

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

I. APPLICANT

A. Name of Organization City of Seneca
B. Address 221 E. N. 1st St (PO Box 4773)
Seneca SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15,000.00
B. How will ATAX Funds be used? Used to secure Advertising with WSPA-TV to promote out-of-county & out-of-state attendees
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100% ^{of the} _{event}
D. Funds furnished by your organization See Budget sheet attached
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

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

IV. DATES OF PROJECT

Beginning Sept 2022 Ending MARCH 2023

V. APPLICANT CATEGORY

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

RECEIVED
8.10.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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

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

2022 - 750 (last year (registrants + families) 800 for 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 6070

This Year 7070

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

Last year: furnished separately

This Year: furnished separately

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

WSPA TV ADS, SOCIAL MEDIA - FACEBOOK - WEBSITE

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

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

Registration origin print-out illustrates origins of visitors

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)

Website clicks, lead ads, retargeting, Facebook monitoring, custom audience targeting, participant registration demographics.

VII. AUDIT

Does your organization perform an independent audit? Yes No

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

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

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

A. Contact Name: Riley Johnson Title EVENTS COORDINATOR, City of Seneca
Signature [Signature] Date 8-10-2022
Address 221 E. N. 1st St. Seneca SC 29678
Email rjohnson@seneca.sc Fax No. _____
Phone Number (s) US 864-723-3910

B. Alternate Contact Name: Scott Moulder Title CITY ADMINISTRATOR
Signature [Signature] Date 8-10-2022
Address 221 E. N. 1st St. Seneca SC 29678
Email smoulder@seneca Fax No. _____
Phone Number (s) SC. US 864-885-2721

OCONEE COUNTY ATAX GRANT

RACE FOR THE GREEN 2023

CITY OF SENECA 5K AND HALF MARATHON

T & R GRAPHICS	\$ 12,000.00
TIMING FOR THE RACE	\$ 2,250.00
ACTION SEPTIC	\$ 1,200.00
RACE SWAG/MEDALS/HATS	\$ 10,000.00
ROOMS FOR TIMER	\$ 300.00
FACEBOOK LIVE	\$ 400.00
D J FOR EVENT	\$ 1,640.00
DRINKS/CUPS	\$ 1,600.00
ATAX GRANT WSPA	\$ 15,000.00
HAT ADS	\$ 25,000.00
PRIZE MONEY	\$ 2,000.00
PHOTOGRAPHER FOR RACE	\$ 300.00
	<hr/>
TOTAL	\$ 71,690.00



THE
WSPA 62



THE
WSPA 62

250 INTERNATIONAL DRIVE SPARTANBURG, SC 29303 P: 864-576-7777 F: 864-595-4615

Race for the Green PROMOTIONAL PARTNERSHIP INCLUDES:

- Commercial schedule
- Your Carolina appearance
- Point of Entry Takeover ad
- Production
- Flight Dates 10/17/2022-3/10/2023



THE CW62



140 Commercials

190 Commercials



PLUS... FREE Commercial Production!

**330 TOTAL: 10 BB
Commercials**



THE CW62

250 INTERNATIONAL DRIVE SPARTANBURG, SC 29303 P: 864-576-7777 F: 864-595-4615

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!

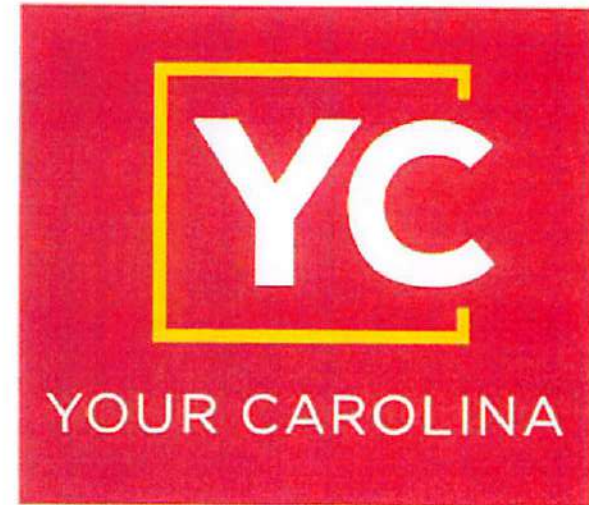
Television is the best way to tell your story....and now you have more than 30 seconds to get that story told. With over 30,000 viewers daily, your product or service is sure to be a hit!

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

Point of Entry: Access Point Takeover



100,000 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



Total investment \$15,000



THE CW62

250 INTERNATIONAL DRIVE SPARTANBURG, SC 29303 P: 864-576-7777 F: 864-595-4615

Oconee County ATAX Grant Application Form

For Tourism Related Projects

I. Applicant

- A. Name of Organization: Devils Fork State Park
- B. Address: 161 Holcombe Circle, Salem, SC 29676

II. FUNDS REQUESTED

- A. ATAX funds requested \$20,234.81
- B. Funding will be used to purchase materials to construct new tent impact pads on the standard sites.
- C. One hundred percent of the requested amount (\$20,234.81) will directly attribute to attracting guest and serving tourist.
- D. Some additional funds will be provided by our agency if needed.

III. NARRATIVE PROJECT DESCRIPTION

- A. **Project Title:** Standard Site Impact Pad Replacement
- B. **Description of Project**

Devils Fork State Park receives heavy use on spring and fall weekends and throughout the duration of the summer season with a number of our guests camping in tents. Over the years some of the impact pad timbers have started to shift and deteriorate on some of the standard RV sites. The sites have also experienced drainage issues after heavy rains. We can make our campsites more desirable by replacing older tent pads with newer pads that are larger and have better drainage. The new pads will also lessen the impact of soil compaction and erosion in the campground.

RECEIVED
8.15.22

C. Project Benefits

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

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

IV. Dates of project

Depending on the approval of the requested funds and when they are released, the project will begin after October 1, 2022 and completed by June 1, 2023.

V. Application category

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

VI. Demographic Data

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

A. In 2021, there were 248,880 visitors to Devils Fork State Park. It's anticipated that the attendance numbers will be similar in 2022.

B.

A total of 10,159 overnight reservations were made in 2021 with 8,948 of those reservations being made by guests from over 50 miles of Devils Fork/Oconee County. In 2021 88% of overnight reservations were made by people traveling beyond a 50 mile radius. The numbers are anticipated to be similar this year. By the first week in August of 2022 there were 6,258 overnight reservations made at Devils Fork State Park with 5,477 of those reservations being made by tourists.

C.

Previously there were 10,159 overnight reservations made at Devils Fork State Park with 27,935 nights reserved. The number of overnight reservations is predicted to be around the same this year. By the first week in August of 2022 there were 6258 overnight reservations made with 17,301 nights reserved.

D.

SouthCarolinaParks.com is the website for the South Carolina State Park Service and South Carolina as a whole. Not only is it a website for reserving campsites and cabins, it serves as a tourism guide as well. This website is connecting people all over the World Wide Web and throughout the Unites States with South Carolina. There are also printed material, brochures, television commercials and other advertisements currently circulating.

E.

With the popularity of social media, the South Carolina State Park Service has increased its presence on such sites as, Facebook, Twitter, YouTube, Instagram, and Pinterest. There are currently over 169,056 people following SC State Parks on Facebook, over 76,000 on Instagram, and over 18,200 followers on Twitter. Devils Fork has over 370 followers on its park specific Twitter Account. Many park guest post pictures and comments to these social media sites.

F.

Demographic data will be obtained from the Itinio reservation system.

VII. Audit

Does your organization perform independent audit? Yes X

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

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

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

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature J. Jacob Gantt Date 8/12/22

Address: 161 Holcombe Circle Salem, SC 29676

Email: jgantt@scprt.com

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

B. Contact Name: Rowdy Harris

Title: Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

Email: charris@scprt.com

Signature _____ Date _____

Phone Number(s) 864-944-2639

Budget for Tent Impact Pads

6 x 6 x 12 Ground Treated Timbers (250).....\$11649.40

½" X 20' Rebar (25).....\$290.18

4" x 100' Corrugated Drainage Pipe(1).....\$98.37

57 Stone/Screenings (20 loads).....\$8196.86

Total Budget From A-Tax Funds: \$20,234.81



Volume Savings Program

Quote #: 10400856
 Volume Savings Expiration Date: 8/16/2022
 Customer Name: Jacob Gantt
 Selling System Quote Project Description: 6x6x12
 Customer Phone#: 8037180882
 Pricing is per Lowe's Store at: Store #1635
 SENECA, SC
 Store Phone #: (854) 882-0218
 Store Contact: Jeremy Hedlund

Item #	Quantity	Item Description	QSP Unit Price	Extended QSP Price
314383	250	6-6-12 TREATED #2 GRADE TIMBERS	43.96	10,990.00
12140	25	1/2-IN X 20-FT #4 GR 40 REBAR	10.95	273.75
24139	1	4-INX100-FT PERFORAT CORRGTD PIPE	92.80	92.80

QSP Total: \$11,356.55

Total savings for this quote is \$1,025.79

You Save 8.28%

*All items requested for volume savings may not be listed if they did not qualify for QSP savings.

MANAGER SIGNATURE _____

DATE _____

*THIS ESTIMATE IS NOT VALID WITHOUT A MANAGER'S SIGNATURE.

*LOWE'S RESERVES THE RIGHT TO LIMIT THE QUANTITIES OF MERCHANDISE SOLD TO CUSTOMERS

*ALL OF THE PRODUCT MUST BE ORDERED BY THE EXPIRATION DATE IN ORDER TO RECEIVE VOLUME SAVINGS

*THIS IS AN ESTIMATE ONLY. DELIVERY OF ALL MATERIALS CONTAINED IN THIS ESTIMATE ARE SUBJECT TO AVAILABILITY FROM THE MANUFACTURER OR SUPPLIER. QUANTITY, EXTENSION, OR ADDITION ERRORS ARE SUBJECT TO CORRECTION. CREDIT TERMS SUBJECT TO APPROVAL BY LOWE'S CREDIT DEPARTMENT.

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

*LOWE'S IS MAKING THE FOLLOWING QUOTE BASED ON ITS STANDARD COMMERCIAL TERMS, AND DOES NOT AGREE TO TERMS AND CONDITIONS, INCLUDING ANY GOVERNMENTAL REGULATIONS, NOT SPECIFICALLY INDICATED OR REFERENCED IN THE REQUEST FOR THIS QUOTATION. IF TERMS AND CONDITIONS ARE PRESENTED, PRODUCT SELECTION AND PRICING MAY CHANGE PENDING LEGAL REVIEW.

*TAXES AND DELIVERY WILL BE ADDED AT TIME OF PURCHASE AS APPLICABLE.

Visit Lowe'sForPros.com

Learn About All the Ways Lowe's Saves

Your Business Time & Money

- * Business Credit
- * Delivery
- * Volume Pricing
- * Order Ahead
- * Account Management in the Store

Customer Information

(864) 844-2639
JGANTT@SCPRT.COM

SCPRT
181 HOLCOMBE CIR
SALEM, SC 29676






Quote # H1130-119289
PO / Job Name devils fork

Delivery

Delivery Address
161 HOLCOMBE CIR
SALEM, SC 29676

Delivery Options
Outside Delivery

Delivery Date
Delivery to be scheduled at the time of purchase

Item Description	Model #	SKU #	Unit Price	Qty	Subtotal
 FLEX-Drain Pro 4 in. x 100 ft. HDPE Perforated Drain Pipe	HP4100P	1004154747	\$116.00 / each	1	\$116.00
 Unbranded 1/2 in. x 20 ft. #4 Rebar	809579	809579	\$12.81 / each	25	\$320.25
 Unbranded 6 in. x 6 in. x 12 ft. #2 Pressure-Treated Ground Contact Southern Pine Timber DISCOUNT \$4.25 OFF EACH	6330254	290931	\$48.68 / each \$44.73 / each	250	\$11,182.50
Outside Delivery		515683	\$79.00 / each	1	\$79.00

Prices Valid Through: 08/17/2022
at The Home Depot #1130

Subtotal	\$12,760.26
Discounts	-\$1,062.50
Sales Tax	\$701.87
Quote Total	\$12,399.62

Orders FirstSource

DATE	QT NUMBER
08-10-22	02926245

QUOTATION

QUOTE Page 1
QT

737599
PIA SENECA BILL CAPPS
101 LUMBER LANE
SENECA, SC 29672

S
H
I
P
T
O
737599
PIA SENECA BILL CAPPS
JACOB GANTT 864-944-2639
161 HOLCOMBE CIRCLE
SALEM
SC 29676

INO	DIST CODE	EST SHIP DATE	CLERK #	SHIPPED FROM
		08-12-22	iwc6	SSESYD QT

TY	ITEM NO	DESCRIPTION	UOM	UNIT PRICE	EXTENDED PRICE
350	6X6X12 #2 GC	DEVIL FORK STATE PARK TREATED POST	EA	47.76	11,940.00
25	1220REBAR	1/2"X20' REBAR #4 40G	EA	12.08	302.00

Unless otherwise specified herein, all prices shown shall only be valid for materials delivered for or received by the Purchaser within 14 days from the date of this quotation.**

GRAND TOTAL	TAX	TOTAL
12,242.00	734.52	12,976.52
BFS RETAINS THE RIGHT TO ADJUST ALL QUOTED PRICES IN THE EVENT OF SHORTAGES, ENVIRONMENTAL IMPACTS, FREIGHT INCREASES, OR GOVERNMENTAL REGULATIONS.		

Printed: 08/10/2022 15:24:32
Effective: 08/10/2022 Expires: 08/12/2022
Location Name: SENECA, SC
Phone: 864-888 2807

Thank you for the opportunity to quote

QUOTATION SUBJECT TO CREDIT APPROVAL



[Store Info & Directions](#)

[Services & Brands](#)

Advance Drainage Systems 4 in. D X 100 ft. L Polyethylene Slotted Perforated Drain Pipe

Item # 43416 | Mfr # 04010100

(3)



Roll over image to Zoom

\$119.99

Pay in 4 interest-free payments of \$30.00 . [Learn more](#)

209 Harbor Dr., West Union SC 29696
 280 Garren Loop Rd Fletcher NC 28732
 864-718-3075 SC Office
 828-684-0640 NC Office
 carolinamtnco@aol.com -email
 www.carolinamountaingrading.com -website
 Facebook-Carolina Mountain Grading



Carolina Mountain Grading, LLC.

Estimate

For: Devils Fork State Park
 jgantt@scprt.com
 161 Holcombe Cir
 Salem, SC, 29676
 864-944-2639

Estimate No: 1370
 Date: 08/10/2022

Description	Quantity	Rate	Amount
Gravel 57 per ton	220	\$16.25	\$3,575.00
Screening per ton	220	\$7.27	\$1,599.40
Freight on gravel per load w/ fuel surcharge	20	\$135.00	\$2,700.00*
		Parts Subtotal	\$7,874.40

*Indicates non-taxable item

Payment Details

A 0% deposit of \$0.00 is required by 08/10/2022.

Subtotal	\$7,874.40
6%	\$214.50
6.75%	\$107.96
Total	\$8,196.86

Total \$8,196.86

Deposit due 08/10/2022 \$0.00

**ALEXANDER'S
GRADING & HAULING**

P.O. BOX 1344
Pickens, SC 29671
Ph# (864)505-1658

Quote

DATE
08/10/2022

INVOICE #

SEND TO:

SC PRT
Devil's Fork State Park

P.O. NUMBER	TERMS	DUE DATE	WORK ORDER #
	Net 30		

QUANTITY	DESCRIPTION	PRICE EACH	AMOUNT
1 Ld.	#57 Clean Stone		\$650.00
1 Ld.	Stone Screenings		\$450.00

	Total Quote:	\$1,100.00
--	---------------------	-------------------

Total = \$11,000

Fines Delivered to Devils Fork State Park

Lynlee Turner <lynlee@mcneelyco.com>

To: Jacob Gantt

Tue 8/9/2022 12:37 PM

Sure thing! The total prices per load is based on 22 ton.

Fines delivered: \$33.50/TON + tax

Estimated price per load: \$780

57 delivered: \$36.00/TON + tax

Estimated price per load: \$840

Thank you!

Lynlee Turner

Salem Stone

864-944-7625

www.mcneelycompanies.com

McNeely Companies | Everything you Need! Established 1964

McNeely Companies Office: 828.966.4270 17692 Rosman Highway, P.O. Box 40, Sapphire, NC 28774

mcneelycompanies.com

Total: \$ 16,200

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

I. APPLICANT

A. Name of Organization: *Discover Upcountry Carolina Association*

B. Address: *500 E North St, Ste C, Greenville, SC 29601*

II. FUNDS REQUESTED

A. ATAX Funds Requested: *\$20,000.00*

B. How will ATAX Funds be used?

Advertising will be placed in travel-oriented publications such as Southern Living, South Carolina Living, The SC Travel Guide, Georgia Magazine, AAA Living, Our State, Newcomer, and Blue Ridge Country. Additionally, digital advertising campaigns (Facebook sponsored & boosted posts, Google Search & Display) will be conducted that will drive traffic to our website and theme-based landing pages.

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

D. Funds furnished by your organization *\$273,000.00*
Matching Grant *\$44,000.00* Source – *Tourism Advertising Grant (SCPRT)*
Matching Grant *\$195,000.00* Source – *Accommodations Tax grants*
Other Funding *\$34,000.00* Source – *Appropriated funds from SC General Assembly*

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: *Upcountry Advertising and Marketing*

B. Description of project: *Discover Upcountry Carolina Association was founded in 1978 to promote tourism as an economic development activity in the six northwestern counties of South Carolina. We implement a comprehensive advertising, marketing and public relations program that attracts around 685,000 visitors to the region every year.*

C. Who will benefit from this project?
The primary beneficiaries will be lodging, restaurants, attractions and recreation providers/outfitters. Retail outlets will also see the benefits, as well as festivals and special events that are held in Oconee County.

IV. DATES OF PROJECT

Beginning: *9-1-22*

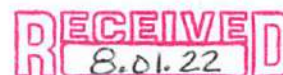
Ending: *6-30-23*

V. APPLICANT CATEGORY

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

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?



The entire advertising and marketing budget for our organization is targeted to audiences that are within a 50 to 350-mile radius of Oconee County. A large majority of our advertising creative features outdoor recreation and the scenic attributes of the area, so the numerous waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts. Also, in the annual **Visitors Guide to the Upcountry**, the many Oconee attractions, sites and activities are prominently featured.

- A. How many visitors/participants attended the event last year and are anticipated this year?
43,379 in FY 2022. Projected 48,585 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 – 43,379 This Year – 48,585
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year – 67,108 This Year – 75,161
- 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 SC, NC, GA, and FL, so the majority of our advertising buys are in publications (and online) that reach these geographic markets. The typical visitor to our area has a mean age of 57, the average HHI is \$89,485, and the typical group size is 3.3.

- 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 several members and partners in Oconee County who provide testimonials about the benefits that our efforts bring to their business or organization. Lodging properties, restaurants, attractions and recreation providers are the businesses that give us the most feedback. We also receive a great deal of feedback on our social media channels from visitors about their experiences in the area.

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

Visitor data is collected in several ways by our organization. Website visits are tracked with Google Analytics. Our site currently gets approximately 225,000 unique visits per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide and they will also be added to our e-newsletter mailing list (44,000 subscribers). Facebook Analytics are also tracked to evaluate our engagement. We currently average over 180,000 engagements per month on our page.

VII. AUDIT

Does your organization perform an independent audit? *Yes.*

Name of the Auditor: *McKinley, Cooper, & Company, 777 Lowndes Hill Rd, Bldg. 3, Ste 225, Greenville, SC 29607*

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: *August 1, 2022*
- Address: *500 E North St, Ste C, Greenville, SC 29601* Email: *Tim@UpcountrySC.com*
- Phone Number: *864-233-2690*



FY 2022-23 Budget

Carryover Funds	135,000
Income	
Memberships	10,000
Advertising	38,000
Tourism Advertising Grant	44,000
Appropriations	420,000
Accommodations Tax	270,000
Total Income & Carryover Funds	917,000
Expenses	
Salaries/Wages	85,000
Payroll Taxes	4,000
Deferred Compensation	3,000
Employee Insurance	20,000
Contract Services	65,000
Rent	23,000
Office Insurance	1,000
Auto Expense	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	30,000
Registration Fees	2,000
Professional Services	15,000
Board Development	2,000
Service Charges	1,500
Miscellaneous	1,000
Literature Production	47,000
Advertising	273,000
Website Development/Hosting	50,000
Travel/Trade Shows	5,000
Shipping/Postage	10,000
Research	25,000
Photography/Videography	30,000
Promotions/PR/Writing Projects	20,000
Promotional Giveaways	7,000
Fam Tours	5,000
Special Projects - SCATR, Euphoria	29,000
Total Expenses	822,000
Net Profit/Loss	95,000



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

Print Media (<i>Southern Living, SC Living, Georgia Magazine, AAA Living, Blue Ridge Country</i>)	\$15,000.00
Social Media & Digital Advertising	\$ 5,000.00

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

I. APPLICANT

A. Name of Organization Downtown Seneca
SENECA DOWNTOWN Merchants Association

B. Address PO BOX 1915
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1065.00

B. How will ATAX Funds be used? 3 Ads in Greenwood News
Newspaper

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

D. Funds furnished by your organization 3477.80

Matching Grant	<u>925</u>	Source	<u>City of Seneca</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 ART AND wine Festival

B. Description of project street (RAM cut alley) ART vendors
+ wine TASTING with LIVE MUSIC and non-profit
INFO

C. Who will benefit from this project? Local business in Seneca and
and Seneca & STATE sales TAX REVENUE

IV. DATES OF PROJECT

Beginning 9/24 - 11am Ending 9/24 - 5pm

V. APPLICANT CATEGORY

Government Entity: _____

Non-profit Organization: Incorporation date 8/18/1989

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

<http://sipstrollseneca.com>

RECEIVED
8.11.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

ATTENDEES will come FROM SC, NC and
Georgia within a 100 mile radius

- A. How many visitors/participants attended the event ²⁰¹⁹ last year and are anticipated this year?
1000 - 2019 1500 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 ~ 30%
This Year ~ 35%
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: UNKNOWN
This Year: UNKNOWN
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Yes - This grant will enable Greenville News
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) The Festival
is sponsored by SENOLA MERCHANTS ASSN
- 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) AND
Oconee county
chamber of
commerce

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? CITY OF SPURCH

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: Steve Guthman Title Treasurer
Signature [Signature] Date _____
Address PO Box 1515 Seneca SC 29677
Email stguthman@smst.com Fax No. _____
Phone Number (s) 770 634-0533
- B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____

OCONEE COUNTY ATAX GRANT

2022 Sip 'n Stroll Budget Estimate			
			2022 Estimate
Income		Qty	
	Wine Tasting Tix	225	\$ 2,083.50
	Artist Booths	25	\$ 1,250.00
	Vendor License	25	\$ 175.00
	T-shirt Sales	50	\$ 445.45
	Poster Sales	0	\$ -
	Gross Income		\$ 3,953.95
Expenses			
	Image Use		\$ -
	Liability License		\$ 103.00
	Vendor Licenses	25	\$ 175.00
	Advertising		
	Radio		\$ 300.00
	Newspaper		\$ 625.00
	Social Media Boosts		
	Printing		
	Posters	75	\$ 52.50
	Banners		\$ 180.00
	T-Shirts	75	\$ 375.00
	Signage	12	\$ 120.00
	Bathrooms		
	Live Music		\$ 250.00
	Wine		
	Wine	110	\$ 966.90
	Glasses	850	\$ 102.00
	Labor	17	\$ 151.30
	Sales tax @8%		\$ 166.68
	Gross Expenses		\$ 3,400.70

	Net Income		\$ 553.25
Grants and in kind contributions			
	The Journal - City of Seneca cost sharing		\$ 625.00
	94.1 The Lake radio spots - City of Seneca cost sharing		\$ 300.00
	Greenville News ads - Oconee County ATAX grant		\$ 1,065.00
	Tents, tables, road closure and security - City of Seneca in kind		

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Eagles Nest Art Center Located 4 Eagle
 B. ^{mailing} Address 730 Jumping Branch Road Savannah
Tamassee, SC 29686 2c

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 2000.00
 B. How will ATAX Funds be used? Advertisement through W606 - Broc
Radio, Newspaper and Facebook to attract tourism
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
 D. Funds furnished by your organization _____ We have paid for advertising with
 Matching Grant _____ Source our previous events
 Matching Grant NA 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 Advertisement for Events
 B. Description of project 21-Oct 15 Event - Ralph II
22-Dec 3 Event - Darin + Brook Aldridge Holid.
MORE EVENTS TO BE SCHEDULED NEXT YEAR - 2023
 C. Who will benefit from this project? Eagles Nest Art Center will benefit by
advertising our new venue in upstate Oconee County, local
community will benefit, upstate residents of SC, Georgia and
areas will benefit for performances we are offering

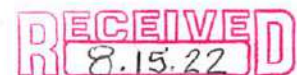
IV. DATES OF PROJECT

Beginning 8-13-22 Ending Dec 31, 2023 3pm Aug 31, 2022

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date June 12, 2020 501c 3
 Eleemosynary Organization under IRS Code: IRS # _____
 Date of Determination Letter _____

VI. DEMOGRAPHIC DATA



How will the project influence tourism in Oconee County?

Events we have provided have attracted people from the
Upstate area, Oconee, Pickens, Anderson & Greenville counties
as well as from North Carolina and Georgia.

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

~~100~~ 150

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 no events

This Year 50

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

Last year: no events

This Year: 15

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

Newspaper, Face Book & Radio & Posters

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)

Ticket Sales

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) - Guest Log -

VII. AUDIT

Does your organization perform an independent audit? Yes No but we plan to.
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: Lynn Markin Title President EAAC
Signature Lynn Markin Date 8-13-22
Address 701 730 Simplicity Beach Rd. Taylors SC 29686
Email markinlynn08@gmail.com Fax No. none
Phone Number (s) 864-280-1258

B. Alternate Contact Name: Darlene Chapman Title secretary
Signature Darlene Chapman Date 8-13-22
Address 330 Devine Todd Rd
Email darlenech130725@gmail.com Fax No. _____
Phone Number (s) 864-710-8758

OCONEE COUNTY ATAX GRANT

Eagles Nest Art Center

Budget for Ralph Stanley II Performance October 15, 2022

Performance-	\$2500
Sound-	\$250
Hospitality	\$75
Printer Ink and Paper for 250 Tickets for Sale, 50 Posters	\$100
Radio and/or Newspaper Ads Nonprofit pricing	\$500
Facebook Boosting	\$75
Total Budget -----	\$3500

Budget for Darin and Brooke Aldridge Christmas Performance December 3, 2022

Performance-	\$2500
Sound-	\$250
Hospitality	\$75
Printer Ink and Paper for 250 Tickets for Sale, 50 Posters	\$100
Radio and/or Newspaper Ads Nonprofit pricing	\$500
Face Book Boosting	\$75
Total Budget -----	\$3500

RECEIVED
8.16.22

Proposed Budget for the \$2000 requested Funds

Advertising Budget for ads and posters \$1200

Extra funds would help: Building a Website to increase our visibility and outreach.

Reach a greater audience for our new venue.

Improve signage

C. Who will benefit from this project?

This project will seek to be of benefit to all businesses, parks, and individuals within the County through increased tourism and travel to Oconee. The print and video we distribute will seek to attract outdoor travelers through the media they consume, including magazines and OTT advertising. Overall half of South Carolinians participate in Outdoor Recreation and the outdoor consumer has wide demographics including all genders, ages, ethnicities, and income levels (Outdoor Industry Association 2016). That translates to over two and half million people who might be interested in the 1,355 miles of lake shoreline and multiple rivers available for recreation in the county. In addition, out-of-state tourism generated almost three times the tourism dollars of in-state tourists.

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 boost the visitation of the many County Parks located in the area.

IV. DATES OF PROJECT

Beginning: 9/1/22

Ending: 1/30/23

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 campaign seeks to reach individuals outside of a 50-mile radius of the County to spend their travel dollars in Oconee County. It will utilize both OTT and print advertisements in an effort to reach a broad range of demographics. OTT advertisements will allow us to get our ads in front of individuals interested in outdoor activities. 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 series of commercials will include a diverse range of activities available in Oconee such as waterfalls, County Parks, lakes, rivers, and businesses. 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.

In order to reach a diverse viewership, we will also be placing an ad in Fly-Fisherman Magazine. This well-respected fly-fishing magazine has over 122,000 readers with a readership seeking opportunities for fly fishing. The primary reason for the effectiveness of print media continues to be that you are able to target a community of individuals based on their interests. Anyone who has fly-fished in Oconee wants to go back and could use a reminder and any fly-fisherman who sees an angler fishing the Chattooga or Chauga River is likely to want to make a trip.

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

Last year- 620

This Year- 536+OTT Ads (This is our first-time utilizing OTT and their metrics)

Fly-Fisherman Magazine

$122,000 \times 22\% = 26,840$

$26,840 \times 2\%$ (average conversion rate= 536

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 : 1,240 (average two nights per visitor)

This Year: 1072+Unknown amounts via OTT ads

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

Fly Fisherman Magazine is a national publication with a very small percentage of subscribers residing within 50 miles of Oconee County. Most importantly it reaches individuals who are interested in outdoor recreation, specifically fly fishing. These readers will all be interested in the fishing, hiking, camping and overnight stays that the County has to offer.

Ads that play during streaming channel (*Youtube TV, Hulu etc) commercial breaks provide us the ability to target individuals geographically ensuring all viewers were from outside a 50-mile radius.

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

The video advertisement and the Fly Fishermen Magazine ad will both include

numerous shots of the many outdoor opportunities available in the County. These include local businesses, County Parks, and various scenic attractions.

- 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 be utilizing metrics from both OTT and Fly-Fisherman Magazine as well as website hits.

VII. AUDIT

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

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

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

A. Contact Name: Andrew Stevenson **Title:** Grants and Fundraising Coordinator
Signature: [Signature] **Date:** 8/4/22
Address: 120 History Lane Pendleton, SC
Email: andrew@lakehartwellcountry.com **Fax No.:**
Phone Number: (s)864-646-7271

B. Alternate Contact Name: Les McCall **Title:** Executive Director
Signature: [Signature] **Date:** 8/4/22
Address: 120 History Lane, Pendleton, SC 29670
Email: Les@lakehartwellcountry.com **Fax No.:**
Phone Number: (s)864-646-7271

OCONEE COUNTY ATAX GRANT

Itemized Budget

Type of Advertisement	Total Cost
Fly-Fishing Magazine (Full-Page)	\$15,000
OTT Advertising (3 months)	\$6,000

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization MAIN STREET WALHALLA

B. Address 105 W SOUTH BROAD STREET, WALHALLA SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 9000

B. How will ATAX Funds be used? TO ORGANIZE AND IMPLEMENT "WALHALLA WONDERLAND" A SERIES OF HOLIDAY EVENTS DURING THE MONTH OF DECEMBER

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 96%

D. Funds furnished by your organization \$6800

Matching Grant	<u>\$2800</u>	Source	<u>MAIN STREET WALHALLA</u>
Matching Grant	<u></u>	Source	<u></u>
Other Funding	<u>\$4000</u>	Source	<u>SPONSORSHIPS</u>
Other Funding	<u></u>	Source	<u></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 WALHALLA WONDERLAND EVENT SERIES

B. Description of project SEE ATTACHED

C. Who will benefit from this project? DOWNTOWN BUSINESSES AND RESTAURANTS, LOCAL HOTEL AND SHORT TERM RENTAL ACCOMODATIONS, LOCAL MUSEUMS AND PERFORMANCE VENUES, CITIZENS AND TOURISTS

IV. DATES OF PROJECT

Beginning NOVEMBER 20 2022

Ending DECEMBER 19, 2022

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date JUNE 2021

Eleemosynary Organization under IRS Code: IRS #

Date of Determination Letter

RECEIVED
8.15.22



**MAIN STREET WALHALLA
ATAx GRANT APPLICATION
AUGUST 2022**

DESCRIPTION OF PROJECT:

"WALHALLA WONDERLAND" refers to a uniquely branded umbrella name for a series of holiday events in downtown Walhalla. Events for this 2nd annual series will center around:

- Small Business Saturday
- Storytime with Santa
- Carolers (in period dress)
- Concerts
- Luminary Walk
- Tour of Homes
- Tour of Churches
- Christmas Parade
- Tree lighting event

The goal of this event series is to develop downtown Walhalla as a regional destination for those seeking unique, quaint and memorable experiences for the holiday season.

HOW WILL THE PROJECT INFLUENCE TOURISM IN OCONEE COUNTY?

"WALHALLA WONDERLAND" will help attract tourists to Oconee County by highlighting downtown Walhalla's asset as a quaint small town with a traditional Main Street and historical feel. Those wanting to experience a small town Christmas will travel to Walhalla to take part in one or more of the series of events. We hope that this annual event series will grow in popularity and help Walhalla become a travel destination for Christmas shopping, concerts, experiences and traditions.


**ATAX/MSW "Walhalla Wonderland" Proposed Expenditures
November-December 2022**

Printed Materials	\$1327
Kids Activity Rentals	\$993
Performers	\$2200
Golf Cart Rentals	\$1728
Portable Restroom	\$3144
Magazine Ad	\$999
Radio Ads	\$800
Newspaper Ads	\$480
Decorations/Tree	\$4117

TOTAL EXPENSES: \$15,787.80

ATAX FUNDING REQUESTED: \$9000.00

Microsoft Edge browser window showing a product page for a sign. The address bar shows vistaprint.com/signs/posters/indoor-signs.html.



4' x 8'

Material: Outdoor Indoor

Grommets: None Grommets

Reinforced Edges (Welding): Yes No

Quantity: 4

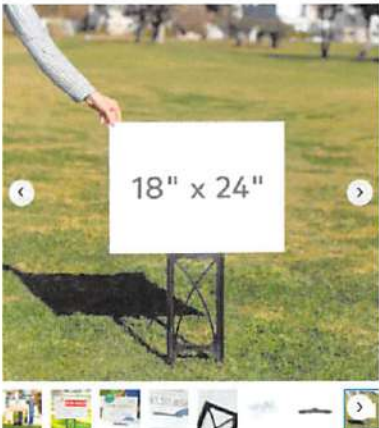
Add accessories

Price ~~\$383.23~~ **\$299.88**
Original Price (~~\$383.23~~ **\$299.88**) + Accessories (\$0.00)

[Start designing](#)

Windows taskbar shows: 81°F Sunny, 10:34 AM 8/13/2021

Microsoft Edge browser window showing a product page for a sign. The address bar shows vistaprint.com/signs/posters/yard-signs.html.



18'' x 24''

Grommets: None Grommets

Quantity: 30

Add accessories

Wire Yard Sign Stands: 15 \$45.00

Command™ Strips - Packs of 6 pairs: 0 Starting at \$7.00

Plastic Yard Stakes: 0 Starting at \$3.50

Plastic Table Top Stands: 0 Starting at \$4.00


Price **\$366.00**
Original Price (\$321.00) + Accessories (\$45.00)

[Start designing](#)

Windows taskbar shows: 81°F Sunny, 10:35 AM 8/13/2021

MSWD | Google | Cloud | PROMC | PROMC | Hegan | Man St | Mail | MSWA | Amazon | Car Ma

vistaprint.com/signs-posters/car-door-magnets.html?TopNav=Car+Magnets_Car+Signs_Signage+and+Trailer>Show+DisplayLayout=TopNav



18" x 24"

Get more mileage out of your marketing

- Semi-permanent & durable
- Fade-resistant, wind-tested magnets
- 0.85 mm with rounded corners
- Designed for metal surfaces only
- Best used in mild weather

Note: Follow the care & usage tips below to avoid damaging your vehicle.

Looking for a more permanent option? [Car Door Decals](#)

Need a hand? [Get help from one of our designers](#)

Size

8.7" x 11.5"	11.5" x 17.6"
10" x 20"	18" x 24"
12" x 24"	

Quantity 2

Price \$71.48


[Start designing](#)

[Download a Photoshop or Illustrator template for your design.](#)

81°F Sunny 10:17 AM 8/13/2021

MSWD | Google | Cloud | PROMC | PROMC | Hegan | Man St | Mail | MSWA | Amazon | Car Ma

vistaprint.com/signs-posters/car-door-magnets.html?TopNav=Car+Magnets_Car+Signs_Signage+and+Trailer>Show+DisplayLayout=TopNav



10" x 20"

Get more mileage out of your marketing

- Semi-permanent & durable
- Fade-resistant, wind-tested magnets
- 0.85 mm with rounded corners
- Designed for metal surfaces only
- Best used in mild weather

Note: Follow the care & usage tips below to avoid damaging your vehicle.

Looking for a more permanent option? [Car Door Decals](#)

Need a hand? [Get help from one of our designers](#)

Size

8.7" x 11.5"	11.5" x 17.6"
10" x 20"	18" x 24"
12" x 24"	

Quantity 4

Price \$64.42

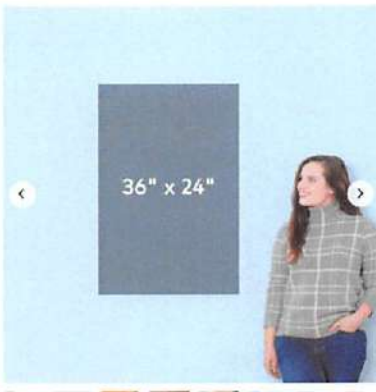
[Start designing](#)

[Download a Photoshop or Illustrator template for your design.](#)

81°F Sunny 10:37 AM 8/13/2021

MSW D x Google x iCloud x PROMC x PROMC x Hispan x Man Sh x Mail x MSW A x Amazon x Print x

vistaprint.com/sign/poster/posters.html?topNav=Posters, Posters, Signs and Trade Shows+Display/Signage+TopNav



36" x 24"

Orientation
Horizontal Vertical

Size
16" x 20" 11" x 17" 18" x 24" 22" x 28"
 24" x 36" 36" x 48"

Paper stock
Semi-Gloss Premium glossy
Mounted poster Premium matte
Outdoor

Lamination
No

Quantity 20


Add accessories

Price ~~\$589.00~~ **\$441.74**
Original Price (~~\$589.00~~) **\$441.74** + Accessories (\$0.00)

81°F Sunny 10:39 AM 8/13/2021

MSW D x Google x iCloud x PROMC x PROMC x Hispan x Man Sh x New Mail x MSW A x Amazon x Print x

vistaprint.com/marketing-materials/flyers.html?topNav=Flyers, Advertising, Marketing Materials+TopNav



11" x 17"

Paper Weight
Budget Standard
Recommended Premium Premium plus

Paper Stock
Glossy Matte
Recycled

Quantity 250

Add accessories

Unavailable accessories for your selection

Price ~~\$206.90~~ **\$186.20**
Original Price (~~\$206.90~~) **\$186.20** + Accessories (\$0.00)

82°F Sunny 10:41 AM 8/13/2021

SEARCH >>

Order #8463

Cart(2) - custom view
Fri, 12/10 5:00 pm - Sun, 12/12 6:00 pm [Change](#)

17 Blue Marble Curve Slide
Fri, 12/10 5:00 pm - Sun, 12/12 6:00 pm
\$375.00 x 1 \$375.00

Snow Globe
Fri, 12/10 5:00 pm - Sun, 12/12 6:00 pm
\$300.00 x 1 \$300.00

Crystal Castle Combo
Fri, 12/10 5:00 pm - Sun, 12/12 6:00 pm
\$262.50 x 1 \$262.50

Walhalla
29691
[View](#)

Subtotal \$937.50
Tax 6% \$56.25 \$993.75

[Continue Shopping >>](#) [Checkout >>](#)



CUSHMAN
LET'S WORK

QUOTE

Q1743

08-12-2021



www.FB.COM/rrgolfcartsseneca

R&R Golf Cart Services, LLC
820 Bypass 123
Seneca, SC 29678

864-888-1717
www.rrgolfcarts.com
sales@rrgolfcarts.com

Bill To

libby@mainstreetwalhalla.com

864-977-0222

Ship To

libby@mainstreetwalhalla.com

864-977-0222

SKU	Description	QTY	Price	Total
	Golf Cart Rental - 6-Seater Gas - 11/27 thru 12/11/21	2	\$750.00	\$1,500.00
	\$375/week/cart			
	Delivery/Pickup -	1	\$130.00	\$130.00
Notes				
<p>R&R Golf Carts warranty ONLY covers the motor, speed controller, & a new battery (See *) defect(s) in material and workmanship under normal use and service. The cost associated with component failures which are the results of abuse, neglect, lack of or inadequate maintenance, normal wear and tear, or acts of God will be the responsibility of the customer. The warranty period for all the components listed above - Electric TXT, RXV - (1) one year from the date of sale or lease of the vehicle. (* 45 days on used batteries) Gas TXT, RXV - (6) six months (engine & powertrain)</p>				

Subtotal	\$1,630.00
Tax	\$97.80
Shipping	\$0.00
Total	\$1,727.80

ALL SALES ARE FINAL. DEPOSITS ARE NON-REFUNDABLE. --- Received By: _____

RATES AND INFORMATION

2021 ADVERTISING RATES

RATES	OPEN RATE	2X	3X	4X
TWO PAGE SPREAD	\$2949	\$2499	\$2199	\$1799
FULL PAGE	\$1799	\$1499	\$1299	\$1099
TWO THIRDS PAGE*	\$1499	\$1299	\$1149	\$849
HALF PAGE	\$999	\$859	\$769	\$629
THIRD PAGE	\$799	\$679	\$599	\$499
QUARTER PAGE	\$578	\$499	\$449	\$379

There is a guaranteed placement premium of 25%, positions are subject to availability.

Frequency rates are based upon a 12 month period.

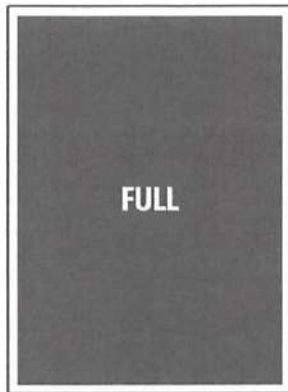
*Exclusive ad on page.

501 C3 organizations eligible for an additional 25% off earned rate.

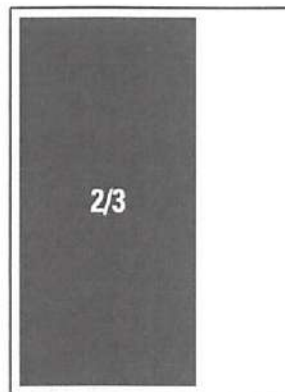
AD MATERIAL SPECIFICATIONS

IMAGES: Minimum 300 dpi, high resolution JPEG

CAMERA READY: PDF, CMYK color, fonts embedded



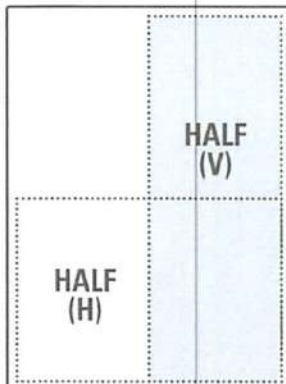
FULL



2/3

FULL PAGE
NO BLEED: 7.625" x 10"
BLEED: 8.875" x 11.375"
.625" margins on all sides
Text/Art outside of margins may be cut.

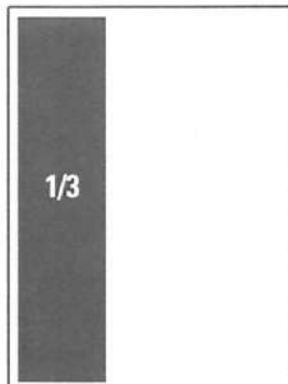
2/3 PAGE
4.75" x 10"



HALF (V)

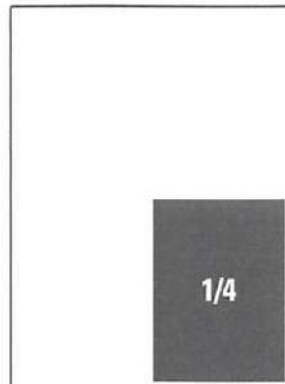
HALF (H)

HALF PAGE
VERTICAL: 3.6875" x 10"
HORIZONTAL: 7.625" x 4.875"



1/3

1/3 PAGE
2.375" x 10"



1/4

1/4 PAGE
3.6875" x 4.875"

SPACE RESERVATION

SPRING

Deadlines Feb. 1, 2021

SUMMER

Deadlines May 3, 2021

FALL

Deadlines Aug. 2, 2021

WINTER

Deadlines Nov. 1, 2021



IMPORTANT FACTS

11,000 PRINTED COPIES

Direct mailed to lakeside community homes, also available by subscription.

PUBLISHED QUARTERLY

MORE INFORMATION OR AD SPACE RESERVATION

864.882.2375

Upstate Lake Living/Oconee Publishing

THE JOURNAL

Upstate Lake Living | The Journal
upstatetoday.com

210 W. N. First Street
Seneca, SC 29678



Search for products

0 items



1 item - \$2,065.00



Product

Price

Quantity

Subtotal

[12 FOOT TREE OF LIGHTS](#)

\$2,065.00

1

\$2,065.00

Coupon code

Apply coupon

Update cart

CART TOTALS

Subtotal

\$2,065.00

Shipping

Flat rate: \$7.00

Free shipping

Local pickup

Shipping options will be updated during checkout.

Tax

Taxes will be calculated at checkout

Total

\$2,072.00

Proceed to checkout



14150 Santa Fe Trail Drive
Lenexa, KS 66215

INFO

[About Us](#)

[Markets We Serve](#)

[Blog](#)

[Holiday Lighting Catalog](#)

[Holiday Display Catalog](#)

CUSTOMER SUPPORT

[Contact Us](#)

[Login / Register](#)

[Request a Quote](#)

[Terms and Conditions](#)

SUBSCRIBE

Email (required) * [\(required\)](#)

enter your email



PAYMENT OPTIONS



[Shop For More Items](#)

Your Cart

	ITEM DESCRIPTION	EACH	QTY	TOTAL
	20" Vinyl Bows with Decorations	\$63.90	<input type="text" value="32"/>	\$2,044.80

Click [to remove an item from your cart](#) [Empty My Entire Cart](#)

Coupon Code:

Show gift options during checkout

CALCULATE SHIPPING (optional)

Shipping Rates:
[\(change my address\)](#)

United States, SC, 29691

	Tax:	\$0.00
Total:	\$2,044.80	

rayray

If no Freight Charges calculate, please give us a call at 1-800-954-5511 and we will manually calculate and collect after order confirmation.

**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, SC 29672

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ \$15,000
B. How will ATAX Funds be used? Funding will be used to cover costs associated with continued operation of offices in Westminster.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 90%
D. Funds furnished by your organization 4,820.00
Matching Grant _____ Source _____
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 will promote local businesses and organizations by providing information, collateral materials and answer questions to walk-in visitors
C. Who will benefit from this project? Visitors to Oconee County will benefit from receiving information. Oconee County Businesses will also benefit from the added marketing and exposure it will provide

IV. DATES OF PROJECT

Beginning Spring 2022 Ending Ongoing

V. APPLICANT CATEGORY

Government Entity: _____
X Non-profit Organization: Incorporation date Sept. 1966
Eleemosynary Organization under IRS Code: IRS # _____
Date of Determination Letter _____

RECEIVED
8.15.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

*By providing information concerning products services and experiences in Oconee County
& locations in the Information Districts, they will have a better
experience resulting in repeat visits and personal recommendations to other
potential visitors.*

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?

*The locations will be listed on the Chamber website along w/ methods of contact. Information
about the location of these offices will also be provided to local hotels.*

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 letter

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 as well as track businesses impacted by the visitors.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: _____

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

funds? NO

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

A. Contact Name: Dani McBrade Title President
Signature Dani Mullins McBrade Date 8/12/2022
Address 2 Leas Courtland Dr. Seneca
Email director@oconechamber.com Fax No. _____
Phone Number (s) 864-882-2097

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



OCONEE CHAMBER
ADVOCATING BUSINESS CULTIVATING COMMUNITY

Chamber Growth & Expansion Project			
		Tourism	Chamber
Remaining Payroll Expenses 40hrs x \$15/hr x 32 wks)	\$ 21,600.00	\$ 17,280.00	\$ 4,320.00
Signage for Facilities	\$ 1,200.00	\$ 1,200.00	\$ -
Office Supplies	\$ 1,000.00	\$ 1,000.00	\$ 500.00
Total anticipated expenses	\$ 23,800.00	\$ 19,480.00	\$ 4,820.00
ATAX funding	\$ 15,000.00		
Chamber Funds	\$ 4,820.00		
Office Space - Walhalla	in-kind		
Office Space - Westminster	in-kind		

rev. 8.10.22

=====



August 8, 2022

Dari McBride
Executive Director
Oconee Chamber of Commerce
2 Leas Courtyard Drive
Seneca, SC 29672

Dear Ms. McBride:

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 (and all of Oconee County) 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.

In my view from City Hall, since the Oconee Chamber of Commerce has re-established a physical presence in Westminster, the local businesses have benefited from ease of access to you and your staff, the activities you plan and the expertise you bring to the business climate. I have noted the increased foot traffic in City Hall in existing business owners, prospective business owners and those traveling through the area as tourist. No doubt, you assist many in the business community *and* you create a benefit in all of Oconee County by assisting travelers (tourists) with information about local destinations, including restaurants, shopping and places for overnight stay.

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

Sincerely,

Kevin Bronson
City Administrator



OCONEE CHAMBER
ADVOCATING BUSINESS CULTIVATING COMMUNITY

Dear Parks, Recreation and Tourism Commission,

Enclosed is the ATAX Grant Application for The Oconee County Chamber of Commerce. We appreciate your consideration in the past and are hoping to continue the work we have started in Westminster with your support.

Oconee County has become a well-known destination resulting in increased numbers of visitors. As it grows, the Chamber of Commerce continues to expand our efforts to promote tourism through direct and indirect efforts.

I would like to attend one of your meetings to answer any questions or provide any additional information you may need to adequately consider our request. Please email me at director@oconeechambersc.com with the next upcoming meeting information.

Thanks again for your consideration and support,

A handwritten signature in blue ink that reads "Dari McBride". The signature is fluid and cursive.

Dari McBride
President

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

I. APPLICANT

A. Name of Organization The Foothills Agricultural Resource - Marketing Center
B. Address Po Box 180
Richland, SC 29475

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000.00
B. How will ATAX Funds be used? Installation of safety lighting along perimeter road of facility (around back where there's mine)
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 41%
D. Funds furnished by your organization ≈ \$25,000.00
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Perimeter Lighting for driveway
B. Description of project solar street lights installed on perimeter road around grounds to exit (see attached site map)
C. Who will benefit from this project?
all drivers exiting / moving about the perimeter road / exit / parking areas

IV. DATES OF PROJECT

Beginning Sept. 20 Ending indefinite effects

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 01/11/2011
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

RECEIVED
8.15.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Multiple events hosted at the FARM Center attract visitors from out of town Shoppers from Greenville regularly attend Saturday market, 51% of teams for sporting clays were from 50+ miles away Fair visitors

- A. How many visitors/participants attended the event last year and are anticipated this year?
market - 1000/wk. shooting come from Georgia NC and other places
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
fair - 11,000 +
Last Year 41 to 51%
This Year 41 to 51%
- 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?
Targeted Facebook & Instagram 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) _____
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Website hits survey responses contest registrations, entry forms for competitions

VII. AUDIT

Does your organization perform an independent audit? Yes ___ No

Name of the Auditor: _____

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

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

- A. Contact Name: Curtis Brock Title Board Member (technical committee)
Signature _____ Date _____
Address _____
Email curtisbrock56@gmail.com Fax No. _____
Phone Number (s) 864-238-7748
- B. Alternate Contact Name: Gwendolyn C. McPhail Title Treasurer
Signature Gwendolyn C. McPhail Date 08-15-22
Address _____
Email gkcp@mcphail.com Fax No. _____
Phone Number (s) 844-247-7843

OCONEE COUNTY ATAX GRANT

Part	Count	Cost per	
Solar street light w/bracket	15	\$489	\$7,335
20' aluminum light pole	15	\$1,700	\$25,500
Concrete for ground mount	15	300	\$4,500
Total			\$37,335



lights

SUNSHINE

Richland Creek

CAMPING

FAIR
MIDWAY

PARKING

CONTROL AREA

RESTROOMS

REST ROOMS

AMPHITHEATRE

CONCERT STAGE

PARKING

PARKING

Google

Caliber Collision

AUTOMOTIVE SPECIALISTS OF

Advanced Auto Care

FARM Center
Farmers Market and...

Anchor Turf

J

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

I. APPLICANT

- A. Name of Organization The Foothills Farmstead
- B. Address (mailing address) 435 Farmstead Way
Westminster, SC 29693

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 4,500.00
- B. How will ATAX Funds be used?

ATAX Funds will be used toward rebuilding the 3 large chimneys of the farmhouse at the Foothills Farmstead. These were (and will be) the only heat source for the house. Two of the original chimneys were dismantled with bricks and rocks saved for the rebuild. The third chimney was removed in the 1950s but will be rebuilt at the farmstead site. Old brick along with similar rocks have been collected from the area for this third chimney. All three chimneys match in height and overall size and funds requested (and matched) go toward labor costs to rebuild these three functional chimneys.

- C. Estimated percentage of costs directly attributed to attracting or serving tourists? ???
- D. Funds furnished by your organization \$15,000
- | | |
|--------------------------------|---|
| Matching Grant <u>\$15,000</u> | Source <u>Anonymous Foundation (already received)</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 Chimney Rebuild (x3)

- B. Description of project:

The Foothills Farmstead is a living history farm located in Oakway, SC. It illustrates the lives of farming in the Foothills of the Southern Appalachian Mountains of Georgia, South Carolina and North Carolina.

Specifically, this grant request is to rebuild the 3 large chimneys on the farmhouse at the farmstead. The main farmhouse will be the hub of the farmstead and will also serve as a Visitors Center in the southern part of Oconee County. Tourists who visit will be able to learn about other sites, lodging and restaurants in the area when they visit the farmstead. These 3 functional chimneys will provide the heat for the farmstead main farmhouse while maintaining the historical integrity of the house.

- C. Who will benefit from this project?

The great thing about heritage tourism is that it entails both preservation and attraction. Those who benefit from this will be residents of the region wanting to preserve their heritage. However, the largest benefit will be to the growing number of attractions in Oconee County for tourists. Benefits will thus be seen across the board in areas such as overnight stays, local restaurant visits and areas of commerce

RECEIVED
8.15.22

like small businesses (local shopping). This will be achieved the greatest through large events at the farmstead including out-of-town bus tours, weddings, festivals, and other events such as tractor/engine shows, etc.

IV. DATES OF PROJECT

Beginning November 2022

Ending March 2023

V. APPLICANT CATEGORY

Government Entity:

- Non-profit Organization: Incorporation date March 10, 2017
- Eleemosynary Organization under IRS Code: IRS # 82-0943477
- Date of Determination Letter April 5, 2017

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Tourism will be influenced in Oconee County not only by bringing in visitors to the farmstead, but by subsequently sending them forth to other attractions and accommodations throughout the county.

- 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?

The Foothills Farmstead will begin marketing throughout the region in newspapers, internet, mailings, networking, etc. This will begin in the larger cities surrounding the farmstead including (Georgia) Athens, Atlanta, Augusta, (South Carolina) Greenville, Columbia, Charleston and (North Carolina) Charlotte, Greensboro and Asheville. The farmstead is already listed in the SC Agritourism Passport.

- 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 answer to next question...*
- 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)

The Foothills Farmstead officially opened to the public on July 11th, 2020 for 2 hours each week through December 31st, 2021. This was paid for through a grant with SC Humanities. In order to keep record for demographic data, the Foothills Farmstead is maintaining a guest log on site that records number of visitors, their respective zip codes and how they found out about the Foothills Farmstead. The Foothills Farmstead Website also records demographic data statistics. Also, a record will be compiled of all advertising demographics and compared to visitation to get an idea of what advertising methods are effective.

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: Nicholas Gambrell Title Director
Signature _____ Date _____
Address _____
Email ng33986@gmail.com Fax No. _____
Phone Number (s) 864-710-1568

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

Nicholas Gambrell

Chimney Rebuild (x3)
The Foothills Farmstead
ATAX Grant Request
August 2022

Bids from Contractors:

Campbell Masonry	\$8,000 per chimney	\$24,000 total
DPI Masonry	\$6,500 per chimney	\$19,500 total

*** Note: DPI Masonry is who built the foundation of the farmhouse. Estimates above are for labor costs only. Materials are already onsite, most of which were reusable from the original location.

Photos:



Photo of 1 (of 3) chimneys to be rebuilt.
This photo was taken shortly after the dismantling began.



This photo shows the lower section of one chimney.
All three chimneys have a granite base and firebox inside.



This photo is from another house in Oakway built by the same builders in late 1800s. The fireplaces are all of the exact same style: solid rock sides and brick starting from the middle of the firebox and up.

The Foothills Farmstead
Main Farmhouse Rebuild Update
August 2022

These photos show the current progress on the main farmhouse rebuild at the Foothills Farmstead as of August 2022.



Photo taken 8/10/22 of front porch roof being installed



Photo taken 7/21/22 of wrap-around front porch



Photo taken 7/8/22 of overall house structure

— *The* —
FOOTHILLS
FARMSTEAD
c.1925

15 August 2022

Oconee County PRT Commission
415 S. Pine Street
Walhalla, SC 29691

Dear PRT Commission,

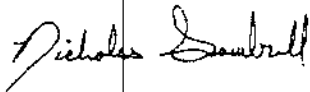
Please find attached an application for an ATAX Grant from the Foothills Farmstead. This request is to help in rebuilding the 3 large chimneys at the historical main farmhouse that we are reconstructing. Of the \$19,500 needed, the farmstead has already received \$15,000 from a private anonymous foundation.

The PRT Commission has been a part of this whole process in granting ATAX funds as we move along. Attached you will also find an update on the progress of the main farmhouse rebuild. We were delayed due to Covid this year but reconstruction is moving along now. The community has been very supportive in getting us this far and we hope to have the house dried in completely by the end of this year.

The Foothills Farmstead currently has 2 other ATAX Grants that have not been closed out. One is for the installation of the electricity at the farmhouse. Again, this was slightly delayed this year but we have just had temporary power installed on site. When the roof and walls are soon completed, wiring will be completed and that grant closed out. Also, the farmstead has an open grant for labor to move the old grist mill from its original location to the farmstead site. This has been a long process that is still ongoing. The remaining funds for that grant are for a crane service to lift the heaviest parts of the mill. Those parts come at the end of the move and the grant will be closed at that time.

Thank you for considering this grant request for rebuilding the chimneys. We are getting closer to completion of the farmhouse and being able to be continually open to the public. We appreciate your support. If you require further information or have questions, please let us know.

Sincerely,



Nicholas Gambrell

Mailing Address: 435 Farmstead Way
Westminster, SC 29693

info@oldoakway.com
864.710.1568

V. APPLICANT CATEGORY

Government Entity:

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

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate area has many attractive features for tourists to enjoy from outdoor adventure, historical sites, art venues and quaint communities to explore. To date 159 quilt panels are located throughout Oconee County and 2 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 2022 UHQT Rack Card, Social Media Data and Articles and Presentations Summary.**

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 tract 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

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

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

Last Year _____ This Year _____

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

Last Year: _____ This Year: _____

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

The publications selected for advertisement have audiences' interests in historic tourism, quilts, small town exploration, nature and the arts. 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 reach beyond 50 miles.

- Upcountry South Carolina Magazine
- Quilters of South Carolina Quarterly Newsletter, membership 350
- Include promotion of UHQT Tour App with all promotional efforts. 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 link placement on destination sites and local and regional tourism organizations sites.
- Visit Oconee SC County web site and publications as well as Anderson and Pickens County web sites and publications.

Other Promotional Activities planned for 2023

- Carolina Arts News, posts new additions to UHQT on their blog and Face Book page. <https://carolinaartsnews.wordpress.com/category/quilt-trail/>
- UHQT participated in QuiltFest Mancuso Show Management, Inc., Greenville April 27-29, 2022, 450 rack card were distributed.
- UHQT has been invited to participate in the QuiltFest Mancuso Show Management, Inc., April 2023. Additionally requested to conduct demonstrations during show

- Coordinating with other local organizations a series of Quilt Shows and lectures throughout 2022/23 to promote textile arts in 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). See Attachments Individuals Greater the 50 miles visiting Oconee County and Distribution of 2022 UHQT Rack Card, Social Media Data and Articles and Presentations

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) The Quilt Trail monitors distribution of rack cards and individual 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.

VII. AUDIT

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

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

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

A. **Contact Name:** Martha File Title President
 Signature Martha File Date 8/7/2022
 Address PO Box 333, Walhalla, SC 29691
 Email info@uhqt.org Fax No. NA
 Phone Number (s) 864-723-6603 or cell 904-874-1975

B. **Alternate Contact Name:** Nancy Warmath Title Production Manager
 Signature Nancy Warmath Date 8-7-2022
 Address PO Box 333, Walhalla, SC 29691
 Email info@uhqt.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 FY2022/23	Anderson, Pickens Counties ATAX Requests	Oconee County ATAX Request
	Set. 2022- Aug, 2023	Sept. 2022 – Jan. 2023
Computer Marketing Resources		
1 yr. Adobe PDF converter fee	\$ 179.88	\$ 30.00
1 yr. Dropbox subscription	\$ 127.07	\$ 24.00
1 yr. GoDaddy .org domain	\$ 121.15	
1 yr. GoDaddy UHQT business email marketing	\$ 127.07	
1 yr. Microsoft 365 email essential GoDaddy	\$ 39.00	
1 yr. Bluehost web site hosting, back up, security	\$ 264.00	
1 yr. Bluehost SEO Tools, web site	\$ 71.00	
1 yr. Web site maintenance	\$ 250.00	\$ 83.00
Sub Total	\$ 1,187.00	\$ 137.00
Promotion		
10,000 Printed rack cards and postage	\$ 2,000.00	\$ 200.00
Upcountry Directory Tours app promotion, Web ad with SCQG & Blue Ridge Magazine	\$ 1,500.00	\$ 500.00
Sub Total	\$ 3,500.00	\$ 837.00
Web based App & Social Media Marketing		
Annual fee Tour app	\$ 249.00	\$ 62.00
Social development Copy writer; 30 hrs. @\$25/hr	\$ 750.00	\$ 100.00
Social Media boosts	\$ 500.00	\$ 167.00
Sub Total	\$ 1,499.00	\$ 1,004.00
Total Marketing Budget	\$ 6,186	\$ 1,841.00
Oconee County Only		
Interpretive Signage 2 needed @\$90 each; development, production, delivery		\$ 180.00
Total ATAX Request for Oconee County Sept. 2022/ Jan. 2023		\$ 2,023.00



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



Upstate Heritage Quilt Trail

#281

On the Quilt Trail

Explore and Discover

Pin Wheel

Quilter: Bessy Ramey

Sponsor: Howard Queen

Bessie attended the State Normal School in Athens, GA to become a teacher. She taught at Bethlehem School in Mountain Rest in the early 1900's and later at Chattooga School in Whetstone. Bessie married Virgil Howard Ramey in 1914. They had three children Bob, Alberta, and Sue, as well as ten grandchildren. She made this baby quilt for Howard, her youngest grandchild, in 1959. Inspired by their grandmother, all four of her granddaughters went into education. She lived her whole life in Mountain Rest.

The pinwheel block has a long history and appears in many American quilts dating from the early 1800's. The pinwheel was one of the first examples of quilts taking on a more decorative look while retaining their practicality.



Sign provided through Oconee County ATAX Commission

Distribution of 2022 UHQT Rack Card, Social Media Data and Articles and Presentations.

Number in Group Not in the Anderson, Oconee or Pickens Counties Oconee or Pickens Counties	Group Category	Quantity Distributed
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	900
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 restricted due to COVID)	1500
Total Delivered or Mailed		2,100
Total Distribution		7,844

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 1917 followers. Boosted announcements reach an average 4- 6 K people throughout the United States and posts clicks range from 350 – 1500 per announcement. Face Book users are 93.5% Women and 6.5% Men. Instant Gram users are 82% women and 18% men.

FACE BOOK			INSTANT GRAM		
Age	Women	Men	Age	Women	Men
18-44	10%	0.90%	18-44	19.8%	5.5%
35-64	35%	1.60%	35- 64	38%	7.3
65+	42.7%	2.4%	65+	12.2%	1.3%

Distribution of 2022 UHQT Rack Card, Social Media Data and Articles and Presentations.

We continued to find that videos compared to single site posts were viewed by people in the age range of 18 -45 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 northeast and mid-west states and an increase from South Carolina, North Carolina, and Georgia.

Web Site Analytics

Users were 2970 to date in 202 of this number 74.1% were women and 26% men. 89% are new visits and 11% return visits. Of the 7270 reviewed the Interactive Map was used most then stories, news, and suggested itineraries tabs. Additional interest area was stated as 1. Hobbies & Fibers and Textile Arts; 2. Food & Dining; 3. Art & Entertainment; 4. Home & Garden; 5. Media & Entertainment. 67% use ISO and 33.43% use Android cell phone. 51% use cell phone to access web page, 43% use desktops and 5 % tablets.

Age	Women	Men		
18-44	10%	0.90%	United States	96.10%
35-64	35%	1.60%	Canada	1%
65+	41.60%	2.20%	Australia	0.20%

Top Five locations of visitors

12% not listed
5% Atlanta
4.43% Raleigh
4.3% Charlotte
2.8% New York

Other Promotional Activities throughout 2022:

Articles and Presentations:

Carolina Arts News, posts new additions to UHQT

<https://carolinaartsnews.wordpress.com/category/quilt-trail/>

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

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

August 3 – Presentation at Anderson History Museum

Individuals greater the 50 miles visiting Oconee County



Commissioned for individual from Atlanta for community building in Flat Rock, NC



Landrum Quilt guild reviewing a series of quilt blocks commissioned by City of Landrum.



Peck, SC commissioned quilt block.

Phenix Engineered Textile, Landrum, SC employees visiting Oak Way Studio to help paint company quilt block.



✓

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Walhalla Oktoberfest

B. Address P.O. Box 6
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 7,000

B. How will ATAX Funds be used? Funding will be used for advertising the 44th Annual Oktoberfest via magazines, newspapers, radio, television and social med

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

D. Funds furnished by your organization _____

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>43,000</u>	Source <u>Gate Admission Revenue from event</u>
Other Funding _____	Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Advertising and Promotion of the 44th Annual Oktoberfest

B. Description of project The mission of the Oktoberfest is to celebrate the rich history and heritage of Walhalla, which was founded in 1850 by a German Colonization Society

C. Who will benefit from this project? Oktoberfest has a positive economic impact on lodging properties, restaurants, local merchants, gas stations, and local independent vendors.

IV. DATES OF PROJECT

Beginning 10/21/22 Ending 10/23/22

V. APPLICANT CATEGORY

Government Entity:

X

Non-profit Organization: Incorporation date March 7, 2014

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

RECEIVED
8.15.22

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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

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

30,000

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

Last Year 11,000 +

This Year 12,000

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

Last year: 3,500

This Year: 4,000

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

South Carolina Living, Upstate Magazine, The Greenville News, The State Newspaper, TV/Radio and a digital/social media campaign

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

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) The Oktoberfest charges admission for entry, thus an exact paying attendance may be tracked.

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) On-site surveys administered during the event are used to obtain information such as home zip codes, spending date, etc.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: Renita Owens, CPA

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

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

A. Contact Name: Jessie Bunning Title Coordinator
Signature Jessie Bunning Date 8/12/22
Address 216 Malinda Ct. Walhalla, SC 29691
Email thewalhallaoktoberfest@gmail.com Fax No. _____
Phone Number (s) 814-973-6134

B. Alternate Contact Name: Emily Roberts Title Secretary
Signature Emily Roberts Date 8-13-22
Address E Main St Walhalla SC 29691
Email eroberts412@gmail.com Fax No. _____
Phone Number (s) 814-237-1316

OCONEE COUNTY ATAX GRANT

Walhalla Oktoberfest Budget 2022

Income

Admission	60,000
Carnival	10,000
Booth Rental	13,000
Souvenires/Sales	2,500
Grants	9,000

Total 94,500

Expenses

Band/entertainment	12,000
Security	8,000
Souevenirs	2,000
Advertising	14,000
Fireworks	7,500
Tent Rental	5,000
Sanitation	2,000
Port a John rental	1,500
parking staff	750
gate staff	1000
electricion	1,250
electricity	1,000
banners and signs	1,500
Sertoma field maintenance	4,000
event coordinator	12,000
volunteer meals	1,600
ASXAP/BMI license	300
liability insurance	5,000
phone/internet/office expenses	1,080
accounting services	1,000
misc.	500

Total Expenses 82,980

Profit (Loss) 11,520

Advertisement:

Brochures	500
South Carolina Living	2,500
Southern Living	3,000
Social Media	2,000
iHeart Radio	1,500
WHLC - Highlands	1,000
WYFF - Greenville	500
WHNS - Greenville	1,000
The Greenville News	1,000
The State Newspaper	1,000
Total	14000

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10k
B. How will ATAX Funds be used? Advertising Fall/Winter
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 50%+
D. Funds furnished by your organization \$ 60k
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 Fall/Winter advertising budget
B. Description of project Encompassing all forms of WPAC advertising i.e. radio, print, digital website, Brochures
C. Who will benefit from this project?
WPAC - 501(c)(3)

IV. DATES OF PROJECT

Beginning 8/1/22 Ending 12/20/22

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 1993
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Estimated 70-80 Performances during
22-23 season with 50%+ coming from
outside Oc.

- A. How many visitors/participants attended the event last year and are anticipated this year?
21-22 @ ~~10k~~ 25k - 25-30k for 22'
23'
- 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 10-15k
 This Year 15k++
- C. How many overnight stays were created by this event last year and are anticipated this year?
 Last year: _____
 This Year: _____ } no secure data to pull from, some hotel with many AirB+B
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Brochures, website, digital, advertising out of Greenville Count
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) All listed here.
- 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) Audience View Ticketing Service

VII. AUDIT

Does your organization perform an independent audit? Yes No _____

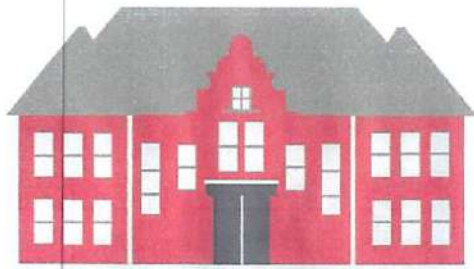
Name of the Auditor: H+R Block (H+R Block)

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. 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 WPAC Director
 Signature Mark Thompson Date 8/15/22
 Address 101 E.W. Broad St Wadswalla, SC 29691
 Email mark@wpacentertainment.com Fax No. _____
 Phone Number (s) 864-991-7258 864-638-5277
- B. Alternate Contact Name: Andera Stroud Title WPAC Board VP
 Signature on file Date _____
 Address _____
 Email _____ Fax No. _____
 Phone Number (s) 864-483-9219 864-638-5277

OCONEE COUNTY ATAX GRANT



WALHALLA
PERFORMING ARTS CENTER
EST. 1993

WPAC Media & Advertising Budget

Radio

Earth FM 103.3/95.9 & WGTK 94.5 Greenville SC (covering the complete upstate) -
\$2,400 monthly / \$28,800 annually.

WGOG 101.7 & The Lake 94.1 - \$1,200 monthly / \$14,400 annually.

Newspaper

The Journal (covering all of Oconee County) includes Scuttlebutt and Visit Oconee
Tour Guide - \$1,200 monthly / \$14,400 annually.

Facebook

Social Media Advertising - \$400 monthly / \$4,800 annually.

Website

Drum Creative - \$500 monthly / \$6,000 annually.

Brochures

Design and build by WPAC and The Journal - \$3,000 half season / \$6,000 annually.

WPAC Logoed Concert Cups

Design and build by WPAC and Whirley DrinkWorks - \$3,000 half season / \$6,000
annually.

Total Advertising Cost - \$80,400.00

RECEIVED
8.16.22