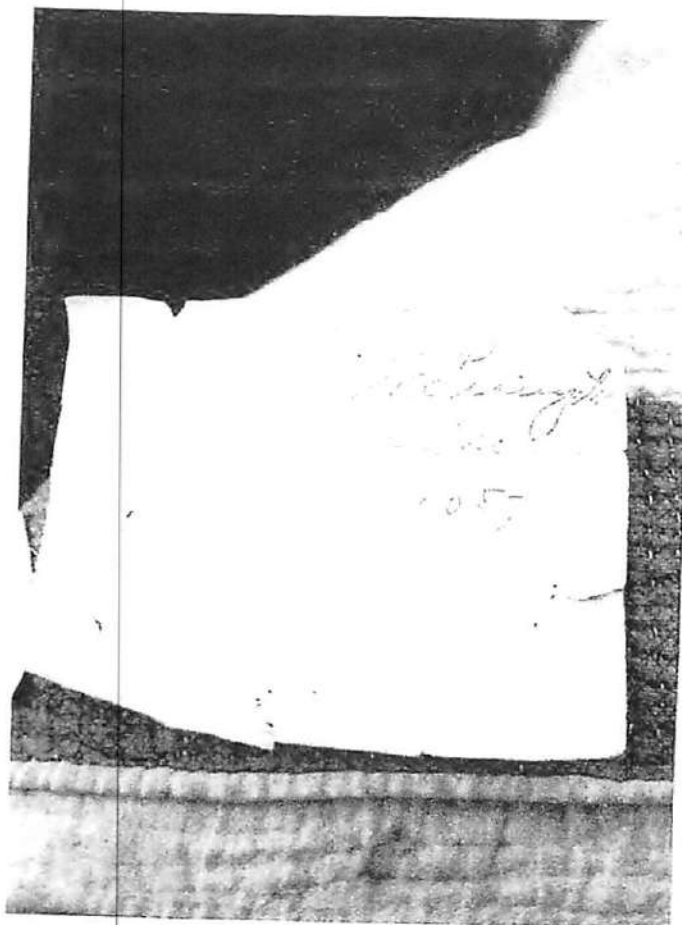
An uncommon quilt trail like the UHQT can't happen without the strong organizational skills and dedication of volunteers like Martha File. The project's website includes a list of all 267 painted blocks, as well as a location map. File herself spends



...from block to block
... We discovered we don't have
... in our area of the country, but that's
... and volunteers to do books according
... production guide has working out of any of
... the three studios across the state by the UHQT.
... for the well-stocked studios comes from
... and quilt blocks and parts cover the
... and supplies and from tourism grants.
... the UHQT aims to promote historic
... and places of interest that don't get much
... and to share the quilters' traditions

and stories in hopes more people appreciate that South Carolina quilts hold the state's history. To help spread the word, the UHQT hosts quilt shows featuring the quilts that inspired the barn blocks, and they are continually advocating for the trail's existence and significance.

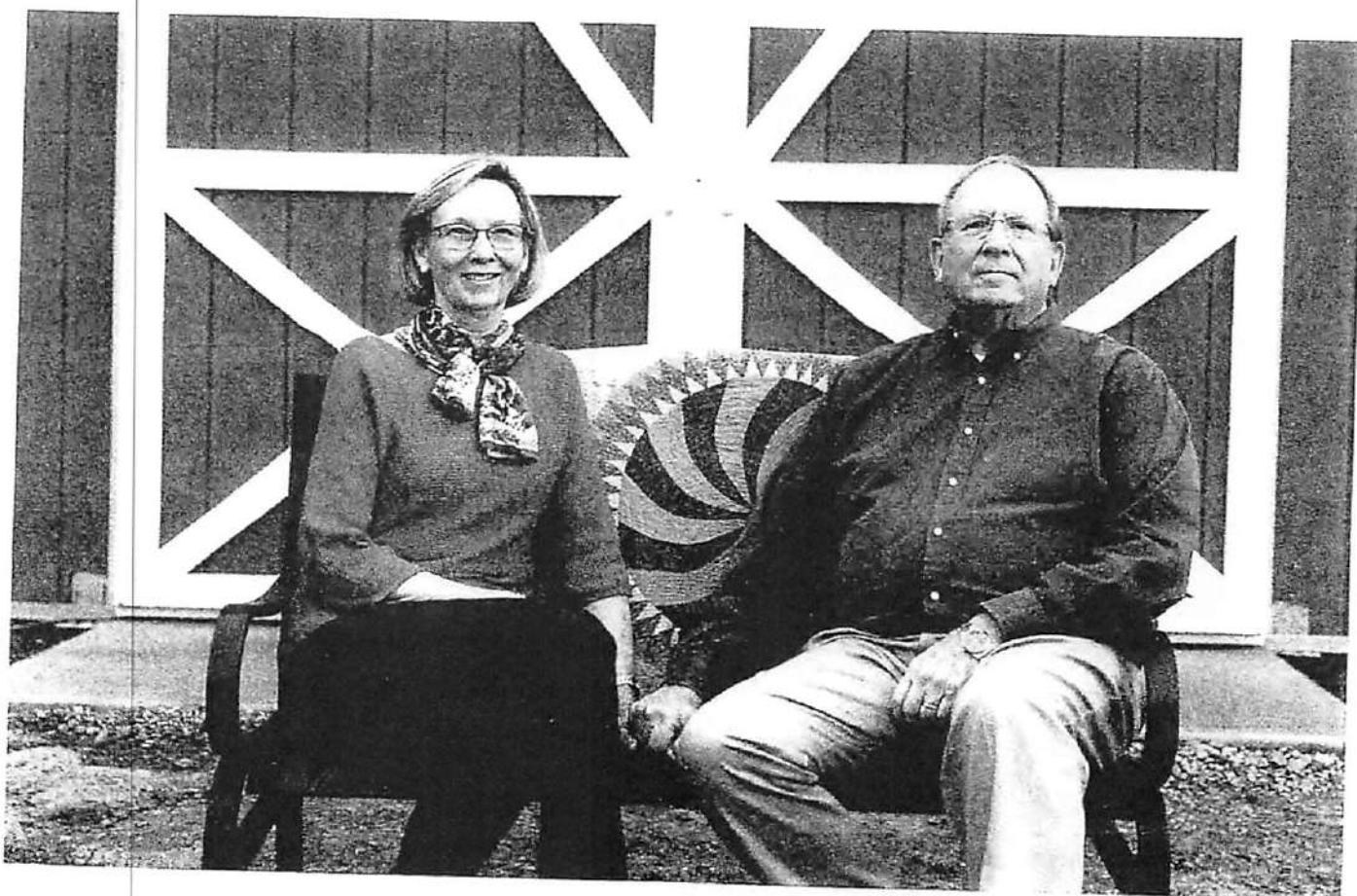
"There have been a lot of old quilts pulled out that people forgot about," said Carolyn Harris, a volunteer painter and a recipient of a block on her own property. "But once the trail began, people started looking to see which [quilts] might make beautiful blocks."

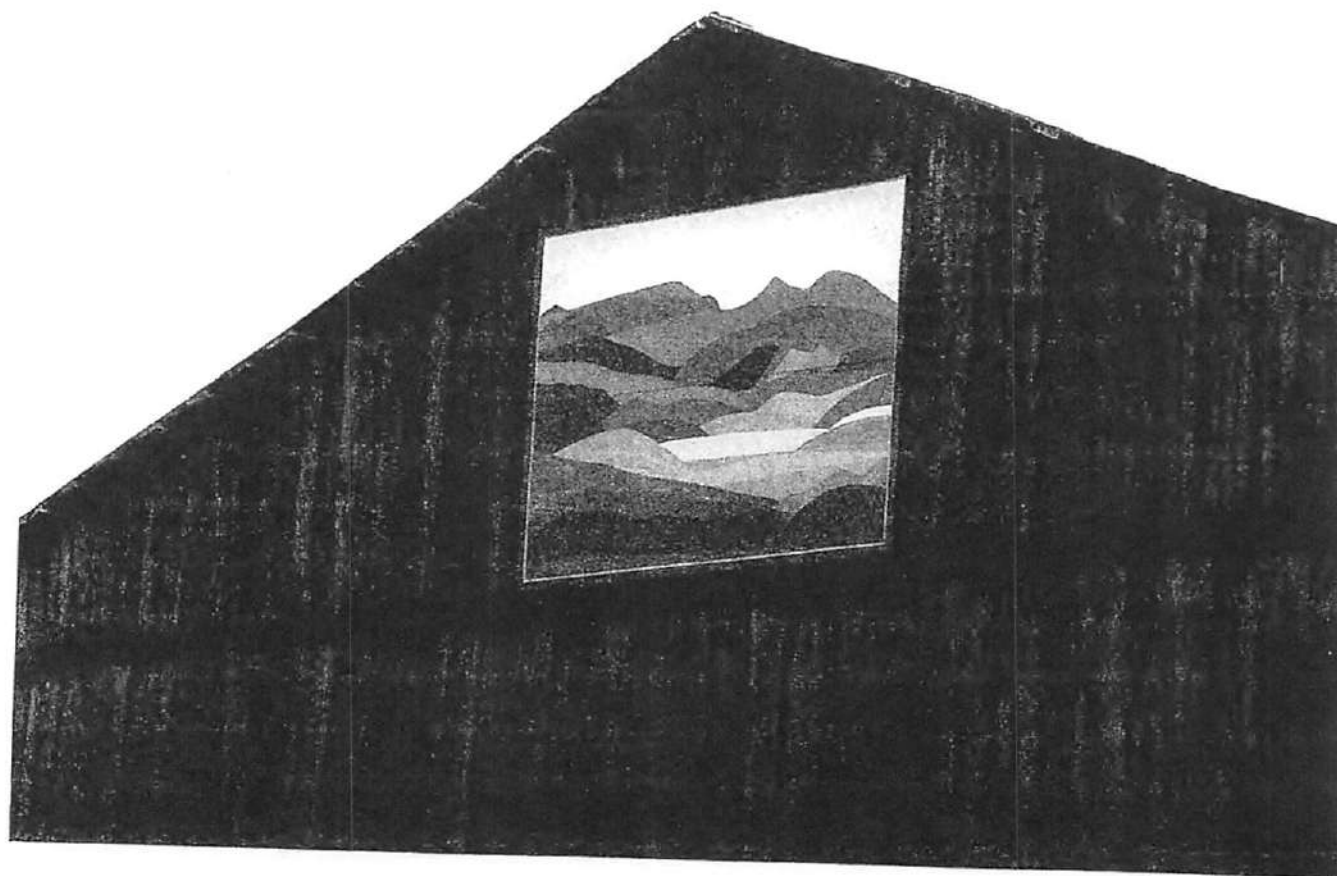


Block #238 | Chariot Wheel

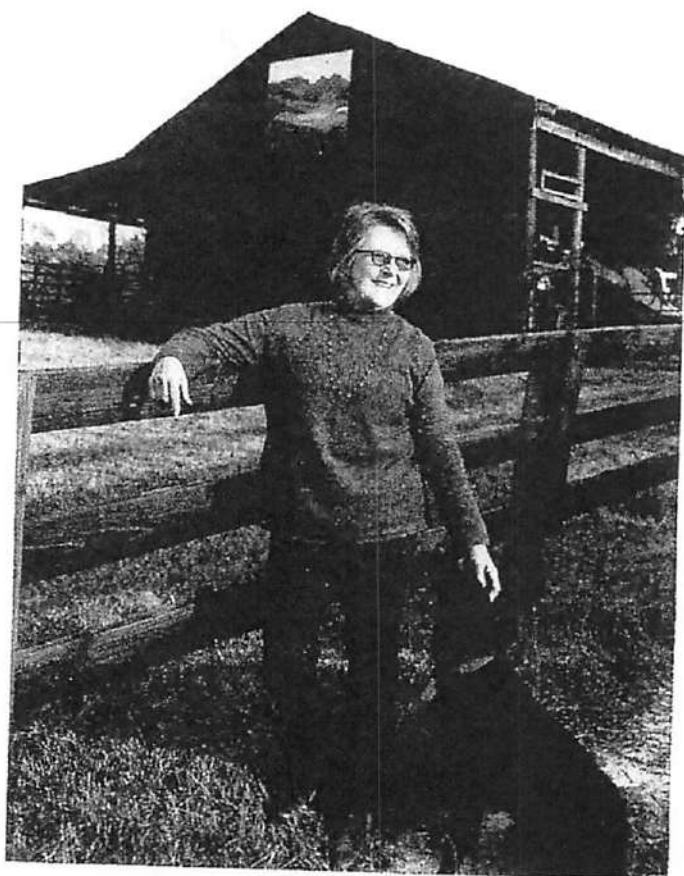
Teri Walker found out about the UHQT through her quilt guild. She immediately wanted to take part, not expecting that her family would have their own painted block. But when Walker's husband, Bill, built a barn to park his tractors, she said: "We need a quilt on it." The resulting barn quilt is a kind of steampunk pinwheel lollipop in mesmerizing colors, perfectly capturing the colors of the actual quilt, made by Bill's great-cousin S.W. Livingston in 1857.

FROM TOP: Quiltmaker S.W. Livingston's 1857 quilt show entrance ticket is still attached; Teri and Bill Walker in Anderson. OPPOSITE: The Walker family's *Chariot Wheel* dazzles in both quilt and painted block form.





Carolyn Harris says *My Blue Ridge* symbolizes the love she has for her family's land.



Block #92 | My Blue Ridge

Carolyn Harris lives on a cattle and swine farm with her husband in Oconee County. When seated at her sewing machine, Harris can see a painted version of her *My Blue Ridge* quilt on an equipment shed on the property. A longtime volunteer painter for the UHQT, Harris installed her own painted block in 2012. The art quilter said she has met people from as far away as Texas and Wisconsin who drove onto her farm to see and photograph *My Blue Ridge*.



Former Retreat School student, Helen Rosemond-Saunders, and former student Jenette H. Moore stand with a quilt block on the wall of the Retreat School building in Westminster, South Carolina.

1915 | School House

Wooden School House on the Retreat
 Rosenwald School in Westminster. Its placement
 has great significance. The wood structure was
 one of over 5,000 so-called Rosenwald Schools
 built to educate African American children across
 the South in the early 20th century. The school in

Oconee County is one of the few of its kind left in
 South Carolina and is now owned by a local church.
 Volunteer Helen Rosemond-Saunders has spent
 years advocating to keep its history alive. "God has
 been good to us," she said. "This quilt block has
 definitely helped people learn about our project."

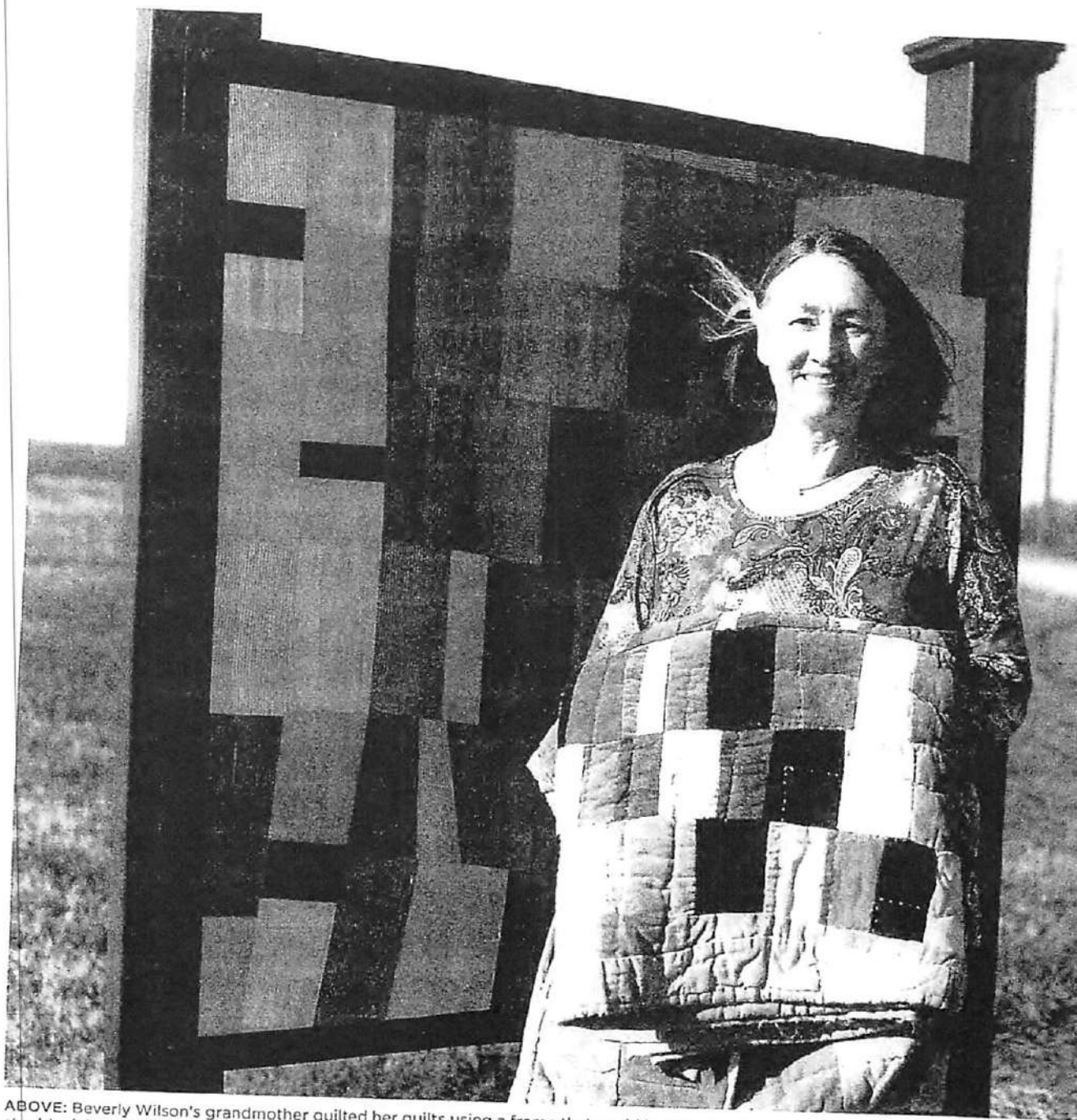


ABOVE: In Anderson, Jeanie Moorhead Christopher stands with the quilt that inspired an elegant quilt trail block. OPPOSITE: Hand-pieced stars and wide sashing make for a memorable quilt.

Block #203 | *Granny Morris's Dresses*

"Keeping family stories alive is an important part of the trail," said Jeanie Moorhead Christopher, a volunteer who has been instrumental in getting UHQT barn quilts placed on numerous family properties. Block #203 has personal significance: Inspired by a quilt made from retired shirts and dresses by

Christopher's grandmother, *Granny Morris's Dresses* is displayed on the site of a home in Anderson once owned by her grandparents. Christopher said the UHQT has the power to bring families back together: "My cousin and I got to know each other again because of [the project]."



ABOVE: Beverly Wilson's grandmother quilted her quilts using a frame that could be raised and lowered from the ceiling. OPPOSITE: A cedar star block is ready to sparkle on the trail.

Block #179 | Granny Lee's Gift

Beverly Wilson was thrilled to have a quilt block tribute to her mother and grandmother, but the UHQT painters faced a challenge: How do you paint corduroy scraps? Made in 1958, *Granny Lee's Gift* was sewn by Wilson's grandmother as a wedding quilt for her mother. Wilson's husband constructed

a freestanding frame for the 4-foot-square block, now posted at the entrance to their driveway. "It's so cool to be part of this," said Wilson, who said the volunteers rose to the challenge: They realistically rendered a hole in the quilt made when Wilson used it to move furniture.



Sharing history



JERRY BEARD | THE JOURNAL

Heritage Quilt Trail volunteer Lisa Cowan places finishing touches on a quilt block, painting based on a physical quilt, at the Upstate Heritage Quilt Trail workspace at the former Oakway Intermediate School building in Westminster.

Organization preserves past through quilts

BY LAUREN PIERCE
THE JOURNAL

VALHALLA — With more than 270 quilts throughout Oconee, Wilkes and Anderson counties, Upstate Heritage Quilt Trail president Marlene File said one county

state that didn't have a trail going, so we decided to start one in Oconee County," File said of the concept coming to life in 2009. "It's part of the whole quilt barn movement, which began in Ohio and has spread from there throughout the

FOR MORE

For an interactive Upstate Heritage Quilt Trail map, visit uhqt.org.

To find out more, call (864) 723-6603 or email info@uhqt.org

\$1.00

Tuesday, August 3, 2021

Vol. 117 No. 151

QUILTS: 'Grassroots' national program

FROM PAGE A1

family of quilters," said the trail was formed after one of its members went on a trip to Kentucky and saw all of these quilt towns and trails.

"We all decided that was something we'd like to do," she said. "Look and behold, unknown to us, this was a national program, but it's all grassroots. There's no national organization or anything. Each trail is its own identity, and you operate independently. We're an all-volunteer group, and we basically get our funding through the selling of the quilt blocks people pay us for or donations."

Each quilt panel has a fabric quilt "attached to it," File said.

"We are replicating a fabric quilt, and that's where our story comes in — we're telling the story of that fabric quilt," she said. "That's kind of what makes our trail unique from a lot of other trails in the country — that one, the history component, but also that we're sharing the history of our communities through our quilters."

The quilt blocks are often painted in memory of someone.

"I have a quilt on my use that my aunt made, and she was very special to me, and I did it in honor of her," she said. "We get that out, and oftentimes they're placed on public buildings. We sponsored one for the Collins

Children's Home for one of our volunteers whose husband passed away, and he was involved there, so it was a tribute to him and her."

HIGHLIGHTING THE COMMUNITY

The Upstate Heritage Quilt Trail has walking trails in Westminster, Walhalla, downtown Pickens and downtown Anderson. The quilt trail has "helped stimulate other art forms" in the Upstate community, File said.

"We have a website, and for each of the quilts that are on our trail, we also write a story about each quilt where we try to tell something about the quilter, and if it's on a historic building, a little about that too," File said. "We're trying to really kind of promote that along with the other art in the community, like things that are going on while you walk the trail or telling people to go to the next block, and you can see this really cool mural."

Seeing quilts in the community and other forms of art has been "one of the benefits of being involved," she added.

"It's become something that you see throughout the country now, especially in small towns that are trying to get people to get off the interstate, explore some of the communities around and take the side roads to see what you find," File said. "I really like that idea, and

so I thought this project could help promote that, and that's what I get out of it. You learn a lot about what's going on in the community, and it's a natural way to be involved."

Over the years, members of the quilt trail have put on shows to emphasize quilting in the community.

"We all do it because we love quilts, and we are really trying to promote quilting throughout the community," File said. "We kind of started out with one of our goals being to help promote the art which, at the time, got very little recognition. I think we have so many really talented quilters in our communities that never get acknowledged."

"We just had someone move into Seneca, and they called and said, 'We're seeing all of these beautiful quilt panels around, and we'd like to know how we could get one.' And that's not an uncommon thing," she added.

'EVER-EXPANDING'

Originally called the Oconee County Heritage Quilt Trail, the program's name changed quickly, File said, and grew to encompass Pickens and Anderson counties.

"When we started out, it was a question of, 'How big do you think you're going to get?'" File said. "We all thought if we painted

like 100 quilts, that would be something. We set a goal to paint 10 quilts our first year. Well, we ended up painting 30."

She said the quilt trail has worked with a "variety of towns" and schools in all three counties — totaling more than 600 quilts painted — because the group has done "a lot of donation quilts."

"We have worked with a variety of towns who have used the quilts to help draw tourism to their communities, and a lot of historic places have also, just to commemorate their site," File said. "We've painted quilts for other trails throughout the state of South Carolina to help them get started.... We have people from all over the country who have come through and liked the way we paint, and they've asked us to paint blocks for them. It's ever-expanding."

She added the quilts make for "really nice" school projects, and students are involved in "designing, making or both of the fabric quilts."

"All three counties have been very supportive to our project from the very beginning," File said. "I think they've been kind of surprised how much people were wanting to participate and wanting this kind of outdoor art."

jpierce@upstatetoday.com | (864) 973-6301

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

I. APPLICANT

- A. Name of Organization Patriots Hall Assoc dba Oconee Military Museum
- B. Address 13 Short Street
Walhalla, SC 29691

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$7,470.00
- B. How will ATAX Funds be used?
Long Term Building Maintenance to protect and preserve
Artifacts by replacing 89 year old windows
- C. Estimated percentage of costs directly attributed to attracting or serving tourists?
100%
- D. Funds furnished by your organization \$0
- | | |
|----------------------------|--------------|
| Matching Grant _____ | Source _____ |
| Matching Grant _____ | Source _____ |
| Other Funding _____ | _____ |
| 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 **Window Replacement**
- B. Description of project Windows have deteriorated due to weathering and age. One was blown out of its frame by wind. The replacement windows will be energy efficient; lowE with tempered, double paned glass and vinyl frames and sashes.
- C. Who will benefit from this project? All patrons and donors are served by the protection & Preservation of artifacts.

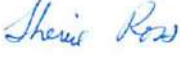
RECEIVED
2.11.22

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: Mike Fieseler Title President

Signature  Date Feb 12, 2022
Address 13 Short Street Walhalla, SC 29691
Email patriotshallmuseum06@gmail.com
Phone Number (s) 864-638-5455

Alternate Contact Name: Sherrie Ross Title Docent

Signature  Date Feb 12, 2022
Address 13 Short Street Walhalla, SC 29691
Email info@oconeemilitarymuseum.org
Phone Number (s) 864-638-5455

Daniel Builders 864-506-5546

-job too small

Jason Gibby 864-557-5922

-no response

Vanessa Miller 864-873-8201

-no response

Anthony Hostetler 864-903-

9427-see attached

Don Walters 706-244-4131

- no response

Vernon Miller 864-784-0409

-see partial bid att'd, full bid
pending

Jeremy Keehn 608-438-6967

- no response

Heath Remodeling

-disconnected number

Lamar Latimer 864-617-2048

- pending

Crooks & Sons 864-226-3841

-see bid att'd

Upstate Windows 864-644-

8230-bid pending

covered on the inside with statwall for displays and artifacts. You may call any day to set up an appointment. Questions about plans and specifications can be addressed to Mike Fieseler by email at fies1340@gmail.com , by FAX at 864-638-0456 or by calling 563-349-4018.

1. All windows are to be replacement type white vinyl in a 6 Over 6 internal grid configuration to emulate the existing wood sashes.
2. All windows shall be low E with a U Value of .30 or numerically lower.
3. All windows shall be Energy Star rated with a solar heat gain rating of 0.55 +/- 10%
4. Windows shall be measured and ordered by the contractor.
5. Window location, type and quantity:
 - Location: East side, second floor Qty: 4 Type: Picture window
 - Location: East side, second floor center Qty: 1 Type: Double hung, no screen
 - Location: South side, first floor Office Qty: 2 Type: Double hung, no screen
6. Windows shall be secured by coated exterior grade screws as###or equivalent where possible. Otherwise stop may be required on the picture windows which must come a minimum of 3/8 inch onto the vinyl frame. In this case washer head or pan head screws that will be easy to remove for future replacement shall be used. (Exterior grade white vinyl trim stock would be ideal here. No painting required.)
7. Perimeter gaps between existing frame and new window shall be insulated.
8. Exterior stop shall be caulked at all exposures using Sherwin Williams 950A Acrylic Latex Caulk or equal. No silicone caulk is to be used.
9. If paint requires touch-up, oil based primer as Sherwin Williams Exterior Alkyd Wood Primer Y24W8020 or equivalent shall be applied followed by a top coat of Sherwin Williams exterior latex semi-gloss Duration GL Extra K34W251 or equivalent .
10. Payment shall be made as follows: Forty percent (40%) of bid upon delivery of windows, balance paid upon completion of installation and presentation of Lien Waivers from suppliers declaring materials paid in full.
11. Sealed bids shall be mailed or delivered to: Oconee Military Museum at the above address Attn: WINDOW SEALED BID, and will be opened Thursday, February 24, 2022 at 2:00pm EST at the above location, and awarded on Thursday, March 3, 2022 at 2:00pm at a special Board of Directors meeting.
12. Museum reserves the right to amend specifications prior to letting the bid.

ESTIMATE

Date: 8/32/21

Vernon Miller Builder, LLC
396 Sam Brown Rd.
Seneca, SC 29678
864-784-0409
vernonmillerjr@icloud.com

To Patriot Hall Association
13 Short Street.
Walhalla SC, 29691

<i>8/31/21</i>	<i>Job, window replacement</i>	<i>Payment Terms</i>	<i>Due Date</i>
<i>Qty</i>	<i>Description</i>	<i>Unit Price</i>	<i>Line Total</i>
	Window allowance 550 per window.		2,750.00
	Labor to install 5 windows		2,400.00
Subtotal			
Sales Tax			
Total			\$5,150.00

Make all checks payable to Vernon Miller Builders, LLC

Thank you for your business!

(SMS/MMS)

**This is Anthony,
I won't be able
to get to those
windows,un
fortunately I
am booked
out through
September,
thanks for**

1 message

Mickey Smith <sunrisemick1@gmail.com>
To: patriotshallmuseum06@gmail.com

Fri, Feb 11, 2022 at 10:35 AM

----- Forwarded message -----

From: **Mickey Smith** <sunrisemick1@gmail.com>
Date: Friday, February 11, 2022
Subject: Window estimate
To: patriotshallmuseum@gmail.com

*CROOKS & SONS
ANDERSON, SC
864-226-3841*

Hi Mike,

Thank you for having me out yesterday to bid on your window project.

The price for 4 picture windows and 3 double hungs is \$9,287.

The price for 4 pictures and 5 double hungs is \$11,127.

Let me know what else you may need. My cell is 336-260-7741

Thank you,

Mickey Smith

Mandy Holbrooks

From: Oconee Military Museum <patriotshallmuseum06@gmail.com>
Sent: Friday, February 11, 2022 2:44 PM
To: Mandy Holbrooks; Phil Shirley
Subject: ATAX Grant
Attachments: 2022 ATAX application.docx; Patriot Hall 5 windows.docx; Anthony Hostetler bid.jpg; OMM window specs.jpg; Crooks & Sons estimate.jpg

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you validate the sender and know the content is safe.

Attached is our application and documentation for ATAX Grant of \$7470.00 to begin the process of replacing the deteriorated 90-year-old windows. We were unable to obtain 3 bids due to contractor workload and uncertainty of prices. We are awaiting any additional bids that may come in. Please let us know if any additional information is needed.

Thank you for considering our request!

Mike Fieseler - President

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Bertha Lee Strickland Cultural Museum, City of Seneca, SC

B. Address 208 West South 2nd St., Seneca SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15,000

B. How will ATAX Funds be used? Promotion of the 2nd Annual Juneteenth Festival. Promotion includes a full broadcast package on WSPA-TV 7, digital commercials on WSPA-TV and The CW62 TV digital sites, and a guest appearance on Your Carolina w/Jack & Megan

C. Estimated percentage of costs directly attributed to attracting or serving tourists? \$20,000

D. Funds furnished by your organization \$35,000

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 Bertha Lee Strickland Cultural Museum's 2nd Annual Juneteenth Festival

B. Description of project This event is a cultural celebration of African American's freedom from enslavement in the United States; it is a diverse celebration that informs, educates and entertains diverse visitors from the tri-state area.

C. Who will benefit from this project? People of all ages, education levels, and socioeconomic backgrounds who attends the festival can benefit.

IV. DATES OF PROJECT

Beginning June 15, 2022

Ending June 18, 2022

V. APPLICANT CATEGORY

x

Government Entity:

Non-profit Organization: Incorporation date _____

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

RECEIVED
2.11.22

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Last year's festival (the first one ever held) drew more than 2,000 visitors during the one-day event. Visitors came from Spartanburg, SC, York County, Atlanta, GA,

Camden & Columbia, SC, Charlotte, NC, Northeast Georgia, and as far north as Virginia for the sole purpose of attending the festival (with minimal marketing of the event).
This year's event is expanding to include 2 additional days of entertainment. We estimate a major increase of visitors to this year's celebration from the tri-state area & beyond

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

2,000+ last year; and 5,000-7,000 this year with adequate marketing and promotion of the event.

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 30%

This Year 50-60%

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

Last year : unknown

This Year: 20-30

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

Radio, television, newspaper, & social media advertising & promotions; guest TV & radio appearances, news stories, press releases, and newsletters.

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) Attendance through distribution of ambands; onsite surveys; website & social media hits; ad demographics & zipcode log

VII. AUDIT

Does your organization perform an independent audit? Yes xx 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 Shelby Henderson Title Executive Director of Arts, History, and Culture, City of Seneca SC
Signature [Signature] Date February 11, 2022
Address 208 West South 2nd St., Seneca SC 29678
Email biscmuseum@gmail.com Fax No. _____
Phone Number (s) 864-710-9994 (c) or 864-885-2705 (w)

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

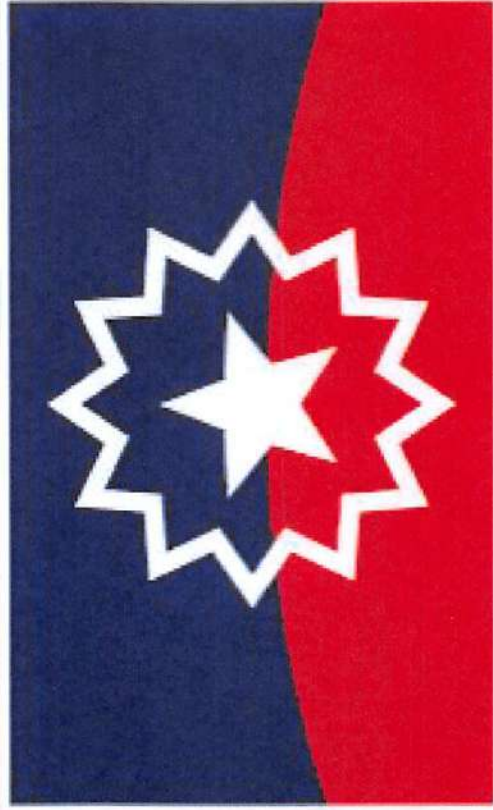
2ND Annual Juneteenth Celebration
June 15-18, 2022
Bertha Lee Strickland Cultural Museum, Seneca, SC

Budget	
Item	Total
Advertising	25,000
MCs	1,500
DJ	1,500
Spoken Word Artist	950
Art Show	1,600
Photo Booth	1,300
Fashion Show	4,000
Contest Trophys & Ribbons	1,000
Re-enactment Performance	1,500
Balloons/facepaint	1,500
TSHIRTS/CAPS	2,000
Closing Concert	5,000
Security	1,500
TOTAL BUDGET	48,350



BERTHA LEE STRICKLAND CULTURAL MUSEUM

Honoring the Past • Elevating the Future



THE CW62



THE CW62

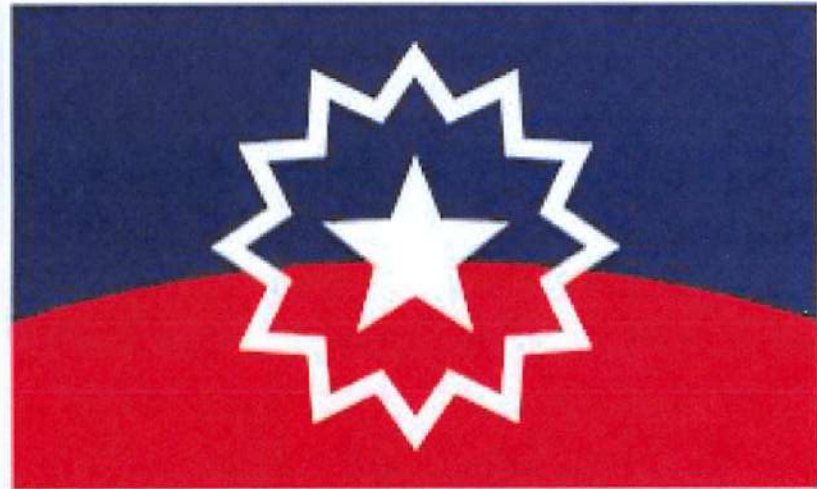


BERTHA LEE STRICKLAND CULTURAL MUSEUM

Honoring the Past • Elevating the Future

JUNETEENTH CELEBRATION PROMOTIONAL PARTNERSHIP INCLUDES:

- **Commercial schedule**
- **Your Carolina appearance**
- **Pre-roll on WSPA.com**
- **Point of Entry Takeover ad**
- **Production**



THE CW62



BERTHA LEE STRICKLAND CULTURAL MUSEUM

Honoring the Past • Elevating the Future

Broadcast package



75 Commercials



100 Commercials



175 TOTAL :15 Commercials

PLUS... FREE Commercial Production!



Your Carolina with Jack & Megan... when 30 seconds isn't enough!
Who is the BEST at telling your company's story? Selling YOUR
company's product or service? **YOU**....of Course!

Television is the best way to tell your story....and now you have more than
30 seconds to get that story told. With over 30,000 viewers daily, your
product or service is sure to be a hit!

***Your Carolina with Jack & Megan gives you a live 3-5
minute segment to showcase your products and services!!***

WSPA invites local businesses to come on the show to talk about their
product or service in a lively, entertaining and informative format. This is a
proven, effective way to get massive exposure and promote your business
in a viewer-friendly,
non-commercial environment.

***Show and Tell YOUR story on
Your Carolina with Jack & Megan!***

*Your Carolina with Jack & Megan is a sponsor driven show. Sponsor segments
will remain live on www>YourCarolina.tv for 30 days.



THE CW62

50,000 ad impressions



Digital Video: Pre-roll/Post-roll

- Preroll will auto-play on page load
- :15 second spot is recommended
- Supports Up To :30 with a :15 second skip required for those exceeding :15
- Max file size: 20 to 25 MB
- Delivers to both Desktop and Mobile Web



THE CW62



Point of Entry: Access Point Takeover



50,000 ad impressions

This ad unit was designed for broad, high impact reach – allowing advertisers to have access to takeover the first page a viewer visits – no matter what page!

One user might find a news article story posted on our Facebook timeline and click to read the full article.

One user might perform a google search for a News event and end up on a News Article on WSPA.com.

When users visit WSPA.com,
YOUR ADS ARE THE FIRST THING THEY SEE!

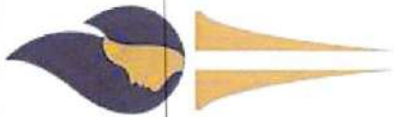
HUGE ENGAGEMENT NUMBERS
This high impact ad delivers click-through rates that are more than **15x industry average!**



Retail Rate: \$15 CPM

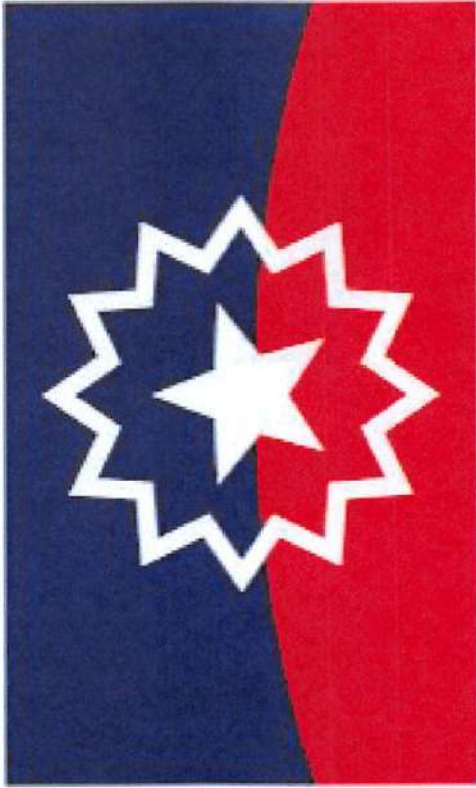


THE CW62



BERTHA LEE STRICKLAND CULTURAL MUSEUM

Honoring the Past • Elevating the Future



THE CW62

Total investment \$15,000



THE CW62

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

RECEIVED
2.14.22

I. APPLICANT

A. Name of Organization MAIN STREET WALHALLA
B. Address 105 W S BROAD STREET
WALHALLA SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 7000 ~~10000~~ ~~10000~~
B. How will ATAX Funds be used? PURCHASING NEW LIGHT POLE BANNERS FOR MAIN ST
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 70
D. Funds furnished by your organization ~~2000~~ 1500 - 3500
Matching Grant 3500 Source MAIN STREET WALHALLA
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 LIGHT POLE BANNERS
B. Description of project We would like to update our banners to draw tourists who are driving through town on their way to mountains to stop and support our local businesses
C. Who will benefit from this project? Downtown restaurants and retailers, performing arts, museums

IV. DATES OF PROJECT

Beginning March 1 Ending June 1 2022

V. APPLICANT CATEGORY

Government Entity: _____
x Non-profit Organization: Incorporation date 05/26/21
Eleemosynary Organization under IRS Code: IRS # _____
Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Walhalla has approximately 20k cars drive through Main St on a weekend. We want to encourage those who are using "The Main Street to the Mountains" to take time to stop, walk around, and support our small businesses. We want to link tourists who are here for outdoor recreation to our shops and restaurants downtown, with the long term goal of being able to support more hotels downtown.

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

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

Last Year _____

This Year _____

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

Last year : _____

This Year: _____

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

We will do social media posts during and after the project highlighting the importance of tourism to our town

E. What other documentation can you provide demonstrating this event promotes

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) photographs, input from store 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 x

Name of the Auditor: _____

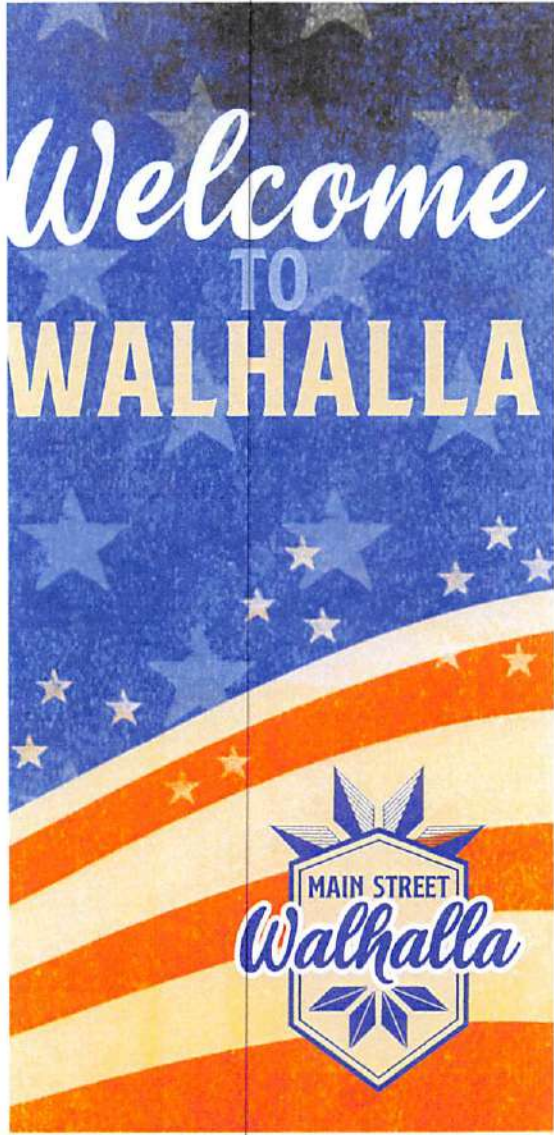
VIII. Will your project be using any funds from another group that received ATAX

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: Libby Imbody Title Executive Director
Signature Catherine Imbody Date 2/11/2022
Address 105 W South Broad St Walhalla 29691
Email libby@mainstreetwalhalla.com Fax No. _____
Phone Number (s) 864-977-0222

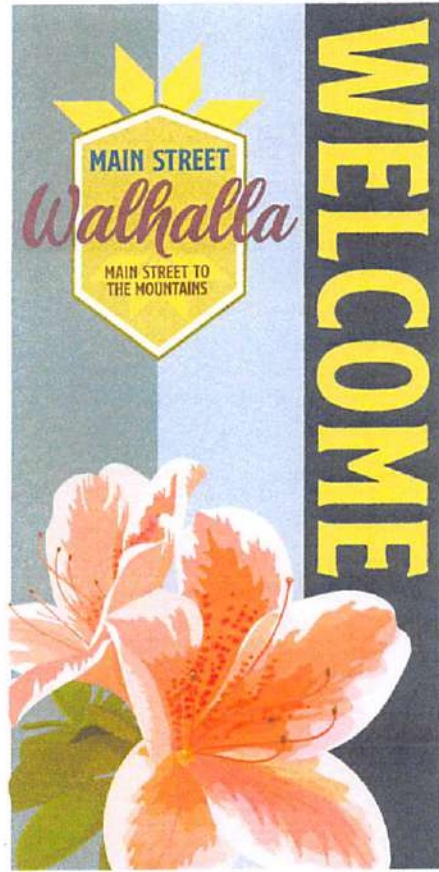
B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____



x 34

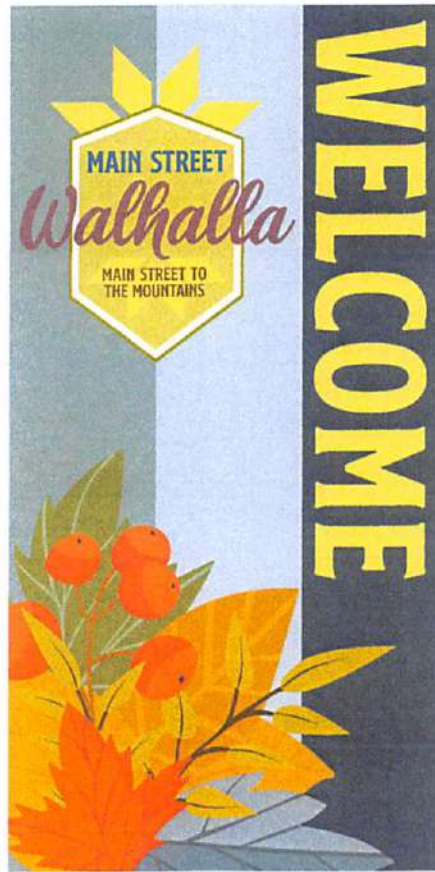


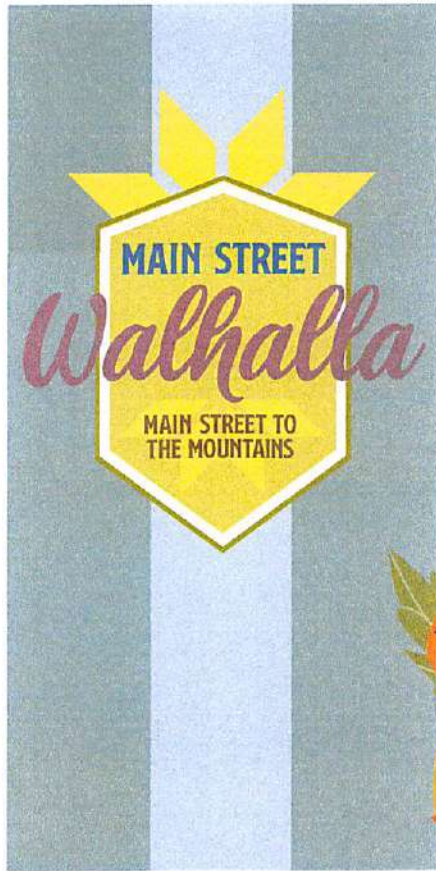
X 3A



X20

80
68
148
20 50 624





x 20



General Information

Company Address	PO Box 370 41 Stone Pit Rd. Woodbury, CT 06798 US	Created Date	2/11/2022
		Quote Number	00021407
		Terms	Prepay
Remittance Address:	Project Graphics, Inc. PO Box 370 Woodbury, CT 06798-0370	Overnight Mail Remittance:	Project Graphics, Inc. 41 Stone Pit Road Woodbury, CT 06798

Contact Information

Prepared By	Diana Matson	Contact Name	Libby Imbody
Phone	(802) 488-8948	Phone	(864) 977-0222
Email	matson@projectgraphics.com	Email	libby@mainstreetwalhalla.com
Fax	(866) 794-1489		

Address Information

Bill To Name	Main Street Walhalla	Ship To Name	Main Street Walhalla
Mailing Address	105 W South Broad Street Walhalla, SC 29691 US	Other Address	105 W South Broad Street Walhalla, SC 29691 US

Quote Line Items

Product	Quantity	Line Item Description	Sales Price	Total Price
LPB - Vinyl	128.00	OPTION: Banner: 30x60; 18 oz. Vinyl; UV Digital Full Color Print; 5-Designs; 2-Sided Print; 3.5" Pole Pockets top & bottom; 2-Grommets	\$54.76	\$7,009.28
LPB - Sunbrella	128.00	OPTION: Banner: 28x60; Sunbrella (canvas); Dye Dispersion Full Color Print; 5-Designs; 2-Sided Print; 3.5" Pole Pockets top & bottom; 2-Grommets	\$81.91	\$10,484.48
Subtotal			\$17,493.76	

Best Quality

GENERAL TERMS & CONDITIONS: 1) Shipping and handling are additional; 2) Estimates prepared according to rough layouts, copies or verbal specifications are subject to change pending final review; 3) Substrate manufacturers have limited warranties; 4) Project Graphics is not responsible for product damage caused by improper handling, neglect, installation, extremes in weather conditions, vandalism or Acts of God; 5) Client agrees to +/- 5% on all custom orders; 6) Quote valid for 60 days; 7) Production time ranges from 2-5 weeks, depending upon the season, product and scope of job; 8) Creative services and custom layouts will be billed at \$75.00 per hour, \$30.00 minimum; 9) Orders cannot be cancelled once order is in production; 10) Purchaser understands and agrees to payment terms and further agrees to accept and pay for any expenses incurred by Project Graphics to collect any past due amounts, including but not limited to the original debt, any assigned collection costs, attorney fees and any other related expense; 11) An annual finance charge of 18% will be assessed on balances over thirty (30) days past due.

Payment methods accepted are Check (scan check and send to accounting@projectgraphics.com); Credit Card, ACH and Bank Wire. ACH/Wire: JP Morgan Chase; ABA #021100361 (ACH) and ABA #021000021 (Wire); Acct #716910695.

I have read the above noted terms and conditions and hereby give authorization to proceed with the order.

X _____
Customer Signature



Discount	0.00%
Total Price	\$17,493.76
Grand Total	\$17,493.76

GENERAL TERMS & CONDITIONS: 1) Shipping and handling are additional; 2) Estimates prepared according to rough layouts, copies or verbal specifications are subject to change pending final review; 3) Substrate manufacturers have limited warranties; 4) Project Graphics is not responsible for product damage caused by improper handling, neglect, installation, extremes in weather conditions, vandalism or Acts of God; 5) Client agrees to +/- 5% on all custom orders; 6) Quote valid for 60 days; 7) Production time ranges from 2-5 weeks, depending upon the season, product and scope of job; 8) Creative services and custom layouts will be billed at \$75.00 per hour, \$30.00 minimum; 9) Orders cannot be cancelled once order is in production; 10) Purchaser understands and agrees to payment terms and further agrees to accept and pay for any expenses incurred by Project Graphics to collect any past due amounts, including but not limited to the original debt, any assigned collection costs, attorney fees and any other related expense; 11) An annual finance charge of 18% will be assessed on balances over thirty (30) days past due.

Payment methods accepted are Check (scan check and send to accounting@projectgraphics.com); Credit Card, ACH and Bank Wire. ACH/Wire: JP Morgan Chase; ABA #021100361 (ACH) and ABA #021000021 (Wire); Acct #716910695.

I have read the above noted terms and conditions and hereby give authorization to proceed with the order.

X _____
Customer Signature

Greenville Print Solutions, LLC

31 Rushmore Dr
Greenville, SC 29615 US
ashley@greenvilleprintsolutions.com
www.greenvilleprintsolutions.com



Estimate

ADDRESS

Libby Imbody
105 W South Broad
Walhalla, SC 29691 US

ESTIMATE 1136
DATE 02/14/2022

ACTIVITY	QTY	RATE	AMOUNT
vinyl:banner Light Pole Banners - 30"x60"- with pole pockets & grommets - 5 Designs	128	62.00	7,936.00T
SUBTOTAL			7,936.00
TAX (0.06)			476.16
TOTAL			\$8,412.16

Accepted By

Accepted Date



864-882-3609 • PrintItInColor.com

PO Box 1707 • Seneca, SC 29679

walk in
Walk-in ***

Print It Quote

No: 18945

Date: 02/11/22

SHIP TO:

Walk-in ***

Acct.No	Ordered by	Phone	P.O. No	Prepared by	Sales Rep	Ship By
31	walk in			Mike Wallace		Customer Pickup
Quantity	Description					Price
128	Banner - Libby Imbody Main Street Walhalla 1 Original Boulevard Banner Size: 30"x60" Material: 18oz banner printed 2 sides Finishing: 3" pole pockets- grommets for attaching to pole **HARDWARE NOT INCLUDED					11,495.00
					Subtotal	11,495.00
					Shipping	125.00
					Tax	697.20
					TOTAL	12,317.20
					Terms	due Upon Receipt
<i>Thank you for the opportunity.</i>						

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

I. APPLICANT

A. Name of Organization Rock the Ranch
B. Address PO Box 2121
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5,000
B. How will ATAX Funds be used? Funds will be used to book entertainment and market the music festival throughout the region to drive tourism to Oconee County.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? Roughly 20%
D. Funds furnished by your organization \$21,200
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding \$21,200 Source Corporate and local business partnerships
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Rock the Ranch Music Fest 2022 Entertainment and Promotions
B. Description of project Our project will consist of the promotion and marketing the entertainment and attractions for Rock the Ranch that will bring visitors to the county.
C. Who will benefit from this project? Local restaurants, shops, hotels, and various other vendors.

IV. DATES OF PROJECT

Beginning 2/25/2022 Ending 6/30/2022

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 8/10/2016

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

RECEIVED
2.15.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The caliber of entertainment and attractions at the festival will bring visitors from out of state and surrounding large cities such as: Atlanta, Athens, Asheville, Charlotte, and Columbia, SC.

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

(2019) 700+; 2022: 2,000

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 (2019): 125

This Year 200+

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

Last year: (2019): 30+

This Year: 50+

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

Social media campaign, radio, and newspaper ads.

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 attached.

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Online ticket sales, website hits, social media analytics, accommodations contracts.

VII. AUDIT

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

Name of the Auditor: N/A

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

funds? No.

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

A. Contact Name: Kyle Nicholson Title President
Signature Kyle Nicholson Date 2/11/2022
Address Po Box 2121, Seneca, SC 29679
Email Kyle@vickthevanchmusicfest.com Fax No. N/A
Phone Number (s) 864-723-0504

B. Alternate Contact Name: Jeffrey Rochester Title Talent Manager
Signature _____ Date _____
Address Po Box 2121, Seneca, SC, 29679
Email jeff.sc@gmail.com Fax No. _____
Phone Number (s) 864-710-1626

Rock the Ranch 2022 Budget

Vendor	Cost
Entertainment (Bands/Artists)	\$ 10,000.00
Drink Vendor	\$ 2,000.00
Table/Chair Rental	\$ 1,000.00
Sound/Light Production	\$ 7,500.00
Festival Merchandise	\$ 1,400.00
Promotional Banners	\$ 200.00
Liabilty & Special Event Insurance	\$ 600.00
Social Media/Promotions	\$3,500
Total Expenses:	\$ 26,200.00

Rock the Ranch 2022 ATAX Budget

ATAX BUDGET VENDOR	EST. COST	ATAX FUNDS USED	ORGANIZATION FUNDS USED
Entertainment (Bands/Artists)	\$ 10,000.00	\$ 4,000.00	\$ 6,000.00
Social Media Advertising	\$ 1,500.00	\$ 500.00	\$ 1,000.00
Radio Advertising	\$ 1,500.00	\$ 500.00	\$ 1,000.00
Newspaper Advertising	\$ 500.00	None	\$ 500.00
Stage/Sound Production	7,500		\$2,000 **ATAX 2020 Funds**
Total Expenses:	\$ 21,000.00		



RECEIVED
2.15.22

Rock the Ranch 2020 ATAX Grant

To Whom It May Concern:

We were fortunate enough to be awarded ATAX funds in 2020 for Rock the Ranch. However, due to the COVID pandemic, our music festival was cancelled and the funds were not used. We have been able to carry over the funds to be used in this year's project for Rock the Ranch 2022.

The \$2,000 awarded to Rock the Ranch from 2020 will be used to help fund our festival production and promotions. We are extremely grateful to still use these funds to further our mission of using music to bring our community together for a greater good!

A final project report will be provided upon the completion of this project as we understand there is a two-year window to use funds. Please don't hesitate to let us know if anything else is needed at this time.

Respectfully,

A handwritten signature in black ink, appearing to read "Kyle M. Nicholson".

Kyle Nicholson

(e) kyle@rocktheranchmusicfest.com

(c) 864-723-0504

www.rocktheranchmusicfest.com



Rock the Ranch ATAX Grant Application

To Oconee County Parks, Recreation, & Tourism Committee:

We appreciate being considered for the ATAX Grant this year. We are truly thankful for this committee's support and belief in our mission by funding our projects in 2019 and 2020. Rock the Ranch is a 501(c)(3) nonprofit organization founded in 2016. We established Rock the Ranch for two reasons: to honor the memory of best friend, Michael Gray, who unexpectedly passed away in 2015, and to revive a concert series from the 1970's. Our venue is the historic Charlie B. Ranch Arena located on the outskirts of Seneca, SC. In the 70's, the Ranch played host to the likes of: Fleetwood Mac, ZZ Top, The Marshall Tucker Band, REO Speedwagon, James Gang, and Black Oak Arkansas to name a few!

These days our mission is a little different. We're focused on bringing our community together through a shared love of live music and an emphasis on giving. Rock the Ranch donates all festival proceeds to two carefully selected charities: The Cystic Fibrosis Foundation and Shriners Hospital for Children. These organizations are doing incredible work not only in our state, but all throughout the country. In four years of Rock the Ranch, we've been fortunate enough to donate over \$30,000 to these charities! With the help of the ATAX Grant and community to support, we plan to continue our mission in 2022 and beyond!

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

Respectfully,

A handwritten signature in black ink, appearing to read "Kyle Nicholson".

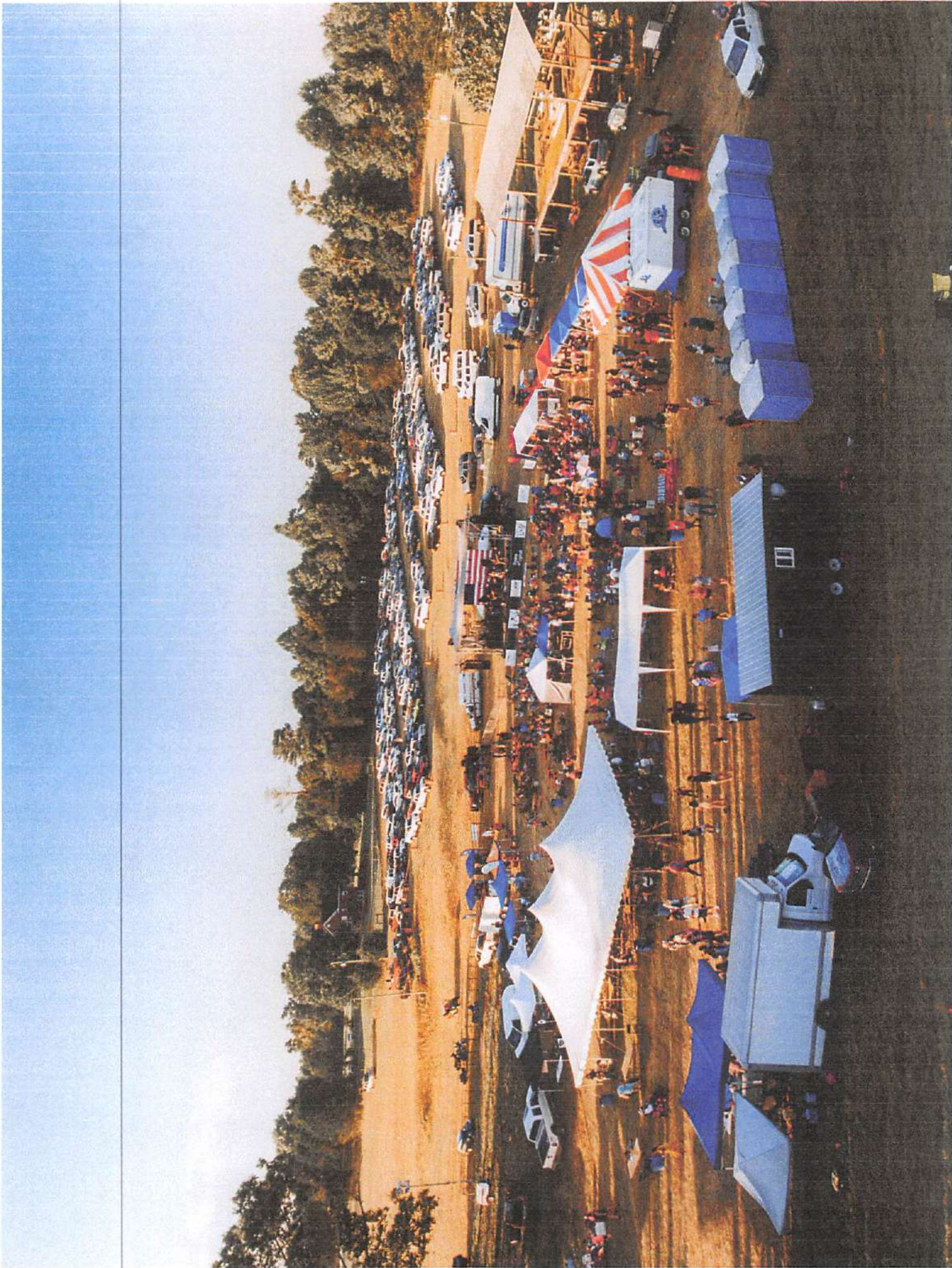
Kyle Nicholson

(e) kyle@rocktheranchmusicfest.com

(c) 864-723-0504

www.rocktheranchmusicfest.com

Rock the Ranch 2019



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

RECEIVED
2.14.22

I. APPLICANT

- A. Name of Organization city of Walhalla
- B. Address 206 N Church Street, Walhalla SC 29691

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 9500
- B. How will ATAX Funds be used? To buy a shuttle to transport visitors throughout downtown
- C. Estimated percentage of costs directly attributed to attracting or serving 75%
- D. tourists? Funds furnished by your organization 4-6000
- | | |
|----------------------|---|
| Matching Grant _____ | Source <u>Walhalla Hospitality Fund</u> |
| Matching Grant _____ | Source _____ |
| Other Funding _____ | Source _____ |
| Other Funding _____ | Source _____ |

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

III. NARRATIVE PROJECT DESCRIPTION

- A. Project Title Visitor's Shuttle
- B. Description of project To be able to provide transportation to visitors through town. From parking areas to businesses, museums, and performances
- C. Who will benefit from this project? Downtown restaurants and retailers, performing arts, museums

IV. DATES OF PROJECT

Beginning ASAP Ending Hopefully April

V. APPLICANT

CATEGORY

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

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Tourists to Walhalla will be able to easily visit the destinations of downtown, regardless of their mobility.

A. How many visitors/participants attended the event last year and are anticipated 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 _____
This Year _____

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

This Year: _____

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

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) record where riders are coming from

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 X 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: TIMOTHY B. BURTON Title CITY ADMIN
Signature Timothy B Burton Dte 2/14/22
Address 206 N CHURCH ST WALHALLA SC
Email BBURTON@CITYOFWALHALLA.COM Fax _____
Phone Number (s) 804-638-4343

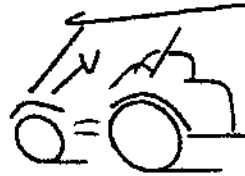
B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____



1904 Whites Rd
Anderson, SC 29626
Phone 864-226-7122
http://info.golfcars.com



Factory Authorized Dealer



STC
GOLF CARS

11111 MAW ST WALLALLA SMO TO
105 W. S. BROAD

WALLALLA SC 29691 864-977-0222

SERIAL #	COMPLETE DATE	TERMS
TBA	2-12-22	QUOTE

2019 CLUB CAR 48VOLT • ERIC CHARGER
Tempo, IQ "MOST ANY COLOR"
Spl. ORDER STRETCH EDITION (6 SEATER)
NEW HD BATT. • NEW TINTED WINDSHIELD
NEW 120" TOP • NEW LED LIGHT KIT
NEW PREMIUM 10" TIRE & WHEEL SET
NEW FOLD DOWN BACKSEAT w/ SAFETY BAR
NEW REARVIEW MIRRORS.

- 12 Month bumper to bumper Warranty
- 6 Month Battery Warranty @ 790
- 1 Year Discount on Labor & Parts

- Extended Warranties**
- 0 Month - \$209
 - 12 Month - \$409
 - 18 Month - \$489

** See Package

Sub Total	11,490
Delivery	TBA
Tax and Registration	
Processing Fee	
Sales Tax	807.30
Total	12,297.30



THANK YOU FOR YOUR BUSINESS!



Vehicle Description

MotoEV Electro Neighborhood Buddy 6 Passenger Forward Facing Utility Street Legal Golf Cart

The MotoEV Electro Neighborhood Buddy 6 Passenger Forward Facing Utility Street Legal Golf Cart has all the required standard features necessary to certify the unit as street legal and thus to drive on roads marked 35 MPH or less! Our vehicles can travel an industry leading 50 miles per charge! It costs about one penny per mile traveled if you charge your vehicle overnight, when electric power is at its cheapest! Our built in on board chargers not only keep our batteries ready to go but contain amicroprocessor so they will never overcharge. Once a full charge is detected, they simply turn themselves off! You will be able to "opportunity charge" your vehicle at anytime while on a break, shopping or simply at lunch because your charger will be contained right on the vehicle. Our Low Speed Vehicles are perfect for courtesy shuttles, security patrol vehicles, parks as well as recreational type vehicles. They are perfect for any commercial or residential application that requires use of a vehicle at speeds of 25 miles per hour or less.

[View
Accessories](#)



CUSHMAN
LET'S WORK!



www.FB.COM/rrgolfcartsseneca

R&R Golf Carts & Powersports

Estimate

820 Bypass 123
Seneca, SC 29678
sales@rrgolfcarts.com
www.rrgolfcarts.com
864-888-1717

Estimate No: E1786
Date: 02/11/2022

For: Main Street Walhalla
libby@mainstreetwalhalla.com
864-247-9240 Libby Imbody

Ship To:

Description	Quantity	Rate	Amount
2021 EZGO Express L6 Gas Vehicle Serial # Ocean Gray In Color Kawasaki Gas EFI Engine, 13.5hp Front & Rear LED Lights w/ Brake Lights Standard Top - Black Fold Down Windshield - Clear Premium Seats - Black Rear Flip Seat - Max 5 23" Paramount M/T Tires, 14" SPDR Wheels Fender Fares Fuel Gauge Mirror - 18" Convex 2 Year Cart Warranty	1	\$15,495.00	\$15,495.00
Discount - RJO	1	-\$1,500.00	-\$1,500.00
	Subtotal		\$13,995.00
	TAX 6%		\$839.70
	Shipping		\$0.00
	Total		\$14,834.70
	Total		\$14,834.70



OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Oconee County Chamber of Commerce
B. Address 2 Leas Courtyard Dr., Seneca

II. FUNDS REQUESTED

A. ATAX Funds Requested \$20,000

B. How will ATAX Funds be used? Funding will be used to cover costs associated with an employee to split their time between a Visitor Information Center to be established in City of Westminster and as added support in partnership with Visit Oconee in Walhalla

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 90%

D. Funds furnished by your organization \$3,100
Matching Grant \$15,000 Source Oconee County
Matching Grant _____ Source _____
Other Funding Office Space Source City of Westminster
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 Chamber of Commerce Visitors' Information Centers

B. Description of project The Chamber of Commerce will promote local businesses by providing information, collateral materials, answer questions to walk-in visitors in downtown Westminster and as additional support in partnership with Visit Oconee in Walhalla

C. Who will benefit from this project? Visitors to Oconee County will benefit from receiving information a therefore a better experience while they visit. Additionally, businesses within Oconee County will immediately benefit from the marketing they receive from the information about their products and services
visitors will receive from the Visitors Centers

IV. DATES OF PROJECT

Beginning Late Spring 2022 Ending Ongoing

V. APPLICANT CATEGORY

Government Entity: _____

Non-profit Organization: Incorporation date September 1966

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

By providing information about products, services and experiences in Oconee County to visitors in the Visitors Information Centers, visitors will have better experiences resulting in repeat visits and sharing their experiences with others who might in turn visit Oconee County as well

- A. How many visitors/participants attended the event last year and are anticipated this year?
N/A _____
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year N/A
This Year N/A
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year N/A
This Year: N/A

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
N/A The Visitors Center locations will be listed on the Chamber website along with methods of contact

Locations of all Visitors Centers will also be listed on Google Business for a wider audience to find via internet swarcher: Information/location will be provided to local hotels for visitors to be able to stop by for information about the County

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

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) We will utilize guest logs to track the number of walk-in-visitors served

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? _____

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: Crystal Romanyzyn Title President
Signature [Signature] Date 2/15/12
Address _____
Email Director@OconeeChamber.com
Phone Number (s) _____

B. Alternate Contact Name: Darryl Broome Title Chairman of the Board
Signature [Signature] Date 2/15/12
Address _____
Email Darryl.Broome@hellsouth.net Fax No. _____
Phone Number (s) 864-710-4134



OCONEE CHAMBER
ADVOCATING BUSINESS. CULTIVATING COMMUNITY

Chamber Growth & Expansion Project	
Payroll Expenses 40hrs x \$15/hr x 52 wks)	\$ 35,100.00
Signage for Facilities	\$ 2,000.00
Office equipment	\$ 500.00
Advertising	\$ 500.00
Total anticipated expenses	\$ 38,100.00
One-time donation from County ARPA funding	\$ 15,000.00
Chamber Funs	\$ 3,100.00
Office Space - Walhalla	in-kind
Office Space - Westminster	in-kind

rev. 2.10.22

Payroll Expense Breakdown

Wages	\$ 31,200.00
Taxes	\$ 3,900.00
	<u>\$ 35,100.00</u>



February 4, 2022

Crystal Romanyszyn
Executive Director
Oconee Chamber of Commerce
2 Leas Courtyard Drive
Seneca, SC 29672

Dear Ms. Romanyszyn:

Crystal

It is with appreciation for the work of the Oconee Chamber of Commerce that I provide this letter of support for your application for Accommodations Tax Funds (ATAX).

There is economic value to the city of Westminster for the Oconee Chamber to be active in the city and surrounding areas. The work of the Chamber enhances the economic impact of visitors and tourists, which benefits the business community by providing greater access to more customers. More business activity increases sales and use taxes available to the local governments. This is a *cycle of benefit* in which you play an important role.

For the decision makers assessing your grant application we encourage them to look favorably and award generously.

Sincerely,

Kevin Bronson

City Administrator

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Walhalla Performing Arts Center
 B. Address 101 E.W. Broad St (PO Box 523)
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 12,000
 B. How will ATAX Funds be used? Advertising
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
 D. Funds furnished by your organization \$40k++
 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 WPAAC 2022 Annual Advertising
 B. Description of project We market through 4+ different radio stations covering all the upstate, eastern GA western NC
 C. Who will benefit from this project? shops, restaurants, air bnb, hotel and numerous other businesses in and around Walhalla and locally Oconee county

IV. DATES OF PROJECT

Beginning Jan 22 Ending Dec 22

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 2003
 _____ Eleemosynary Organization under IRS Code: IRS # _____
 _____ Date of Determination Letter _____

* A. - Also the upstate journal and all its publications in and around Oconee county.
 - Brochures @ SC Welcome Centers
 - Email database reaching 30k++ ppl monthly



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

marketing quality entertainment (family friendly)
bringing tourism in from SC and GA other
surrounding states

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

25k+ ppl

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

Last Year 6090 or about 15k ppl

This Year same

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

Last year: _____
This Year: _____ } many!

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

Greenville media, north GA media, Facebook,

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

visit Oconee, Oconee Chamber, many more

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 (new one to launch in march)
ovation ticketing software, etc.

Instagram and eblast from ticketing database

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: H + R Block

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

city of Walhalla

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

A. Contact Name: Mark Thompson Title WPPAC Director
Signature Mark Thompson Date 2/15/22
Address 101 E. N. Road St Walhalla, SC 29691
Email mark@wppac.com Fax No. n/a
Phone Number (s) 864-991-7298 864-638-5277

B. Alternate Contact Name: Madate Price Title Board President
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) 864-710-4930

OCONEE COUNTY ATAX GRANT

Mandy Holbrooks

From: Mark Thompson <mark@mktentertainment.com>
Sent: Tuesday, February 22, 2022 1:52 PM
To: Phil Shirley
Cc: Mandy Holbrooks; Mark Thompson
Subject: Winter 2022 OC ATAX

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you validate the sender and know the content is safe.

Hello Phil,

Here are the estimated advertising costs for shows running through the end of May (also annually) and the outdoor event planned for Saturday May 28th 2022.

Radio

\$2500 monthly / \$30,000 annually - Earth FM 103.3/95.9 & WGTK 94.5 Greenville SC (covering the complete upstate SC with coverage)

\$800 monthly / \$9600 annually - WGOG 101.7 & The Lake 94.1 (covering all of Oconee County)

Newspaper and Print

\$1200 monthly / \$14400 annually - The Journal (covering all of Oconee County)

\$1800 annually (4 submissions) - Upstate Living

\$1200 annually (2 editions) Visit Oconee Guide

Facebook

\$400 monthly / \$4800 annually - Facebook

Website

\$400 monthly / \$4800 annually - also a \$10K investment to build and design new site launching in late March with Drum Creative

Brochures

\$3000 @ half a season / \$6000 annually - Design-build by WPAC and The Journal

WPAC Logoed Concert Cups

\$3000 @ half a season / \$6000 annually - Design and build by WPAC and Whirley DrinkWorks

\$78,600 Total estimated annual budget for advertising in 2022

The WPAC has just invested \$40K++ in new sound production which has now allowed us to have a fully designed PA with all matching digitally powered gear!

We appreciate the consideration of the Oconee County ATAX Commission and we greatly appreciate the ongoing support with and for the WPAC!

Many thanks!!

Mark Thompson / Walhalla Performing Arts
Executive Director
Mark@mktentertainment.com
101 E.N. Broad Street
Walhalla SC 29691
864-991-7298 - 864-638-5277
WalhallaPAC.com
Official Promoter of the James Gregory Show

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