

**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 \$ 10,000.00

B. How will ATAX Funds be used? Funds will be used to secure Advertising with WSPA-TV to promote out-of-county & out-of-state attendance at this event

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

D. Funds furnished by your organization See Budget 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 and misc. retail.

IV. DATES OF PROJECT

Beginning Sept 2023 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 _____

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?

2023 875-1000 2024 1,000

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 6370
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 - WEBSITES

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 CLIKCS, LEAD ADS, RETARGETING, FB MONITORING, CUSTOM AUDIENCE TARGETING; PARTICIPANT REGISTRATION DEMOGRAPHICS.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: MAULDIN & JENKINS, GREENVILLE SC

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the 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 8-15-2023
Address 221 E.N. 1st St Seneca SC 29678
Email rjohnson@seneca.sc.us Fax No. _____
Phone Number (s) US 864-885-2700

B. Alternate Contact Name: Scott Moulder Title CITY ADMINISTRATOR
Signature [Signature] Date 8-15-2023
Address 221 E.N. 1st Street Seneca SC 29678
Email s.moulder@seneca.sc.us Fax No. _____
Phone Number (s) 864-885-2700

RACE FOR THE GREEN 2024
CITY OF SENECA 5K AND HALF MARATHON

T & R GRAPHICS	\$ 14,000.00
TIMING FOR THE RACE	\$ 2,500.00
ACTION SEPTIC	\$ 1,300.00
RACE SWAG/MEDALS/HATS	\$ 10,500.00
ROOMS FOR TIMER	\$ 400.00
FACEBOOK LIVE	\$ 600.00
DJ FOR EVENT	\$ 1,800.00
DRINKS/CUPS	\$ 2,000.00
ATAX GRANT (WSPA-TV)	\$ 10,000.00
HAT ADS	\$ 32,000.00
PRIZE MONEY	\$ 2,000.00
PHOTOGRAPHER FOR RACE	\$ 500.00
TOTAL	\$ 77,600.00



Together We Grow

**City of Westminster
Application for Oconee County A-Tax Grant**

**Prepared by Reagan Osbon,
Assistant to the City Administrator**

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RECEIVED
8.15.23



Together We Grow

Oconee County PRT Committee
1099 South Cove Rd
Seneca, SC 29672
Re: Solicitation for Quotes for Fabrication and Installation

Reagan Osbon
Assistant to the City Administrator
City of Westminster
100 E Windsor St
Westminster, SC 29693

August 15, 2023

Oconee County PRT Committee and Staff,

We are excited to present our grant application for the installation of innovative wayfinding signage in downtown Westminster. This project aligns seamlessly with our newly launched branding initiative and supports our vision for future upgrades to the downtown streetscape. The proposed wayfinding signage system will not only enhance the overall aesthetic appeal of our community but also improve visitor experience and navigation throughout our charming downtown area.

As part of our branding initiative, the wayfinding signage will feature a modern design that integrates our distinctive town logo, colors, and typography. This cohesive visual identity will reinforce our sense of place and create a strong brand presence that resonates with both residents and visitors.

The wayfinding signage will play a pivotal role in guiding pedestrians and motorists to key destinations within downtown Westminster. Strategically placed signs will lead visitors to popular attractions, historical sites, local businesses, parking areas, and public amenities, contributing to a more enjoyable and efficient exploration of our vibrant community. The project will strategically position wayfinding signs at crucial points along Highway 123, directing traffic towards downtown Main Street. Clear and intuitive signage will guide visitors, residents, and tourists to discover the unique charm and offerings of our vibrant downtown. As the westernmost town-center on HWY 123, Westminster is uniquely positioned to gain the attention of travelers coming from Georgia and pointing them towards local shops and businesses, generating additional tax revenue for the city and county.

This project also sets the stage for future upgrades to our downtown streetscape. The proposed wayfinding signage will serve as a foundational element, facilitating the implementation of forthcoming streetscape enhancements, such as improved lighting, landscaping, seating, and pedestrian-friendly pathways. By investing in this wayfinding system, we are building the infrastructure necessary to integrate future improvements and create a cohesive, attractive, and welcoming environment.

In conclusion, the Downtown Westminster Wayfinding Signage Enhancement project not only supports our branding initiative but also lays the groundwork for upcoming enhancements to our downtown. By providing clear and aesthetically pleasing navigation, we aim to enhance the overall experience for residents and visitors alike while fostering a strong sense of community pride. We are excited about the potential impact of this project and sincerely appreciate the opportunity to bring our vision to life with the support of this grant.

Thank you for considering our application. Should you require further information or have any inquiries



Together We Grow

regarding this matter, please feel free to reach out to me at 864-647-3212 or via email at rosbon@westminstersc.org.

Best regards,

A handwritten signature in black ink that reads "Reagan Osbon".

Reagan Osbon
Assistant to the City Administrator
City of Westminster

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

As the westernmost town-center on HWY 123, Westminster is uniquely positioned to gain the attention of travelers coming from Georgia and pointing them towards local shops and businesses, generating additional tax revenue for the city and county and raising the brand awareness of the City of Westminster and Oconee County. We believe that our downtown is welcoming and can be a destination for travelers passing through Oconee County.

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

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

Last Year _____
This Year _____

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

Last year : _____
This Year: _____

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

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

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

VII. AUDIT

Does your organization perform an independent audit? Yes No _____
Name of the Auditor: McKinley, Cooper, and Co., LLC

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Reagan Oshon Title: Assistant to the City Administrator _____

Signature *Reagan Oshon*
St, Westminster, SC 29693

Date 08/15/2023 Address 100 E Windsor

Email: Rosbon@westminstersc.org ___ Fax No.

Phone Number (D)864-647-3212 _____

Alternate Contact Name: Kevin Bronson Title City Administrator _____ Email

kbronson@westminstersc.org Phone Number (s) 864-647-3232 _____

City of Westminster Downtown Wayfinding Signage Improvement

Firm	Services/Scope	Cost	Notes
AuthentiCity	Design and Project Management	\$ 2,000.00	\$100 per hour, not to
No Response	Fabrication	\$ 10,000.00	5 Units, estimated
		\$ 12,000.00	



Together We Grow

Reagan Osbon
Assistant to the City Administrator
City of Westminster
100 E Windsor St
Westminster, SC 29693

Oconee County PRT Committee
1099 South Cove Rd
Seneca, SC 29672
Re: Single Source Bid for A-Tax Grant

August 15, 2023

Oconee County PRT Committee and Staff,

Thank you for considering our proposal seeking funding through the A-Tax grant. Our request aims to secure support for the installation of directional signs within Downtown Westminster, facilitating easier navigation into our downtown area. Enclosed within the submitted documents, you will find cost estimates from vendors capable of producing and installing these signs. Additionally, we have obtained a quote from Authenticity Brand Strategies for overseeing the design and execution of the project. Our decision to exclusively approach Authenticity for this quote is based on the following reasons:

1. Authenticity has recently been instrumental in enhancing our city's image. They engaged with the community to develop a branding strategy that covers both the entire city and emphasizes the downtown area. This makes them particularly attuned to the needs of our city and downtown.
2. Authenticity was responsible for crafting our new city logo and is well-versed in our color schemes, font choices, logos, and design guidelines. This ensures a seamless integration of the new signs with our established visual identity.
3. Authenticity offers end-to-end project management services, encompassing the design phase through to the installation of the signs. This arrangement allows our city staff to allocate their attention to other high-priority matters.

Should you require further information or have any inquiries regarding this matter, please feel free to reach out to me at 864-647-3212 or via email at rosbon@westminstersc.org.

Best regards,

A handwritten signature in black ink that reads "Reagan Osbon".

Reagan Osbon
Assistant to the City Administrator
City of Westminster



Together We Grow

Reagan Osbon
Assistant to the City Administrator
City of Westminster
100 E Windsor St
Westminster, SC 29693

Oconee County PRT Committee
1099 South Cove Rd
Seneca, SC 29672
Re: Solicitation for Quotes for Fabrication and Installation

August 15, 2023

Oconee County PRT Committee and Staff,

You will find that our grant does not include quotes for the fabrication and installation of the signage. Since Wednesday (August 9), I have reached out to five separate signage manufacturers in the upstate, none of which were able to provide me a quote for production, often citing that we did not have a design for them and enough specifications that they felt comfortable giving even a price range.

I reached out to the following firms via email and phone several times:

- Upstate Sign and Graphics of Greenville
- SpeedPro of Greenville
- Absolute Signage of Easley
- D-Sign and Graphics of Seneca
- ABC Banners and Signs of Anderson

We are unable to design the signage without funding to authorize AuthentiCity, therefore not able to solicit quotes from possible vendors. I ask that you consider the extraordinary circumstances of this application and approve the request without the requested quotes for the project, considering our good-faith effort to obtain them. If these firms get back to me with quotes, I will notify PRT Staff immediately to update the budget accordingly.

Should you require further information or have any inquiries regarding this matter, please feel free to reach out to me at 864-647-3212 or via email at rosbon@westminstersc.org.

Best regards,

Reagan Osbon
Assistant to the City Administrator
City of Westminster



authentiCiTY

BRAND STRATEGIES

Helping communities, businesses, and organizations tell their authentic stories by designing market strategies, messaging, and visual assets that cover all touchpoints of their brand.

QUOTE FOR SERVICES

WESTMINSC2309

City of Westminster, South Carolina

Reagan Osbon, Assistant City Administrator

Aug 10, 2023

WAYFINDING AND PLACEMAKING SIGNAGE

AuthentiCiTY Brand Strategies is pleased to offer its services to the city of Westminster to continue to oversee the Design and Production of signage that will help solidify its brand, entice visitors to stop and explore, and highlight the city's many assets and public facilities.

SCOPE

- Inventory of current signage
- Consultation on new signage plan using identified assets
- Design of all signage
- Research and consultation on signage type, size, and structure
- Oversight of signage production

COST: Final invoice will reflect an hourly rate of \$100/hour, total not to exceed \$2000

Thank you for the opportunity to work with you.

AGREED UPON

Libby Imbody
Principal, AuthentiCiTY Brand Strategies
8/10/2023

Name
Title
Date

City of Westminster Downtown Wayfinding Signage Improvement

Firm	Services/Scope	Cost	Notes
AuthenticCity	Design and Project Management	\$ 2,000.00	\$100 per hour, not to exceed \$2,000
T&R Graphics	Fabrication and Install	\$ 10,763.50	5 Units (\$2152.70 per unit)
Total		\$ 12,763.50	

***We Requested \$12,000, The City will meet the cost of any overage

Quote #2301525

QUOTE

Thank you for your business!



T&R Graphics
 106 N Walnut
 Seneca, South Carolina 29678
 +18648825428
<http://www.tandrgraphics.com>

ray@tandrgraphics.com

Created August 23, 2023
Customer Due Date August 23, 2023
Total \$2,152.70
Outstanding \$2,152.70

Customer Billing

City of Westminster
 Reagan Osbon
 8644821412
rosbon@westminstersc.org

Customer Shipping

City of Westminster
 Reagan Osbon

Customer Notes

This is per sign and per the example we received from you. quote can change with modified art but should be accurate according to size specified...

Category	Item #	Color	Description	Qty	Items	Price	Taxed	Total
Signs			Top custom sign made with Sign a bond. Custom cnc router cut to shape with dimentional letters. This sign would be mounted on square stock and installed in concrete. (2) signs needed as one per side	2	2	\$695.00	X	\$1,390.00
Signs			24x36 way finding sign, aluminum with vinyl graphics. (2) needed per sign	2	2	\$60.00	X	\$120.00
Signs			3x3 square stock and concrete	1	1	\$285.00	X	\$285.00
Labor			Dig hole and concrete pole in and install panels	2	2	\$125.00	-	\$250.00

Total Quantity 7
Item Total \$2,045.00
Fees Total \$0.00
Sub Total \$2,045.00
Tax \$107.70 (6%)
Total Due \$2,152.70
Paid \$0.00
Outstanding \$2,152.70

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 \$ 7,500.00
- B. How will ATAX Funds be used? Funding will be used to purchase gravel (57 stone) to construct 10 new tent impact pads on the standard sites.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization: We will be providing \$20,000.00 to purchase remaining supplies necessary (rebar, timbers, screening and geotextile fabric) to complete 10 tent impact pads.

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: Standard Site Impact Pad Replacement
- B. Description of project: Devils Fork State Park campground experiences heavy usage throughout the spring, summer and fall seasons. Over the years, some impact pads in this campground have begun to deteriorate, with timbers shifting and drainage issues developing after heavy rains. Replacing the old existing pads will lessen the impact of soil compaction and erosion. New pads will be larger with better drainage, making these sites more desirable.
- C. Who will benefit from this project? This project will benefit the guests of Devils Fork State Park as well as Oconee County. New impact pads will make these sites more desirable leading to increased overnight stays. Many overnight guests visit local tourist attractions and businesses within the county, ensuring continued tourist spending. This project will also benefit the park by improving the overall infrastructure and increasing the sustainability of the park's resources. New, improved impact pads will protect the campground as tent campers will be less likely to pitch tents in non-designated areas.

IV. DATES OF PROJECT

Beginning: October 1, 2023

Ending: June 1, 2024

V. APPLICANT CATEGORY

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

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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. 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 has steadily become a popular destination for visitors to the Golden Corner. The park staff routinely refers visitors to local restaurants, bed and breakfast, private cabin rental and

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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 guests have come to expect.

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

Last Year: 324,474.00

This Year: We anticipate similar numbers in 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: 9,298 total overnight reservations were made with 6,615 (71%) being made by guests traveling beyond a 50-mile radius of the park.

This Year: We anticipate similar numbers in 2023.

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

Last year: 9,298 reservations created, with 25,534 nights reserved

This Year: We anticipate similar numbers in 2023.

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

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, but it also serves as a tourism guide as well. This website connects people all over the world and throughout the USA with South Carolina. There are also printed material, brochures, television commercials and other advertisements currently circulating.

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County?

With the popularity of social media, the South Carolina State Park Service has increased its presence on such sites as Facebook, Twitter, YouTube and Instagram. There are currently over 178,000 followers on Facebook. Many park guests post pictures and comments to these social media sites.

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

Demographic data will be obtained from the Itinio reservation system.

VII. AUDIT


Does your organization perform an independent audit? Yes

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

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: James Studdard Title Ranger II
Signature [Signature] Date 8/11/23
Address 161 Holcombe Cir, Salem, SC 29676
Email jstuddard@scprt.com Fax No. _____
Phone Number (s) 864-944-2639

B. Alternate Contact Name Rowdy Harris Title Manager
Signature  Date 8/11/25
Address 161 Holcombe Cir, Salem, SC 29676
Email charris@scprt.com Fax No. _____
Phone Number (s) 864-944-2639

ATAK Budget for Tent Impact Pads

<i>Item</i>	<i>Qty</i>	<i>Cost/unit</i>	<i>Total</i>
57 Stone	297	25.19	\$ 7,481.43
Total Budget			\$ 7,481.43

Budget for Tent Impact Pads

<i>Item</i>	<i>Qty</i>	<i>Cost/unit</i>	<i>Total</i>
6x6x12' treated timbers	250	41.15	\$ 10,287.50
1/2" x 20' Rebar	40	10.55	\$ 422.00
57 Stone	397	25.19	\$ 10,000.43
Screening	397	15.6	\$ 6,193.20
Geotextile Fabric 13'x60'	4	129.99	\$ 519.96
Total Budget			\$ 27,423.09

**ALEXANDER'S
GRADING & HAULING**

Quote

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

DATE INVOICE #
08/07/2023 2996

BILL TO:

Devil's Fprk State Park

P.O. NUMBER	TERMS	DUE DATE	WORK ORDER #
		Quote Only	

QUANTITY	DESCRIPTION	PRICE EACH	AMOUNT
	# 57 Clean Stone (including delivery)	\$40.00/ton	
	Screenings (including delivery)	\$26.00/ton	

	Quote
--	--------------

See quote

Devils Fork State Park Material Quote

\$25.19 for 57 stone with delivery

\$15.60 for screening with delivery

Max weight I can haul on my Triaxle truck is 21
1/2 tons

Thank you, Rick Garren

Carolina Mountain Grading
209 Harbor Dr.
West Union, SC 29696
Phone: 864-718-3075
www.carolinamountaingrading.com

Salem Stone

Colton Rogers

CRogers@mcneelyco.com

57 CLEAN STONE \$29.00 per ton- 22 tons delivered \$820+ tax

QUARRY DUST \$ 26.50 per ton- 22 tons delivered \$770+ tax

Pricing good through 4-1-2024

**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 Street, Suite 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 *\$592,000.00*
Matching Grant *\$43,000.00* Source – *Tourism Advertising Grant (SCPRT)*
Matching Grant *\$240,000.00* Source – *Accommodations Tax grants*
Other Funding *\$309,000.00* 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: *9-1-23*

Ending: *7-31-24*

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 from 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?

Projected 48,585 in FY 2023. 51,985 in FY 2024.

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 – 48,585 This Year – 51,985

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

Last Year – 75,161 This Year – 80,422

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 265,000 unique visits per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide and they will also be added to our e-newsletter mailing list (65,000 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 8, 2023*

Address: *500 E North Street, Suite C, Greenville, SC 29601* Email: *Tim@UpcountrySC.com*

Phone Number: *864-233-2690*



Advertising & Marketing Budget for FY 2024

Literature	
2024 Upcountry Visitors Guide	\$50,000.00
Upcountry Map	\$15,000.00
Waterfalls Brochure	\$7,500.00
Digital, Print, & Social Media	
Facebook/Social Media Advertising	\$25,000.00
Compass Media - Digital Program	\$50,000.00
Compass Media - Print	\$15,000.00
Advent Media (Good Housekeeping)	\$4,000.00
Blue Ridge Country	\$20,000.00
Our State	\$22,000.00
SC Travel Guide	\$8,000.00
SCPRT Co-op	\$7,500.00
Southern Living	\$50,000.00
Georgia Magazine	\$10,000.00
Power Play Marketing - USA Today	\$22,000.00
SC Living	\$23,000.00
Carolina Country	\$8,000.00
SC Fishing Regulations	\$1,000.00
Fishing Advertising/Marketing	\$15,000.00
AAA Living	\$20,000.00
Newcomer Magazine	\$3,000.00
VisitGreenvilleSC Visitors Guide	\$2,000.00
Graphic Design Services (VG & ads)	\$8,000.00
Unscheduled Advertising	\$10,000.00
Website Development	\$20,000.00
Travel/Trade Shows	\$5,000.00
Shipping/Postage	\$35,000.00
Research	\$30,000.00
Photography/Videography	\$30,000.00
Promotions/PR/Writing Projects	\$30,000.00
Promotional Giveaways	\$7,500.00
Familiarization Tours	\$7,500.00
Special Projects	
Euphoria	\$10,000.00
Revolutionary War Marketing	\$8,000.00
SCATR Co-op Marketing	\$13,000.00
Total	\$592,000.00



**FY 2024 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 Merchants Association
 B. Address PO Box 1915
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1800.00
 B. How will ATAX Funds be used? Advertising with Greenville Newspaper + Highlands newspaper
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
 D. Funds furnished by your organization 5815.10
 Matching Grant 200 Source City of Seneca
 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 Sip N' stroll - Art festival + wine tasting event
 B. Description of project Art + wine festival w/ live music, non-profit recognition + Art Auction
 C. Who will benefit from this project? Local merchants, regional art vendors, non-profit organizations + Seneca + state sales tax revenue

IV. DATES OF PROJECT

Beginning Sept 30th 11am Ending Sept 30th 5pm

V. APPLICANT CATEGORY

Government Entity: _____

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

Electrosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

RECEIVED
8.15.23

I. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Attendees will come from SC, NC, Georgia within a 100 mile Radius

A. How many visitors/participants attended the event last year and are anticipated this year?
2000

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

Last Year 50%
This Year 50%

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

Last year: 150
This Year: 200

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

Advertising w/ Greenville News + The Highlander

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

photographs, videos, letters from local merchants, + letters from Oconee Chamber + festival

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

is sponsored by Downtown merchants, City of Seneca + Chamber of Commerce.
(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) zip code trackers for all merchants to record visitors to their establishments

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? City of Seneca

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Samantha Boyington Title President of Downtown Seneca Merch. Association.
Signature Samantha Boyington Date 8-13-23
Address 106 Ram Cot Alley Seneca SC 29678
Email sboyington2023@gmail.com Fax No. _____
Phone Number (s) 803-882-5364

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

GREENVILLE NEWS
 PO Box 677566
 Dallas TX 75267-7566

The Downtown Seneca Merchants
 143 Rolling Wood Dr.
 Seneca, SC 29672

CUSTOMER NO.	INVOICE NO.
942102	
DUF DATE	AMOUNT DUE
10/15/23	1,100.00
FOR THE PERIOD	THRU
09/01/23	09/30/23

START DATE	EDT	CLASS	DESCRIPTION	COL	DEPTH	TMS RUN	TOTAL SIZE	RATE	AMOUNT
9/20/2023			Greenville News			3	Quarter page		
9/17/2023			Greenvilleonline.com						
THIS IS A MEMO BILL, RENDERED AT THE CUSTOMER'S REQUEST, IN ADVANCE OF PUBLICATION, AND IS BASED ON SPACE AS ORDERED.									
CURRENT			OVER 30 DAYS	OVER 90 DAYS	OVER 120 DAYS	TOTAL DUE			
1,100.00				0.00	0.00	1,100.00			

Sip 'n Stroll 2023					
	2022 Estimate		2022 Actual		2023 Estimate
Income	Qty		Qty		Qty
Wine Tasting Tickets	225	\$ 2,083.50	326	\$ 3,260.00	350 \$ 3,889.20
Artist Booths - Early Registration	25	\$ 1,250.00	10	\$ 400.00	39 \$ 1,560.00
Artist Booths - Registration			18	\$ 1,080.00	0 \$ -
Poster Artists - Registration					3 \$ -
Vendor Business License	36	\$ 252.00	28	\$ 196.00	42 \$ 294.00
ATAX Grant			1	\$ 1,000.00	1 \$ 1,800.00
50/50 raffle ticket sales			274	\$ 274.00	
T-shirt Sales	50	\$ 445.45	29	\$ 464.00	
Poster Sales	0	\$ -		\$ -	\$ -
Gross Income		\$ 4,030.95		\$ 6,674.00	\$ 7,543.20
Expenses					
Square fee - Early Registration (1.66)			10	\$ 16.60	39 \$ 64.74
Square fee - Registration (2.24)		\$ -	18	\$ 40.32	0 \$ -
Square fee - 50/50 raffle (.59)			1	\$ 0.59	0
LotForm Subscription (50/50 split with Quince Chamber)					1 \$ 216.24
Image Use		\$ -		\$ -	1 \$ 300.00
Image conversion to digital					1 \$ 100.00
Liability License		\$ 103.00		\$ 134.00	\$ 134.00
Vendor Business License (7.00)	36	\$ 252.00	28	\$ 196.00	42 \$ 294.00
50/50 Raffle paid to non-profit			1	\$ 137.00	
50/50 Raffle paid to winner			1	\$ 137.00	
Website Startup		\$ 20.00		\$ 164.75	
Advertising					
Radio (WSNW) (50/50 split with ORF)		\$ 300.00		\$ 300.00	\$ 300.00
Newspaper (Journal) (60% 5625/WSMA \$ 500)		\$ 170.00		\$ 500.00	\$ 500.00
Keowee Key Scuttlebut (Keowee Key 100%)		\$ -		\$ -	\$ -
Electronic Billboard (Only 100%)		\$ -		\$ -	\$ -
Social Media Boosts		\$ 40.00			
The Highlander		\$ -		\$ -	1 \$ 650.00
Greenville newspaper				\$ 1,065.00	1 \$ 1,065.00
Printing					
Posters - large	75	\$ 52.50	75	\$ 80.00	100 \$ 45.00
Posters - small					500 \$ 70.00
Banners		\$ -	3	\$ 188.42	4 \$ 225.00
T-Shirts	75	\$ 375.00			
M,L,XL			54	\$ 609.66	
XXL			6	\$ 79.20	
Screens			4	\$ 60.00	
Directional Signage	12	\$ 120.00	6	\$ 210.00	8 \$ 280.00
Porta Potties	3	\$ 300.00		\$ -	3 \$ 300.00
Supplies (paint, laminator pouches, tape)				\$ 75.49	\$ 100.00
Vendor Breakfast		\$ 200.00		\$ 20.00	\$ 40.00
Live Music		\$ 250.00		\$ 250.00	\$ -
Wine - Brews on the Alley					
Wine - 898 tickets redeemed	110	\$ 966.90	101	\$ 1,010.00	101 \$ 1,010.00
Glasses	850	\$ 102.00	2	\$ 87.10	2 \$ 87.10
Labor	17	\$ 151.30	21	\$ 315.00	21 \$ 315.00
Wine sales tax @ 8%		\$ 166.68	326	\$ 244.50	350 \$ 262.50
T-Shirt tax @ 6%			29	\$ 26.39	
Wine - Ram Cat Cellars					
Wine			51	\$ 510.00	51 \$ 510.00
Glasses			1	\$ 50.00	
Labor				\$ 180.00	
Wine - Birds of a Feather					
Wine - tickets redeemed					
Glasses					
Labor					
Gross Expenses		\$ 3,402.70		\$ 5,618.62	\$ 5,815.10
Net Income		\$ 628.25		\$ 1,055.38	\$ 1,728.10

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

I. APPLICANT

A. Name of Organization Eagles Nest ATAX Grant
B. Address 730 Jumping Branch Rd
Tamassee, SC 29686

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ \$3000.00
B. How will ATAX Funds be used? advertising, signage, programs, communications, and facebook and other social media to attract patrons outside our immediate service area
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 30%
D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding x _____ Source fundraising events
Other Funding x _____ Source individual donations

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 Event series for 2023-2024
B. Description of project Monthly events that includes the following: concerts, plays, seminars Shows,
C. Who will benefit from this project? The communities of upstate South Carolina, Georgia, and North Carolina, Residents and visitors of all ages who enjoy good family entertainment.

IV. DATES OF PROJECT

Beginning August 15, 2023 Ending February 15, 2024

V. APPLICANT CATEGORY

Government Entity: _____
x Non-profit Organization: Incorporation date 6-15-2020
x Eleemosynary Organization under IRS Code: IRS # 85-1919132
Date of Determination Letter 9-19-2020



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: Lynne R Martin Title President
Signature Lynne Martin Date 8/15/2023
Address 730 Jumping Branch Rd
Email martinlynne08@gmail.com Fax No. _____
Phone Number (s) 864 280 1258

B. Alternate Contact Name: Darlene Chapman Title Secretary
Signature Darlene Chapman Date 8/15/23
Address 330 George Todd RD, Tamassee, SC
Email Darlenechapman52@gmail.com Fax No. _____
Phone Number (s) 864-710-8758

Eagles Nest Budget for August 15, 2023 to February 15, 2024

Budget for Oconee Mountain Opry

Performance	500 x 6 shows	\$ 3000
Hospitality	\$100 x 6 shows	\$600
Sound	250 x 6 shows	\$1500
Posters	100 x 6 shows	\$600
Advertising	500 x 6 shows	\$3000
Facebook Boosting	75 x 6 shows	<u>\$450</u>
Total Budget		\$9,150

Concert Events

Performance	\$2500 x 8 shows	\$20,000
Hospitality	\$100 x 8 shows	\$800
Sound	\$500 x 8 shows	\$4000
Posters	\$100 x 6 shows	\$800
Advertising	\$500 x 6 shows	\$4000
Facebook Boosting	\$75 x 6 shows	<u>\$ 600</u>
Budget		\$30,200.00

**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 St.
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5160
B. How will ATAX Funds be used? see attached document
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 65%
D. Funds furnished by your organization \$1920
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 Walhalla Seasonal Brochures
B. Description of project see attached document
C. Who will benefit from this project? see attached document

IV. DATES OF PROJECT

Beginning September 2023 Ending April 2024

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 2021
Eleemosynary Organization under IRS Code: IRS # _____
Date of Determination Letter _____

RECEIVED
8.14.23

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

See attached document

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?

See attached document

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

Samples of Spring 2023 and Summer 2023 event brochures

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) See attached document

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: JASON WHITE

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Catie Fisher Title Main Street Walhalla, Director
Signature [Signature] Date 8/14/23
Address 105 W. South Broad St. Walhalla, SC 29691
Email cfisher@CityofWalhalla.com Fax No. _____
Phone Number (s) 864-710-2025

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

Oconee County ATAX Grant
Application Form for Tourism Related Projects

IA. Applicant: Main Street Walhalla

IIB. ATAX funds will be used to pay for the printing of seasonal brochures highlighting Walhalla and Oconee County events that will be distributed to the nine SC State Visitor Centers, Walhalla and Oconee County.

IIIB. When I began as an event coordinator with the Main Street Walhalla program in April 2022, one of the most common questions I was asked was where can we find information about all the events for the coming year. The answer I gave them was that if our Walhalla events were not posted on mainstreetwalhalla.com or on the City of Walhalla's website then to go to Visit Oconees webpage for more information. After giving the same answer over what felt like a million times, I realized the answer needed to be simpler. When I stepped in as the Director for Main Street Walhalla, I started the "Walhalla and Oconee County Seasonal Brochures" starting with Spring (March-May 2023).

IIIC. This project is designed to help Walhalla Main Street Merchants, local residents and tourists. In these seasonal brochures the goal is to advertise events hosted by the Merchants on Main Street in Walhalla. So often I see wonderful and amazing activities, ticketed events or specials being offered with the Merchants that are mostly advertised on social media. While social media and online marketing plays a very big part in today's world, there is still a large population of locals and tourists that rely on paper ads.

V1. By creating an easy to read, easy to grab brochure of local events, I believe that this will accommodate the need for a simpler way of accessing local event information.

VD. I am requesting funds from ATAX that will cover the cost of brochures for September 2023-April 2024 (Fall, Winter & Spring) in the following areas:

- 300 copies per season (three seasons) to be sent to the nine SC State Visitor Centers
- 1600 copies per season (three seasons) to be distributed around the City of Walhalla and within Oconee County.
- 4300 copies per season
- A total of 12,900 copies for the Fall 2023 , Winter 2023 and Spring 2024 seasons.
- \$0.40 a copy with a total of \$5160 for three seasons

- \$3240, price for supplying nine SC State Visitor Centers for three seasons
- \$1920, the amount Main Street Walhalla covers in the project to supply the Walhalla and Oconee County area.

VF. Each batch of brochures will have unique QR codes that will allow my team to see where most of our brochures are being used. We will also collect information on tourism numbers from the visitor centers.

THE JOURNAL

210 W. North 1st Street • Seneca, SC 29678 • 864-882-2375

Pre-Bill

Ad # 20394
Date: 8/14/2023
Terms: Net 30
Rep: JD

Bill to: Account ID: 1655

CATIE FISHER
MAIN STREET WALHALLA
105 W SOUTH BROAD ST
WALHALLA, SC 29691-2245

Sold to: Account ID: 1655

CATIE FISHER
MAIN STREET WALHALLA
105 W SOUTH BROAD ST
WALHALLA, SC 29691-2245

Charges from 5/3/22 to 10/27/23

Date	Pub	Type	Description	Pg	Lvl	Price	Discount	Applied	Due
8/20/23	JSP	Ad	4300 CALENDER			\$1,720.00			\$1,720.00

\$1,720.00			\$1,720.00
------------	--	--	------------

Please return this portion with your payment

Remit Payment to:
The Journal
210 W. North 1st Street
Seneca, SC 29678
Phone: 864-882-2375
Fax:

CATIE FISHER
MAIN STREET WALHALLA
105 W SOUTH BROAD ST
WALHALLA, SC 29691-2245

Display Pre-Bill

Amount Due \$1,720.00

Amount Enclosed _____

Issue Date: 8/20/2023

Pre-Bill Date: 8/14/2023

Ad # 20394

Account # 1655

Every Thurs.
Book Sale

Walthalla Power Tumbling

Game Time

June 12, 19 & 26

11am - 12pm \$5ea

Sensory Play

June 14, 21 & 28

11:30am - 12:30am \$5ea

Open Gym- every Mon. & Fri.

12pm-2pm \$5/hour per guest

PE Class-every Wed.

1-2pm \$10ea

Fun Gym- every Fri.

6pm-9pm

\$20 per guest/\$15 Siblings

Soda & Pizza included

www.walthallapowertumbling.com

Aug. 11

Cash Unchained

The Ultimate Johnny Cash Tribute
Tickets available at WPAC & Online

walthallapac.com

Aug. 12

Elton Live!

The Elton John Experience
Tickets available at WPAC & Online

walthallapac.com

Aug. 17

Devon Allman & Donovan Frankenreiter

-See it all Tour
Tickets available at WPAC & Online

walthallapac.com

Aug. 18

Georgette Jones, The Princess of

Country Music: George, Tammy & Me
Tickets available at WPAC & Online

walthallapac.com

Aug. 19

Sweet Baby James

The #1 James Taylor Tribute
Tickets available at WPAC & Online

walthallapac.com

Aug. 25

Harvest Moon

The Music of Crosby, Stills, Nash and
Young

Tickets available at WPAC & Online

walthallapac.com

Aug. 26

James Gregory

The Comedy Legend Continues
Tickets available at WPAC & Online

walthallapac.com



THANK YOU TO OUR PREMIUM PROMOTIONAL PARTNERS!

Main Street Walthalla

Email: mainstreetwalthalla@gmail.com



2023 EVENTS



SUMMER

Walthalla & Ocoee County Events
June - August 2023



Walthalla Farmers Market
Every Saturday 8am - 11am
mainstreetwalthalla.com

June 3

Music on Main

Westminster Music Center
Details at visitocooneesc.com

June 5 - 6

Summer Camp

Walthalla Power Tumbling
www.walthallapowertumbling.com

June 8

FREE Movie Series!

Raya and the Last Dragon
walthallapac.com

June 10

Tamasssee DAR BBQ Cookoff

Details at visitocooneesc.com

June 10

Rock the Ranch in Seneca

Details at visitocooneesc.com

June 12

DIY Music Makers

Ocoonee County Library in Walthalla
oconeelibrary.org

June 13

Best Pound Cake Contest

Details at visitocooneesc.com

June 17

Used Book Sale

Ocoonee County Library in Walthalla
oconeelibrary.org

June 17

Juneteenth Children's Day

Details at visitocooneesc.com

June 17

Juneteenth Evening Concert

**Walthalla
Cruise In**

June
24th, July
22nd,

Aug 26th
mainstreetwalthalla.com

**Mac Arnold & Plate Full O'Blues
Concert**

Clemson Area African American Museum
Details at visitocooneesc.com

June 19

Juneteenth Festival

Clemson University
Details at visitocooneesc.com

June 19

Sensory Bins

Ocoonee County Library in Walthalla
oconeelibrary.org

June 20

Twens/Teens: Friendships Bracelets

Ocoonee County Library in Walthalla
oconeelibrary.org

June 21

Crafternoon: The Puzzle Project

Ocoonee County Library in Walthalla
oconeelibrary.org

June 22

Kids Book Club!

Walthalla Power Tumbling
www.walthallapowertumbling.com

June 22

FREE Movie Series! Finding Dory

walthallapac.com

June 23

Shake, Rattle, & Roll

Ocoonee County Library in Walthalla
oconeelibrary.org

June 24

Chi-Town Transit Authority

The Chicago Tribute
Tickets available at WPAC & Online

walthallapac.com

June 24

Adults Only Party

\$10ea \$15 per couple

Walthalla Independence Fest
mainstreetwalthalla.com

July 6

FREE Movie Series! Lightyear

walthallapac.com

July 14

Shake, Rattle, & Roll

Ocoonee County Library in Walthalla
oconeelibrary.org

July 17

Sensory Bins

Ocoonee County Library in Walthalla
oconeelibrary.org

July 20

FREE Movie Series! Aladdin

walthallapac.com

July 21

I Read to Animals

Ocoonee County Library in Walthalla
oconeelibrary.org

July 21 - 22

Grits n' Grass Mountain Music

Festival

Details at visitocooneesc.com

July 22

Twitty & Lynn

A Salute to Conway & Loretta
Tickets available at WPAC & Online

walthallapac.com

July 29

Stay Wild

Details at visitocooneesc.com

Jazz on the Alley

in Seneca

Thursday Nights

Details at visitocooneesc.com

Turn for more

events

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 Drive
Seneca, SC 29672

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ \$15,000
 B. How will ATAX Funds be used? Funding will be used to expand and relocate the current office/visitors center
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 90%
 D. Funds furnished by your organization \$6650.⁰⁰
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding office space Source in kind
 Other Funding phone/internet hardware Source in kind

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Chamber of Commerce Visitor Center Relocation/Expansion
 B. Description of project The Chamber will be overseeing the expansion + relocation of current office/visitors center in Westminster
 C. Who will benefit from this project? Visitors to Oconee County will benefit with a larger location to obtain information about Oconee County. Oconee Businesses will also benefit from the added exposure to visitors

IV. DATES OF PROJECT

Beginning Fall 2023 Ending ongoing thru 2024

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date Sept 1966

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

By providing resources and information about products, services and experiences to be to visitors at the information center. They will have more options resulting in longer stays and repeat 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 location will be listed/published online and provided at local hotels and public offices.

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 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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Dari McBride Title President
Signature Dari Mullin McBride Date 8/15/23
Address 2 Lees Court, Seneca, SC 29177
Email director@oconeechamber.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
A COMMITMENT TO OUR COMMUNITY

Chamber Growth & Relocation Project			
		Tourism	Chamber
Ongoing Payroll Expenses 40hrs x \$15/hr x 26 wks)	\$ 13,650.00	\$ 10,920.00	\$ 2,730.00
Signage and Display Racks for Facilities	\$ 2,500.00	\$ 1,000.00	\$ 1,500.00
Painting	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00
Office Furniture and Supplies	\$ 3,500.00	\$ 3,000.00	\$ 1,420.00
Total anticipated expenses	\$ 21,650.00	\$ 15,920.00	\$ 6,650.00
ATAX funding	\$ 15,000.00		
Chamber Funds	\$ 6,650.00		
Office Space - Westminster	in-kind		

rev. 2.13.23



Dear Parks, Recreation and Tourism Commission,

Enclosed is the ATAX Grant Application for The Oconee County Chamber of Commerce for August 2023. 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 once again 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,

Dari McBride
President

2 Leas Courtyard Drive, Seneca, SC
OconeechamberSC.com



August 15, 2023

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) as you seek opportunities to fund an expanded size and scope of a Visitor Center in Westminster.

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. You play an important role in this cycle-of-benefit.

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/vr

City Administrator

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

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 1,862.34
B. How will ATAX Funds be used? To promote Oconee County and the destinations/sites on the UHQT.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization \$ TBD
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding \$ _____ Source _____
 Other Funding TBD Source 2022/23 ATAX Grant Requests submitted to Anderson County, and City of Anderson ATAX Commissions.

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Promotion of UHQT and Interpretive Signage
B. Description of project Development and placement of signage at 4 sites and promotion of UHQT. The UHQT is requesting support to continue production and distribution of the UHQT Rack Cards, App cards and South Carolina Quilt Trail rack cards. Assistance with computer-based application fees. The computer application fees support the UHQT web site, social media promotions, email promotions, tour app, domain, and computer programs that support marketing efforts.

Who will benefit from this project? The UHQT collaborates with sites, other groups and activities to promote tourism throughout the Upstate area. We organize tours when requested by individuals or groups. We recommend local shops, restaurants, and places to stay. Our intent is that visitors will stop and visit the sites that have a quilt panel, adding to their visitation numbers. Local vendors and freelance professionals are utilized to the extent possible. The community and visitors will benefit from easily identifying quilt trail sites and knowing which panel they are viewing via the Tour App, Interpretive signs and full stories about quilt panels located on UHQT website.

IV. DATES OF PROJECT

Beginning September 2023

Ending March 2024

RECEIVED
8.14.23

V. APPLICANT CATEGORY

Government Entity:

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

Eleemosynary Organization under IRS Code: IRS #
Date of Determination Letter

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate area has many attractive features for tourists to enjoy from outdoor adventure, historical sites, art venues, to quaint communities to explore. To date 177 quilt panels are located throughout Oconee County and 4 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, 295, 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 2022/23 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 ground visitation data is difficult given the Quilt Trail is primarily a self-directed tour. We do speak with destination sites and receive feedback from them about Trail inquiries and visitors who found a destination while touring the Trail. We monitor Face Book clicks, likes and followers, UHQT website visits (January 2023 we lost access to our website and UHQT email address. We recently regained access to our email and are working diligently to have a new website functional by September 2023). We have continued to monitor 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 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 be monitored through Google Analytics.
- UHQT Rack Card is distributed to information centers throughout the tri- state area, distributed at various local regional, state and tri-state venues. UHQT develops and distributes these cards. Annual distribution is 8,500.
- 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 rack 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- 2024.

- Carolina Arts News, posts new additions to UHQT on their blog and Face Book page. <https://carolinaartsnews.wordpress.com/category/quilt-trail/>
- UHQT has been invited to participate in QuiltFest Mancuso Show Management, Inc., Greenville April 2024. Additionally requested to conduct demonstrations during the show.
- Participate in regional Guild Quilt Shows
- Participate in SC Welcome Center Tourism show May 2024
- Coordinating with other local organizations a series of Quilt Shows and lectures throughout 2023/24 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 2022/23 UHQT Rack Card, Social Media Data and Articles and Presentations

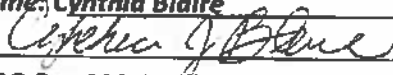
F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) The Quilt Trail monitors distribution of rack cards and individual requests for additional information. Web site hits and demographics 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.

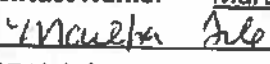
VII. AUDIT

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: Cynthia Blaire Title: President
Signature  Date 8/13/23
Address PO Box 333, Wadhalla, SC 29691
Email info@uhqt.org Fax No. NA
Phone Number (s) cell 864-723-6603

B. Alternate Contact Name: Martha File Title Past President
Signature  Date 8/12/2023
Address 607 Lighthouse CT., Seneca Sc 29672
Email mfile@bellsouth.net Phone Number (s) 904-874-1975

UHQT Promotion Budget FY 2023/24

UHQT Marketing & Development Plan FY2023/24	Anderson, Oconee, Pickens Counties Requests	Oconee County Request 2023/24
Web site		
1 yr. Adobe PDF converter fee	\$ 179.88	
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. web site hosting, back up, security	\$ 240.00	
1 yr. SEO Tools, web site	\$ 71.00	
1 yr. web site updating	\$ 250.00	
Sub Total	\$ 1,028.10	\$ 342.67
Printed Promotion		
10 ,000 UHQT Printed rack cards, 5KApp Postcard, 1K SCQT Post cards and postage	\$ 1,430.00	
Upcountry Directory, Tour App promotion, Web ad with SC Quilt Guild & Blue Ridge Magazine advertisements	\$ 1,500.00	
Sub Total	\$ \$2,930.00	\$ 976.67
Web based App & social media		
Annual fee Tour App	\$ 249.00	
Social Media Boost of advertisements, photos	\$ 300.00	
Sub Total		\$ 183.00
	\$ 4,507.10	\$ 1,502.34
To Oconee County Only		
Interpretive Signage 4 needed @\$90 each; development, production, delivery.		\$ 360.00
Total ATAX Request for 2023 - 2024		\$ 1,862.34

August 2022 – August 2023 Distribution of Rack Cards, Social Media Data, and Presentations.

Number in Group <i>Not in the Anderson, Oconee, or Pickens Counties</i>	Group Category	Rack Cards Quantity Distributed		
		UHQT	SCQT	APP postcard
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	1,750	1,750	
9	SC Welcome Centers	3,900	3,300	1,800
7	Quilt Museums: GA (2), KY, NC, TX, VA & Ontario		245	175
22	SC Historical Societies, Museums, Low Country Visitors Centers	330	220	
29	Individuals mailed maps >50 miles: SC, FL, NC, GA, CA, OK, PA, IL.		29	29
Total Mailed		6,254	5,474	1,800
<i>Within Anderson, Oconee, or Pickens Counties</i>				
	SC Welcome Center, Fair Play	900	800	300
	UHQT individual contacts and community events	700	400	800
	UHQT local destination sites	2,000	1,500	1,000
Total		3,600	2,700	1,700
Total Delivered or Mailed		9,854	8,174	3,500

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%

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, Florida, and Georgia.

Web Site Analytics

Users were 2970 throughout September 2022 through January 16, 2023, when the site was shut down by our hosting company. Because we could not provide the phone number that engaged this company the UHQT was denied any further access to the website.

Data that can be gleaned reflexes 74.1% were women and 26% men. 89% are new visits and 11% return visits. The Interactive Map was used most viewed, 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 phones. 51% use cell phones to access web pages, 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

UHQT Tour App Analytics September 15, 2022 – August 12, 2023

Tour	Views	Number of Sites on Tour
City of Anderson	158	21
City of Pickens	154	31
City of Walhalla	339	35
City of Westminster	307	35
City of Pickens Bike Trail	176	12
Total Views & Sites	1,134	134

Other Promotional Activities throughout 2022 - 2023:

Articles and Presentations:

- Carolina Arts News, posts new additions to UHQT
<https://carolinaartsnews.wordpress.com/category/quilt-trail/>
- Advertised in 2023 Upcountry informational brochure.
- An informational display was developed for the Visit Anderson Visitors Center display was shown January – Mid April 2023.
- Participated in the Southeast Travel Counselors Conference reception hosted by Visit Anderson
- Tourism Week
- March 21, 2023, Presentation to Daughters of the American Revolution, Seneca Chapter
- March 21, 2023, Presented Excellence in Historic Preservation Award by National Society of the Daughters of the American Revolution
- April 27-29, 2023 –UHQT and display & demonstration booth at QuiltFest 2023 Greenville
- June 23, 2023, offered class in Oconee County on How to Paint Quilt Block.
- July 11 & 18, 2023 offered in Pickens County on How to Paint Quilt Block.
- June 25, 2023, Presentation at Pickens Quilt Guild
- July 17 -19, 2023, Home School quilting project at Boxwood Manor
- August 1, 2023, presented program to Greenville Quilt Guild



**Southeast Travel Counselors Conference
reception hosted by Visit Anderson
Tourism Week.**



**Display & demonstration booth at QuiltFest
2023 Greenville, SC**



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



Upstate Heritage Quilt Trail



On the Quilt Trail

Explore and Discover

Drink the Living Water

Quilter: Jeanne Allen

Sponsor: For The Birds

Jeanne Allen's quilt, "Drink the Living Water," combines two of her passions—backyard birds and quilting. This lovely piece is an excellent example of a "watercolor" quilt. It is composed of 780 colorful one inch (finished size) squares. This style of quilting is defined by its impressionistic use of small fabric squares to create an image, often drawn from nature, as in this quilt where happy blue birds take the starring role. This technique relies heavily on choosing fabrics of different values, color, texture, and scale to "paint" the picture. Notice how the interior squares of pale yellow, blue and pink create the illusion of sunlight filtering through the branches and flowers of a garden. Toward the base of the lower bed, the fabric squares are cut from bolder floral prints than the squares blending into the center of the quilt. These choices of scale and color are critical to the quilt's success and charm. However, it is the three cheerful, vivacious bluebirds who steal the show. They are hand appliqued to the background and add a three-dimensional quality to the composition.

Jeanne's quilt is the perfect addition to the For The Birds store and a great conversation piece for all the bird lovers who visit. This quilt block honors a wonderful, talented lady and bird lover.

For the Birds is a family-owned retail store. It serves its customers with high quality birdseed, feeders, bird houses, home and garden décor and many other bird-related items.

Interpretive sign sponsored by



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

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5,000
B. How will ATAX Funds be used? print and media advertising, website maintenance, signage
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding 10,000 Source City of Westminster ATAX
Other Funding 20,000 est. Source Donations & fees

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title SC Bigfoot Festival
B. Description of project street style festival
C. Who will benefit from this project? City of Westminster, Oconee County,
Upstate SC

IV. DATES OF PROJECT

Beginning 10/13/23 Ending 10/14/23

V. APPLICANT CATEGORY

Government Entity:



Non-profit Organization: Incorporation date 5/2019 EIN 92-2727232



Eleemosynary Organization under IRS Code: IRS # _____



Date of Determination Letter _____

RECEIVED
8.15.23

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

estimated attendance from 30+ states, 15,000-25,000
visitors each year

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

15,000 - 25,000

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 15%

This Year 20%

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

Last year: 2,000 est.

This Year: 2,500 est.

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

print and local tv and radio

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

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) photos available on request (can also see some on website - scbigfootfestival.com)

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

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

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 or ineligibility of future grants. I will complete interim reports every 130 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Jessica Glumph Title _____
Signature [Signature] Date 8/15/23
Address 2104 Hughes Blvd Westminster, SC, 29693
Email jessicaglumph@hotmail.com Fax No. _____
Phone Number (s) 864-346-2387

B. Alternate Contact Name: Lacey Watkins Title _____
Signature _____ Date 8/15/23
Address 1012 Highland Avenue
Email laceyelizabeth00@gmail.com Fax No. _____
Phone Number (s) 864-723-6736

2021 SC Bigfoot Festival Budget

Advertising

Billboard 600 ea. x 2 =	\$1200
Media/newspaper	\$2500
local advertising (flyers, table tents)	\$1000
Website	\$300

Staff

Bathrooms/Handwashing Stations/Sanitizer/etc	\$1500
Trashcans (City)	\$0
volunteer shirts (50)	\$325
Event Parking signs	\$150

Performers

Eric Scott Band	\$1200
Tugalo Holler	\$800
Eric Weiler Group	\$1000
Those Guys	\$1200
Sound/Lighting	\$7500
Speaker Fees	\$1500

Event

Contest prizes	\$150
Trophies	\$150
Water	\$150
Printed materials	\$150
Tshirts 300 @ 12.50	\$3750
Children's activities	\$2750
Unforeseen expenses	\$1000

Total Budget \$28,275.00

Revenue

City of Westminster HTAX (projected from 2022)	\$10,000.00
Corporate Sponsorship (projected from 2022)	\$3,000.00
Vendor Fees (projected from 2022)	\$10,500.00
Merchandise Sales (projected from 2022)	\$6,600

Total Revenue \$30,100

Excess to roll over to 2022 \$1,825.00

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 / P.O. Box 523
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15 K
 B. How will ATAX Funds be used? Advertising - Marketing -
Website - Facebook - Brochures
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? Over 60%
 D. Funds furnished by your organization WPAC will spend \$8K for Line B.
 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 WPAC Fall/Winter 23' Advertising Budget
 B. Description of project Marketing - Advertising for 80+
nationally touring productions/shows
 C. Who will benefit from this project? Residents of Oconee County,
surrounding counties as well as
bordering states - ATAX funds *

IV. DATES OF PROJECT

Beginning Aug 23' Ending Dec 23'

V. APPLICANT CATEGORY

Government Entity:

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



VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

lodging, dining, drinkin and shopping

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

35+k

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

Last Year 60%
This Year 60%

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

Last year: _____
This Year: _____ > 30% estimate

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

WPAC website, Brochures, TV, Radio, Print, Facebook

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

OC chamber, visit oconee, walkalka main st.

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)

Audiance View ticketing software, Drum creative web service/tracking, walkalka.pac.com

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: H+R Block Accounting

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

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Walter Thompson Title WPAC Director
Signature Walter Thompson Date 8/13/23
Address 101 E.N. Broad St Walhalla SC 29691
Email walter@wpaentertainment.com Fax No. _____
Phone Number (s) 864-991-7298

B. Alternate Contact Name: Ladale Price Title WPAC Board Director
Signature _____ Date _____
Address _____
Email Ladaleprice@yahoo.com Fax No. _____
Phone Number (s) 864-710-4930



WALHALLA
PERFORMING ARTS CENTER
EST. 1993

WPAC Media & Advertising Budget 2023

Radio

Earth FM 103.3/95.9 & WGTK 94.5 Greenville SC (covering the complete upstate)- \$2400 Monthly/ \$28,800 annually.

WNEG 93.1, WGOG 101.7 & The Lake 94.1- \$1600 monthly/ \$19,200 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- \$600 monthly/ \$7,200 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- \$87,600

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Westminster Music Centre

B. Address 224 E Main St, Westminster SC 29693

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000

B. How will ATAX Funds be used? Produce and Promote and our 4-times-a-year concert series
"Music on Main" which brings in over 500 people per event from all around the region to downtown Westminster

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

D. Funds furnished by your organization 20,000

Matching Grant _____	Source <u>\$3,000 Beverage Sales & Guitar Raffle & VIP tickets</u>
Matching Grant _____	Source _____
Other Funding <u>10,000</u>	Source <u>City/County/State Grants</u>
Other Funding <u>7,000</u>	Source <u>Business/Personal Sponsorship</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 2023-24 Music on Main

B. Description of project Please see attached Description and Benefits

C. Who will benefit from this project? _____

IV. DATES OF PROJECT

Beginning 8/1/23 Ending 7/31/24

V. APPLICANT CATEGORY

Government Entity: _____

Non-profit Organization: Incorporation date 9/19/16 EIN: 81-2463067

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____

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Music on Main Budget - 2023		
<u>Item</u>	<u>Cost</u>	<u>Vendor</u>
Performance		
Headliner Band x4	15,000	
Opening Band x4	5,000	
Meals & Hospitality	1000	On-Site Food Vendors Catering
Total Band Budget	21,000	
Production		
Stage Rental	0	City of Westminster partnership
Production Coordinator + assistant	2,500	WMA director
Sound/Light equipment	0	in-house
Insurance	2,850	Johnson & Johnson via Insurance Works, Westminster
On-site Security	800	Off Duty City Police Officer
Total Production	6,150	
Marketing		
Website hosting/plugins	600	Godaddy
Social Media ads	1000	Facebook, Instagram
Newspaper ads	3000	Daily Journal
Radio ads	800	WSNW, WGOG, WNCW
Billboard	500	
printed flyers, postcards	450	Print It
Total Marketing	6350	
Annual Budget	33,500	

Westminster Music Centre

8-15-23

Fall 2023 ATAX Grant Request Addendum

Project Description:

The Westminster Music Centre, a registered 501c3, has renewed our commitment to organizing and promoting “Music on Main” which is a 4 times per year, family-friendly, free concert series. This concert series aims to further the mission of the Music Centre, which is to promote the joys of live music to our community. Furthermore, this event is intended to generate tourism to Oconee County, and help further establish and maintain Oconee County and City of Westminster as a destination for our region due to the high quality music and family environment we seek to create and foster at these events. Our goal for 2023--24 is to grow to an attendance of 1000+ per event. In 2021, our first year back hosting events in the wake of the pandemic, we hosted 2 Music on Main events, the 2nd of which grew to an estimated 300 attendees. In 2022, we produced 4 events, with an average attendance closer to 500, with majority of attendees coming from outside of city, and many from outside of the county. In Spring of 2023, with help from ATAX funds, we held 2 successful events on 4/15 and 6/3, with an average attendance of 500.

These events are free to the public, but do require significant financial inputs in order to fulfill our commitment to the high quality of music we have set for ourselves, as well as the standard of patron experience we seek to achieve. Our Fall 2023 events are scheduled for 9/16, and 10/21. We will host 4 events in similar timeframes in 2024. We also partner with and support other local organizations with similar missions of music promotion and tourism generation. The Veterans benefit concert on 8/12/23 and the Community Tree organization (both based in Westminster) and 2 such examples.

The Music Centre is volunteer run, aside from our one part-time director who manages the day-to-day operations. Our volunteer board of directors not only generously give of their time to make Music on Main a success, but each has also made financial contributions to ensure our future success, showing a commitment to the greater mission. In 2020, we made the difficult, but necessary, decision to leave our home in 101 W Main St, to pursue our new sustainable future in 224 E Main St. The remodel of this location is slowly (but surely!) moving forward. In the meantime before we are ready to once again host indoor, ticketed events (which will

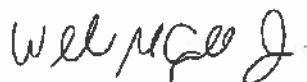
likely be at least into 2024), we have committed to continuing the Music on Main concert series for 2023 and 2024. The funds requested for this grant will be used exclusively to help fund the production and promotion of Music on Main, which is a free event open to the public.

There are significant costs associated to continuing this concert series, and that is what we are asking for help with in this grant. We have committed to booking national and regional level talent for our headliner bands, while also committing to booking up-and-coming local talent for the opening slots. This ensures a high quality of music for the concerts, but it also allows for us to be recognized in a much more visible way to the greater region. As such, we have expanded our marketing efforts far beyond Oconee County, and these grant funds will allow us to continue to expand the reach of our marketing. This greatly increases the potential attendance draw to outside of our direct local community and helps make Oconee County a destination for tourism from around the region.

In addition to the high quality bands we book for Music on Main, we also have many other attractive and family-friendly elements: a “classic car cruise in” with over 100 classic cars each event, food trucks, arts & crafts vendors, and a beverage stand, which is our one main avenue for raising funds. In 2022, we also instituted a Guitar raffle and VIP experience, which served as further self-generated revenue. The rest of the operating funds come via the generous support of local businesses and individuals who are passionate about bringing live music to Westminster. Grant funding at the local, county and state level are therefore very important in helping to continue and grow Music on Main and ensure that it will not only exist for years to come, but will flourish and expand as work to make this concert series a destination event for our community and those in the greater region.

Thanks sincerely for your consideration,

BJ Callahan



Interim Director, Westminster Music Centre

FREE EVENT

3PM - CAR SHOW

5PM - CONCERT

2023

MUSIC ON MAIN

PRESENTED BY
Westminster
MUSIC CENTRE



CRUZ CONTRERAS BAND

**MATT PHILLIPS
& WHAT'S GOOD**



SEP 16TH



SONGS FROM THE ROAD BAND

**AMONGST THE TREES
STRING BAND**



OCT 21ST

Food Trucks + Classic Car Cruise-in + Arts & Crafts Vendors + VIP Experience + Guitar Raffle

Downtown Westminster on East Main St

For more info: westminstermusiccentre.org



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

I. APPLICANT

A. Name of Organization WILD HEARTS EQUINE THERAPEUTIC CENTER, INC.
B. Address 598 WILD HEARTS WAY
SENECA, SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 9,988.00

B. How will ATAX Funds be used? PROJECT: funds will be used to procure materials for finishing restrooms and kitchen to host educational seminars, workshops, and clinics, as well as community outreach events.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 75%

D. Funds furnished by your organization \$58,953
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding \$58,953 Source Fundraisers & Donations

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 EDUCATION & ENRICHMENT CENTER

B. Description of project Total project cost estimated at \$68,941. Build out of training center to attract world-renowned educators and clinicians (Training room, bathrooms, small kitchen, dissection lab, tack room offices, bunk rooms, storage).

C. Who will benefit from this project? People traveling to our area who are seeing to further their knowledge by learning from educators sharing their experience. Between March and July 2023, we hosted 7 events/educational opportunities and have 3 more scheduled for Sep-Nov. Local hotels, VRBOs, restaurants and shopkeepers benefit from tourists coming to our center.

IV. DATES OF PROJECT

Beginning 9/1/2023 Ending 3/15/2024

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 7/2/2015
Eleemosynary Organization under IRS Code: IRS # _____
 Date of Determination Letter 6/8/2016

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8.11.23

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? This project will attract people from around the nation who are interested in continuing their education and will create the need for multi-night stays in hotels, B&B's, campgrounds and vacation rentals all over the county. This will also increase foot traffic in restaurants and shops as well as other local tourist attractions. Over the past year, attendees stayed in local hotels, rentals and campgrounds, and ate at a variety of restaurants, as noted on our visitor logs.

- A. How many visitors/participants attended the event last year and are anticipated this year?
To date, in calendar year 2023, we've had over 150 visitors.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year 50%
This Year 75%
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 30
This Year: 121 nights thus far (Rashid 66, MM 25, Peters 30)
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Wild Hearts social media w/custom audience targeting, website, newsletter and email messaging.
Educator/clinician social media w/custom audience targeting, website and newsletters.
Wild Hearts has over 2,500 followers on FB and educators all have massive followers.
- 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) Attendance log and photos
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Guest lodging and restaurant logs.
Plus 313 Cafe', Alazan Mexican, Cole's Southern BBQ, and Mayberrys all served for events thus far this year.

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Janine Hartley Title Director of Operations
Signature: [Signature] Date 8/7/2023
Address 598 Wild Hearts Way Seneca, SC 29678
Email janine@wildheartsequinetherapy.org Fax No. _____
Phone Number (s) Office: 864-991-9163 / Cell 719-510-2383

B. Alternate Contact Name: Judi Riccio Title Grants Coordinator
Signature: [Signature] Date 9/11/2023
Address 598 Wild Hearts Way, Seneca, SC 29678
Email development@wildheartsequinetherapy.org Fax No. _____
Phone Number (s) 912-266-0129



WILD HEARTS

Equine Therapeutic Center, Inc.
598 Wild Hearts Way, Seneca, SC 29678
www.wildheartsequinetherapy.org
864-991-9163

EDUCATION & ENRICHMENT CENTER BUILDOUT BUDGET

All materials sourced locally

Quotes attached

Yoder's Building Supply-lumber & materials*	\$ 22,829
Yoder's Building Supply-windows*	\$ 1,593
Yoder's Building Supply-doors*	\$ 1,635
Tucker Materials-drywall supplies*	\$ 5,896
Yoder's Building Supply-kitchen cabinets*	\$ 4,060
Yoder's Building Supply-kitchen countertops*	\$ 1,700
Lowes Home Improvement-kitchen appliances	\$ 2,641
Lowes Home Improvement-bathroom fixtures	\$ 1,587
Lowes Home Improvement-plumb/elec** (est)	\$ \$3,000
Mini-Split Heat/Air: avg \$3,000/unit x 8	\$ 24,000
TOTAL	\$ 68,941

All labor donated/volunteer

*Materials provided at cost

BUDGET FOR AWARD USE

We received \$3,500 from our February 2023 ATAX grant request and were able to install one mini-split system in the training room. This particular unit was larger than most of the others will be due to the size of the room. The system itself cost \$2,500 and the labor was \$1,000. Installing the mini-split system for our educational clinics was imperative as, these events brought in hundreds of people from several other states, as well as the midlands and low country of SC.

For our August 2023 request, the budget is similar to the budget that was provided in our February request, but with updated quotes. For this application, we request funding as indicated with areas highlighted in yellow, which totals \$9,988. This funding would allow us to complete the kitchen and the second restroom, which we discovered we sorely need when we had such large groups.