

**AGENDA**  
**OCONEE COUNTY PRT COMMISSION**  
**February 22, 2024**  
**12:00 PM**  
**Council Chambers**

Call to Order  
Welcome Members  
Approval of Minutes  
Treasurer's Report  
Review New Grant Applications  
Vote on Grants  
PRT Action Item

**Grant Applications Received**

1. City of Seneca – advertising “Independence Day Celebration” - \$16,000.00
2. Discover Upcountry Carolina – advertising - \$15,000.00
3. Eagles Nest Arts Center – advertising/office equipment/electrical upgrade - \$9,525.00
4. Lake Hartwell Country – advertising - \$9,000.00
5. Main Street Walhalla – advertising “Folksfest” - \$10,000.00
6. Oconee Chamber of Commerce – employee funding for Visitor Information Center in Westminster - \$15,000.00
7. Rock the Ranch – advertising - \$9,000.00
8. South Carolina Apple Festival – advertising - \$10,000.00
9. The FARM Center – parking/directional/identification signage - \$12,375.00
10. Upstate Heritage Quilt Trail – advertising - \$1,700.00
11. Walhalla Performing Arts Center– advertising 2024 season - \$12,000.00
12. Westminster Music Center – advertising “Music on Main” - \$10,000.00
13. Wild Hearts Equine Therapeutic Center – construction project - \$11,653.00

**Action Items:**

- SCAG Windstorm Blower- \$13,520

**The next PRT Commission meeting is on May 2, 2024, in Council Chambers at 12:00 pm.**

**2024 Meeting dates are:**

May 2, 2024  
August 22, 2024  
August 29, 2024  
November 14, 2024

**ADJOURNMENT**

**PRT Commission**

Shawn Johnson, Chairperson  
Shane Smith, Vice-Chairperson  
Kevin Evans

Riley Johnson  
Alex Butterbaugh  
Trey Barnett  
Kevin Cope



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

**I. APPLICANT**

A. Name of Organization City of Seneca  
B. Address 221 E.N. 1st Street  
Seneca SC 29678

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 16,000.00  
B. How will ATAX Funds be used? Will be used to market and promote Independence Day Celebration 2024 with bottom line goal of attracting tourists to County  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100 percent  
D. Funds furnished by your organization See 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 Independence Day Celebration 2024  
B. Description of project 4th of July Festival - family oriented, free, with music, food and fireworks.  
C. Who will benefit from this project? County-wide businesses - restaurants - hotels, short-term rentals, and other county merchants

**IV. DATES OF PROJECT**

Beginning July 4, 2024 Ending July 4, 2024

**V. APPLICANT CATEGORY**

Government Entity: Municipal government  
 Non-profit Organization: Incorporation date \_\_\_\_\_  
 Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
 Date of Determination Letter \_\_\_\_\_

**RECEIVED**  
2.13.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

This project will create overnight stays in hotels & short-term rentals that will fill up county-wide restaurants and increase business stores such as grocery stores & other miscellaneous merchants

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: \_\_\_\_\_ FURNISHED SEPARATELY  
This Year: \_\_\_\_\_ FURNISHED SEPARATELY

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

TELEVISION AND RADIO - ALSO NEWSPAPER AND MAGAZINES.

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)

TRAFFIC COUNTERS, EMAIL AND ZIP CODE HARVESTING

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) WEB SITE HITS, TV ADVERTISING DEMOGRAPHICS AND DATA GATHERED AT EVENT.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Maudin & Jenkins, CPAs & Advisors

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 Event Coordinator, City of Seneca  
Signature [Signature] Date 2-14-2024  
Address 221 E.N. 1st St Seneca SC 29678  
Email rjohnson@seneca.sc.us Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-3910

B. Alternate Contact Name: Debbie Williams Title Exec. Assistant  
Signature [Signature] Date 2-14-2024  
Address 221 E N 1st St Seneca SC 29678  
Email dwilliams@seneca.sc.us Fax No. \_\_\_\_\_  
Phone Number (s) 864-888-0880

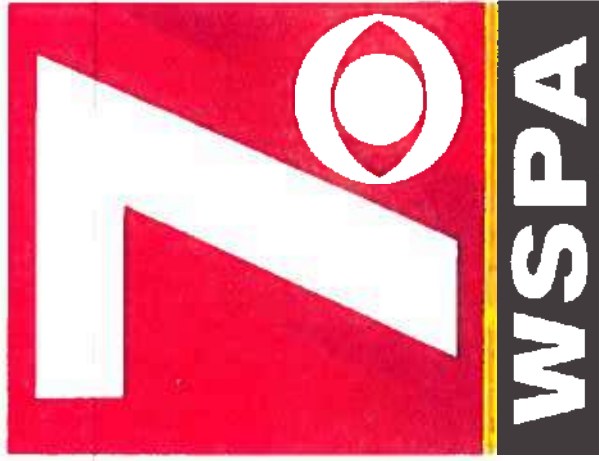
**BUDGET**

**Independence Day Celebration**

**2024**

**CITY OF SENECA, SC**

MUSIC – MAJOR ACTS	15,250.00
STAGES & LIGHTS	9,000.00
PORTA POTTIES	2,500.00
HOTEL ROOMS	5,000.00
FOOD FOR BANDS & STAFF	2,000.00
CAROLINA BOUNCE	7,488.90
LOCAL ACTS	6,500.00
EPI - SECURITY	2,500.00
CLEANING SERVICES	1,500.00
FIREWORKS	26,000.00
PROFESSIONAL SOUND	4,500.00
RAIN INSURANCE	3,500.00
ADVERTISING & PROMOTION	4,800.00
<b>TOTAL</b>	<b>90,538.90</b>
ATAX REQUEST FOR ADVERTISING/ACTS	20,050.00
CITY OF SENECA HAT ADVERTISING	30,000.00



**CITY OF SENECA**

**INDEPENDENCE DAY CELEBRATION**

**TUESDAY, JULY 4 / GIGNILLIAT FIELD**

**FREE**

**LIVE ON STAGE!**

**DEPARTURE**

**RESTIMITIES START @ 2PM ON TUESDAY, JULY 4**

**AWARD-WINNING FIREWORKS AT DUSK!**

**FREE FAMILY FUN!**

**WATERSLIDES!**

**FOOD VENDORS!**

**DRINK VENDORS!**

**BRING YOUR CHAIRS & BLANKETS**

**STAY ALL DAY!**

**LIVE MUSIC SCHEDULE**

**4:00 PM** **6:00 PM**

**2:00 PM** **8:00 PM**

**FREE**

**WSPA**

THE CW62



THE CW62

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

# Independence Day Celebration PROMOTIONAL PARTNERSHIP INCLUDES:

- Commercial schedule
- Your Carolina appearance
- Pre -Roll on [WSPA.com](http://WSPA.com)
- Production
- Flight Dates 6/1/2024-7/3/2024



WSPA 62





# Broadcast package



75 Commercials



25 Commercials



100 TOTAL :10 BB and  
:15 Spots  
Commercials

PLUS... FREE Commercial Production!





# Digital Video: Pre-roll/Post-roll

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



Monthly Impressions 20,000



the cw62

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

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

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



JACK  
ROPER

MEGAN  
HEIDELBERG

JAMARCUS  
GASTON

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

**Show and Tell YOUR story on  
Your Carolina!**



**The CW62**

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



**FREE** CITY OF SPARTANBURG **FREE**

**INDEPENDENCE DAY CELEBRATION**  
TUESDAY, JULY 4 SIGNAL LIGHT FIELD

**LIVE ON STAGE DEPARTURE**

**ACTIVITIES START @ 2PM ON TUESDAY, JULY 4**  
AWARD-WINNING FIREWORKS AT DUSK!

**FREE**  
FAMILY FONI!  
WATER SLIDES!  
FOOD  
DRINK  
VENDORS!

**BRING YOUR CHAIRS & BLANKETS**  
STAY ALL DAY!

**LIVE MUSIC SCHEDULE**

	<b>2:00 PM</b>
	<b>4:00 PM</b>
	<b>6:00 PM</b>

Photo credit: Spartanburg SC, Independent Day

THE CW62

**Total investment \$4,800**



THE CW62

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



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

**I. APPLICANT**

- A. Name of Organization: Discover Upcountry Carolina Association  
B. Address: 500 E North Street, Suite C, Greenville, SC 29601

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested: \$15,000.00  
B. How will ATAX Funds be used?

Print advertisements will be placed in publications such as Southern Living, South Carolina Living, Our State, Georgia Magazine, Newcomer Magazine, and Carolina Country Magazine. Additionally, digital and social media advertising campaigns (Google Search, Google Display, Facebook) will be conducted that will drive visitors to our websites, UpcountrySC.com and Scenic11.com.

- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$626,000.00  
    Matching Grant \$44,000.00                      Source - SC Department of Parks, Recreation & Tourism  
    Matching Grant \$300,000.00                  Source - ATAX grants  
    Other Funding \$282,000.00                  Source - SCPRT appropriations  
    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: Upcountry 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 marketing program that results in attracting approximately 600,000 visitors to the region every year.  
C. Who will benefit from this project?  
The primary beneficiaries will be accommodations properties, restaurants, attractions, recreation providers, and outfitters. Retail outlets will also benefit, along with festivals and special events that are held in Oconee County.

**IV. DATES OF PROJECT**

Beginning 4-1-24                      Ending 3-31-25

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
1.24.24

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entire marketing budget is targeted toward audiences that are within a 50 to 1,000-mile radius of Oconee County. The majority of the advertising we place features outdoor recreation and the scenic, natural, and cultural attributes of the area, so the many waterfalls, Lakes Jocassee, Keowee, and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts. Also, in the annual *Visitors Guide to the Upcountry*, the many Oconee attractions, sites, and activities are prominently featured.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
33,715 in FY 2024. Projected 43,830 in FY 2025.
- 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 – 33,715 This Year – 43,830
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 67,673 This Year – 87,177
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

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

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

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

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

Visitor data is collected in several ways by our organization. Website visits are tracked with Google Analytics. Our site currently gets approximately 280,000 sessions per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide, and they will also be added to our e-newsletter mailing list (70,000+ subscribers). Facebook Analytics are also tracked to evaluate our engagement. We are averaging over 2.9 Million engagements per year on our page.

## VII. AUDIT

Does your organization perform an independent audit? Yes.

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

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

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

A. Contact Name: Tim Todd

Title: Executive Director

Signature: 

Date: January 24, 2024

Address: 500 E North St, Suite C, Greenville, SC 29601

Email: Tim@UpcountrySC.com

Phone Number: 864-233-2690





**FY 2024-25 Budget**

<b>Carryover Funds</b>	<b>40,000</b>
<b>Income</b>	
Memberships	10,000
Advertising	65,000
Tourism Advertising Grant	44,000
Appropriations	550,000
Accommodations Tax	300,000
Wildlife Funding	15,000
Interest Income	5,000
<b>Total Income + Carryover Funds</b>	<b>1,029,000</b>
<b>Expenses</b>	
Salaries/Wages	105,000
Payroll Taxes	8,500
Deferred Compensation	3,500
Employee Insurance	21,000
Other Compensation (Bonuses)	3,500
Contract Services	70,000
Rent	23,000
Office Insurance	1,000
Auto Expense	18,000
Utilities	2,000
Telephone	6,000
Office Supplies	9,000
Computer Services	8,000
Furniture & Equipment	6,000
Maintenance	500
Printing	1,000
Travel Expenses	14,000
Membership Dues	9,000
Subscriptions	500
Meeting Expense	500
Registration Fees	3,000
Professional Services	7,500
Service Charges	2,000
Miscellaneous	500
Literature Production	75,000
Website Development/hosting	35,000
Travel & Trade Shows	5,000
Advertising	340,000
Shipping/Postage	35,000
Research	25,000
Photography/Videography	35,000
Promotions/PR/Writing Projects	35,000
Fam Tours	10,000
Projects - SCATR, Euphoria, Rev War	31,000
<b>Total Expense</b>	<b>946,000</b>
<b>Net Profit/Loss</b>	<b>80,000</b>



**FY 2025 Budget For  
Oconee County Accommodations Tax Grant Funds**

Print Advertising ( <i>Southern Living, SC Living, Georgia Magazine, Woman's Day, and others</i> )	\$10,000.00
Social Media (Facebook) and Digital (Google) Advertising	\$5,000.00

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

**I. APPLICANT**

- A. Name of Organization Eagles Nest Art Center
- B. Address 4 Eagle Lane  
Salem, SC 29696

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$ \$9,525.00
- B. How will ATAX Funds be used? Advertising-radio, programs, communications, need a blue tooth system, need a computer and copier/printer for ENAC office, paint and supplies to improve appearance of bathrooms and auditorium and upgrade electrical for the stage. signage
- 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, sponsors

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 2024
- B. Description of project Monthly events: concerts, plays, shows, seminars, local and regional talent shows, education, improved signage, improved appearance of bathrooms and auditorium
- C. Who will benefit from this project? Artists and musicians have a venue to perform and educate. The communities of upstate South Carolina, Georgia, and North Carolina, Residents and visitors of all ages for family entertainment

**IV. DATES OF PROJECT**

Beginning February 15, 2023 Ending August 14, 2024

**V. APPLICANT CATEGORY**

- Government Entity: 1
- 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

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Outreach to our upstate SC and joining states North Carolina and Georgia to our special events and shows.

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

B. How many of the visitors/participants were from beyond a 50-mile radius of Oconee County

last year and are anticipated this year?

Last Year 200

This Year 300

C. How many overnight stays were created by this event last year and are anticipated this year? Last year: 30

This Year: 50

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

Radio, Facebook, Flyers, Newspaper, Webpage, Member of Oconee County Chamber of Commerce which provides weekly newsletter to members of our upcoming events.

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) \_\_\_\_\_

logbook, Online and site ticket sales,

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

(i.e., guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Inquires by Guest-online ticket sales, website hits—demographic collection of sales

**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: Lynne R Martin Title President**  
**Signature \_\_\_\_\_ Date \_\_\_\_\_**  
**Address 730 Jumping Branch Rd**  
**Email \_\_\_\_\_ Fax No. \_\_\_\_\_**  
**Phone Number (s) \_\_\_\_\_**

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

Eagles Nest Budget from February 15, 2024 to August 14, 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	125 x 6 shows	<u>\$750</u>
	Budget	\$9,450.00

Concert Events

Performance	\$2500 x 4 shows	\$10,000
Hospitality	\$100 x 4 shows	\$400
Sound	\$500 x 4 shows	\$2000
Posters	\$100 x 4 shows	\$400
Advertising	\$500 x 4 shows	\$2000
Facebook Boosting	\$125 x 4 shows	<u>\$ 500</u>
	Budget	\$15,300.00

Other Needs:

HP Computer	\$1000.00	
HP laser Jet printer/copier	\$500.00	
Blue Tooth Speaker with Mics	\$500.00	
Signs for identifying location	\$1000.00	
Paint and Supplies	<u>\$2000.00</u>	
Electrical Upgrade	<u>\$2000.00</u>	
	Budget	\$7,000.00

Total Budget 31,750.00



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

**I. APPLICANT**

A. Name of Organization Lake Hartwell Country  
B. Address 120 History Ln.  
Pendleton, SC 29670

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 9,000  
B. How will ATAX Funds be used? LHC will create promotional materials for the county through OTT ads as well as Facebook ads promoting the diversity of Oconee County's natural resources.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$5,200  
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 \*see attached  
B. Description of project \*see attached  
C. Who will benefit from this project? \*see attached

**IV. DATES OF PROJECT**

Beginning 3/1/24 Ending 7/1/24

**V. APPLICANT CATEGORY**

\_\_\_\_ Government Entity:  
\_\_\_\_ Non-profit Organization: Incorporation date \_\_\_\_\_  
X Eleemosynary Organization under IRS Code: IRS # 3306(c)(7)  
\_\_\_\_ Date of Determination Letter 12/12/1966

**RECEIVED**  
2.12.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

\*see attached

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: \*See Attached

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: Andrew Stevenson Title Grants and Fundraising Coordinator  
Signature \_\_\_\_\_ Date 2/8/24  
Address 120 History Lane Pendleton, SC 29670  
Email andrew@lakehartwellcountry.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-617-9306

B. Alternate Contact Name: Les McCall Title Executive Director  
Signature \_\_\_\_\_ Date 2/8/24  
Address 120 History Lane Pendleton, SC 29670  
Email les@lakehartwellcountry.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-646-3782

III.

A. Title

- a. Annual Marketing for Oconee County

B. Description of project

- a. Oconee County marketing and promotion is part of an annual commitment by Lake Hartwell Country, the regional tourism office covering Anderson, Oconee, and Pickens Counties.

Lake Hartwell Country will create promotional materials to market the County using both video and online media. The video will consist of a series of Over the Top (OTT) ads highlighting a few of the many natural wonders and attractions found throughout Oconee County. We will be using two of the top streaming applications, Hulu and Sling, to run our ads and they will be geotargeted to reach individuals outside of a 50-mile radius. The online advertisements will consist of boosted Facebook posts that seek to attract visitors to the many outdoor activities available in Oconee County.

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

C. Who will benefit from the Project?

- a. The proposed project aims to benefit all businesses, parks, and individuals within the County by stimulating tourism and travel to Oconee. Through strategic distribution of online and video materials, we intend to capture the attention of outdoor enthusiasts across various media platforms, including Facebook and OTT advertising. Our goal is to inspire them to explore the natural beauty and recreational opportunities our County has to offer. With statistics indicating that half of South Carolinians engage in outdoor recreation, encompassing diverse demographics across genders, ages, ethnicities, and income levels (Outdoor Industry Association, 2016), we estimate a potential audience of over two and a half million people who may be drawn to our 600 miles of lake shoreline and numerous rivers.

Moreover, out-of-state tourism has demonstrated significant economic impact, generating nearly three times the tourism revenue compared to in-state visitors. According to Oconee County's 2020 budget documents,

tourism contributed approximately \$10 million to the local economy and supported around 500 jobs. Our organization is committed to sustaining and enhancing this level of visitation. While the County has historically relied on industries such as manufacturing and textiles, tourism is emerging as a vital driver of economic growth.

Travelers visiting our region for outdoor experiences inevitably contribute to the local economy by spending on various goods and services, including fuel, accommodations, dining, and recreational activities. Therefore, our marketing campaign not only benefits businesses catering to tourists but also boosts visitation to County Parks, enriching the overall community experience. By promoting Oconee County as a premier destination for outdoor recreation, we aspire to foster sustainable economic development and prosperity for all stakeholders involved.

We can reasonably expect the following reach based on our projections for our two ad campaigns:

- OTT Advertisements (These are projections based on our fall OTT campaign of an identical budget to the one provided. This campaign had an over 98% completion rate)
  - o  $(87,000 \text{ impressions}) \times 3\%$  (Estimated Percentage of individuals seeking further information = 2,610 (Individuals seeking further information)
  - o  $2,610 \times 3\%$  (Average conversion rate)= 78 (number of visitors generated)
  - o  $78 \times 2$  (average number of hotel room nights per visitor)= 156
  - o  $156 \times \$175$ (conservative estimate of amount spent during a two day trip)= \$27,300 (estimated economic impact total)
  
- Facebook Ads (projected)
  - o  $430,000 \times (1.39)$ = 5,977 (total number who visited our site)
  - o  $5977 \times .02$  (average conversion rate)= 119
  - o  $119 \times 2$  (Average number of hotel room nights per visitor

- o = 238 Hotel Room
- o 238 x \$175 (Conservative estimate of amount spent for a two day trip)= \$41,650 (Estimated Economic Impact total)

-Total Economic Impact of both campaigns= \$68,950

**IV. Dates of Project**

Beginning 03/01/24

Ending: 7/01/24

**V. Applicant Category**

-Date of Determination Letter- 12/12/1966

**VI. Demographic Data**

This comprehensive campaign aims to attract travelers from beyond a 50-mile radius to invest their tourism dollars in Oconee County. Leveraging a multifaceted approach, we will employ both OTT (Over-The-Top) and Facebook marketing to reach a diverse audience demographic. OTT advertising presents an opportunity to engage with individuals actively interested in outdoor activities, ensuring our messaging resonates with those most likely to explore Oconee County's natural offerings.

Through the use of Key Performance Indicators (KPIs), we will monitor the effectiveness of our content in not only raising awareness of Oconee County as a tourism destination but also in prompting viewer engagement and subsequent action. Our series of Facebook advertisements will showcase the wide array of recreational opportunities available in Oconee, including waterfalls, County Parks, lakes, rivers, and local businesses, ensuring our target audience is captivated and motivated to experience the region firsthand.

**A.**

- a. Last Year- 620
- b. This Year- 197

**B.**

- a. Last Year- 100%

b. This Year- 100%

**C. Overnight Stays**

- a. Last Year- 1,240 (Hotel room nights)
- b. This Year- 394 (Hotel Room Nights)

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

- a. OTT (Over-The-Top) ads offer precise targeting capabilities that go beyond geographical boundaries. Through data-driven strategies, we can pinpoint individuals interested in outdoor activities, travel, and related topics, regardless of their location. This means that even those outside the 50-mile radius can be reached effectively, expanding our audience reach and attracting potential visitors to Oconee County.
- b. Similarly, Facebook ads provide unparalleled targeting options, allowing us to tailor our messaging to reach individuals based on various factors such as interests, behaviors, and location. By leveraging advanced targeting capabilities, we can pinpoint individuals who have expressed an interest in outdoor recreation, travel, or specific activities that Oconee County offers, regardless of their physical distance from the area.

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

- a. The video OTT advertisements will be provided as well as metrics that describe their reach.
- b. Facebook advertisements as well as the metrics describing their performance will be included.

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

- a. We will be utilizing metrics from both OTT and Facebook as well as website hits to ensure that this campaign is effectively reaching the target audience.

**VII. Audit**

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

- a. Name of Auditor- Love Bailey Associates



VIII.

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

a. No

References

"South Carolina." *Outdoor Industry Association*, [outdoorindustry.org/state/south-carolina](https://www.outdoorindustry.org/state/south-carolina). Accessed 8 Feb. 2024.

### Itemized Budget

Type of Advertisement	Total Cost
OTT (ATAX Funds)	\$9,000
Facebook (Matching)	\$5,200
Total	\$14,200

**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 \$ 10,000  
B. How will ATAX Funds be used? Advertising, Bands, sand/stage, Carnival Rides  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 70%  
D. Funds furnished by your organization \$3,000  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Folkfest  
B. Description of project see attached document  
C. Who will benefit from this project? see attached document

**IV. DATES OF PROJECT**

Beginning May 4th 2024 Ending May 4th 2024

**V. APPLICANT CATEGORY**

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

RECEIVED  
2.15.24

**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?

Last Year: 1,000 This Year: 2,000

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

Last Year 600

This Year 1,400

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

Last year: 300

This Year: 600

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

Utilizing targeted advertising on all social media platforms and supplying state visitor centers with flyers and brochures.

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 documents.

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) Registrations from South East Gravel for their "Race to Valhal Volunteers Crowd Counting and Logs from Carnival Wristband Sales.

**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 Director, Main Street Walhalla  
Signature [Signature] Date 2.13.24  
Address 105 W. South Broad St. Walhalla  
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) \_\_\_\_\_

**#3. B. Description of project:**

Main Street Walhalla hosts Folksfest, our 5th annual spring event in downtown Walhalla. For the 3rd year in a row, South East Gravel Bike Race hosts their "Race to Valhalla" on Main Street. This festival showcases Walhalla's outdoor recreation with a gravel bike race that begins on Main Street Walhalla and travels up the mountain. With two courses available, bikers can choose between the 48 mile short course or the 72 mile long course. A block away on Walhalla Memorial Field will be handcraft and food vendors, carnival rides for any age and live music from Cannon & Cohen and Carolina Country Music Award Winners The Warcry Band.

**C. Who will benefit from this project?**

Main Street Walhalla's events are focused on bringing foot traffic to the downtown district with the intent to create a positive economic impact for the businesses. While Folksfest continues to support the rapidly growing tourism in local outdoor recreation, it also provides a full day festival encouraging travelers to eat at local restaurants, shop at small businesses and stay in Airbnb.

**#5. How will the project influence tourism in Oconee County?**

Oconee County is the hub of outdoor recreation and Walhalla houses a number of those destinations. Stumphouse Mountain Bike Park is Walhalla's most popular destination and its visitors continue to increase. Main Street Walhalla continues to build a reliable, consistent brand that supports and enhances economic vitality and historic heritage in Walhalla's downtown district. Folksfest, or "Volksfest" in German, meaning "The People's Festival", is a promotional project that merges our historic heritage, community support and outdoor recreation. The upcoming festival in Walhalla is set to be a magnet for a diverse range of attendees. Outdoor enthusiasts will be drawn to the event for the chance to revel in nature and partake in various outdoor activities. Artisan shoppers will have the opportunity to browse and purchase unique handmade crafts, supporting local artists and adding a creative flair to the festival. Foodies will be tantalized by a plethora of culinary delights, from gourmet food trucks to local delicacies, providing a gastronomic adventure for all attendees. The influx of these different groups of people is expected to boost overnight visitation in Oconee County. With the festival offering something for everyone, it is likely to attract visitors from far and wide who will choose to extend their stay to fully experience all that the county has to offer. This increase in overnight guests not only benefits local businesses and accommodations but also showcases the charm and appeal of Oconee County, encouraging repeat visits and fostering a sense of community spirit among residents and visitors alike.

<b>Folksfest ATAX Funds</b>	
<b>Paid Advertisement</b>	<b>\$350</b>
<b>Carnival Rides</b>	<b>\$6,000</b>
<b>Stage and PA System</b>	<b>\$2,200</b>
<b>2 Bands</b>	<b>\$1,450</b>
<b>Total</b>	<b>\$10,000</b>





**MAIN STREET**  
*Walhalla*  
**MAIN STREET TO THE MOUNTAINS**

*May 2023*

**SOUTHEAST GRAVEL**  
**THE RACE**  
*to* **VALHALLA**







**MAIN STREET**  
*Walhalla*  
MAIN STREET TO THE MOUNTAINS

*May 2023*

SOUTHEAST GRAVEL  
**THE RACE VALHALLA**







**MAIN STREET**  
*Walhalla*  
MAIN STREET TO THE MOUNTAINS

*May 2023*

SOUTHEAST GRAVEL  
**THE RACE**  
to **VALHALLA**





# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Oconee County Chamber of Commerce  
 B. Address 2 Lees Countyland 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 operate and finish remodel on the office + Visitors Center in Westminster.  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 90%  
 D. Funds furnished by your organization 5,230.00  
     Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
     Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
     Other Funding Office space Source In kind - city of Westminster  
     Other Funding Utilities Source In kind - city of Westminster

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 Expansion Project in Partnership w/ Visit Oconee  
 B. Description of project This project will finish the new location of chamber office and visitors center in Westminster. The Chamber will promote local <sup>see below</sup>  
 C. Who will benefit from this project? Visitors to Oconee County specifically Westminster but increasing the chances they stay longer in Oconee County. Local Oconee County businesses will also benefit from the added marketing and exposure.

## IV. DATES OF PROJECT

Beginning Spring 2023 Ending ongoing throughout 2024 and beyond

## V. APPLICANT CATEGORY

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

Ⓢ businesses and organizations by providing information, resources, collateral materials and answering questions for walk-in visitors.

RECEIVED  
2.15.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

*By providing resources and information concerning products, services and amenities to visitors at the destination location they will have a better experience resulting in extended and repeated visits and potential recommendations to other visitors*

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

N/A

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

Last Year N/A

This Year N/A

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

Last year: N/A

This Year: N/A

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

*The locations will have new signage and the locations will be listed/published online and provided to local hotels & businesses.*

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 log as well as tracky business 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: Dan McBride Title President/CEO  
Signature Dan Mullin McBride Date 2/14/24  
Address 2146 Courtyard Dr. Seneca, SC 29172  
Email dmcb@wcc.com Fax No. \_\_\_\_\_  
Phone Number (s) 804-882-2097

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





**OCONEE CHAMBER**  
ADVANCING BUSINESS CULTURE AND COMMUNITY

<b>Chamber Expansion Project</b>			
		<b>Tourism</b>	<b>Chamber</b>
Ongoing Payroll Expenses 40hrs x \$15/hr x 26 wks)	\$ 13,650.00	\$ 10,920.00	\$ 2,730.00
Flooring and Labor to install	\$ 3,580.00	\$ 2,580.00	\$ 1,000.00
Upgrade office equipment	\$ 1,500.00	\$ 500.00	\$ 1,000.00
Location signage including Visit Oconee Signage	\$ 1,500.00	\$ 1,000.00	\$ 500.00
<b>Total anticipated expenses</b>	<b>\$ 20,230.00</b>	<b>\$ 15,000.00</b>	<b>\$ 5,230.00</b>
ATAX funding	\$ 15,000.00		
Chamber Funds	\$ 5,230.00		
Office Space and Utilities - Westminster	in-kind		

rev. 2.13.24



Dear Parks, Recreation and Tourism Commission,

Enclosed is the ATAX Grant Application for The Oconee County Chamber of Commerce for February 2024. 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. We have completed most of the foundational work to expand the office and Visitor's Center in Westminster. We are requesting funding to redo the flooring in the office so we can complete the other renovations. We continue to provide a liaison person on staff who lives and works in Westminster. We are working with Visit Oconee and the Town of Westminster to provide a pleasant place for visitors to acquire information on Oconee County in person when in the area or passing through.

I plan to attend one of your upcoming 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](mailto:director@oconeechambersc.com) with any questions you may have concerning our application.

Thanks again for your consideration and support,

Dari McBride  
President





February 14, 2024

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 continue to 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 benefits.

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 for existing business owners, prospective business owners and those traveling through the area as tourists. 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 stays.

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

Sincerely,  
*Kevin Bronson/vr*  
City Administrator

## Mandy Holbrooks

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**From:** Oconee County Chamber of Commerce <director@oconeechambersc.com>  
**Sent:** Thursday, February 15, 2024 7:43 AM  
**To:** Mandy Holbrooks; Phil Shirley  
**Subject:** ATAX 2024 Feb application  
**Attachments:** 2024 Application.pdf

Good morning

I am attaching the ATAX grant application for us. I will drop off the hard copy later today.

I will also get you the report for March next week – I want to go ahead and get all of that done prior to the PRT Meeting next Thursday.

Please confirm you get this okay – Thanks!

Taking care of business,

**Dari McBride**

President

Oconee County Chamber

864.882.2097



**OCONEE CHAMBER**  
ADVOCATING BUSINESS. CULTIVATING COMMUNITY

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

**I. APPLICANT**

A. Name of Organization Rock the Ranch

B. Address PO Box 11681, Seneca SC 29679

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 9,000

B. How will ATAX Funds be used? Funds will be used for marketing, entertainment and production costs

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 38%

D. Funds furnished by your organization \_\_\_\_\_

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>X</u> _____	Source <u>Fundraising events</u>
Other Funding <u>X</u> _____	Source <u>Local business partnerships</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 Rock the Ranch Music Festival

B. Description of project Rock the Ranch is a one day music festival with a purpose to raise money for charity, bringing a sense of community and generating tourist dollars for Oconee County

C. Who will benefit from this project?  
Charitable organizations, local hotels, restaurants, vendors and small businesses

**IV. DATES OF PROJECT**

Beginning 01/01/24

Ending 12/10/24

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_

Non-profit Organization: Incorporation date 08/10/16

Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_

Date of Determination Letter \_\_\_\_\_

RECEIVED  
2.15.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

RTP shows to bring top entertainment to draw tourists from surrounding counties and metropolitan areas such as: Asheville, Atlanta, Charlotte, Columbia, etc. With a full day event, out of town guests will need lodging/dining. Interest in the event will encourage visitors to explore more of what Oconee County has to offer.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
 2023: 1500 2024: 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 estimated 30% (400 guests)  
 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: \_\_\_\_\_

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Social media, radio, newspaper, posters/signage

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 attached

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

**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: Kiley King Title Co-founder  
 Signature Kiley King Date 02/13/24  
 Address Po Box 11091 Seale Ga 31769  
 Email KIKY@rockthetrancefestival.com  
 Phone Number (s) 814-710-1141

B. Alternate Contact Name: Kyle Nicholson Title President  
 Signature \_\_\_\_\_ Date 02/13/24  
 Address \_\_\_\_\_  
 Email Kyle@rockthetrancefestival.com  
 Phone Number (s) 814-723-0504

# Rock the Ranch 2024 Budget

Category	2023 Proposed	2023 Actual	2024 Proposed
Entertainment (Bands/Artists)	\$ 22,550.00	\$ 24,531.97	\$ 20,000.00
Drink Vendor	\$ 5,000.00	\$ 4,050.42	\$ 5,000.00
Sound/Light Production	\$ 8,600.00	\$ 8,700.00	\$ 8,700.00
Festival Merchandise	\$ 1,500.00	\$ 6,107.29	\$ 5,000.00
Promotional Banners	\$ 1,000.00	\$ 1,321.05	\$ 1,200.00
Liability & Special Event Insurance	\$ 300.00	\$ 451.00	\$ 451.00
Porta Potties	\$ 1,913.84	\$ 2,249.78	\$ 2,250.00
Power Bill	\$ 300.00	\$ 200.00	\$ 300.00
Bike Fencing/Tent Poles	\$ 1,000.00	\$ 912.63	\$ 1,000.00
Poster/Design	\$ -	\$ -	\$ 150.00
Hotel Rooms	\$ 800.00	\$ 1,253.06	\$ 1,200.00
Social Media/Promotions	\$ -	\$ -	\$ 1,200.00
Videography/Photography	\$ 600.00	\$ 800.00	\$ 800.00
Tent	\$ -	\$ -	\$ -
Band Riders/Green Room/Backstage	\$ 300.00	\$ 954.77	\$ 600.00
Sponsor Banners	\$ 100.00	\$ -	\$ 100.00
Ice	\$ 275.00	\$ 887.50	\$ 900.00
Fees/licenses	\$ 64.50	\$ 213.85	\$ 200.00
Dumpster/Trashcans	\$ 185.00	\$ 185.00	\$ 185.00
Website Monthly Fee & Renewal	\$ 686.88	\$ 612.48	\$ 612.48
Diesel	\$ 75.00	\$ 148.53	\$ 150.00
PO Box Renewal (6 months)	\$ 83.00	\$ -	\$ 83.00
Merch Design	\$ 150.00	\$ 150.00	\$ 150.00
Poster Printing	\$ 200.00	\$ 230.46	\$ 250.00
Fencing	\$ 635.92	\$ 635.92	\$ -
Stage banner	\$ -	\$ 392.27	\$ 400.00
Additional Supplies	\$ -	\$ 764.44	\$ 500.00
<b>Total=</b>	<b>\$ 46,319.14</b>	<b>\$ 55,752.42</b>	<b>\$ 51,381.48</b>

Revenue:	2023
Ticket Sales	\$27,857.22
Beer Sales	\$17,393.00
Merchandise	\$8,303.00
ID Wristbands	\$1,042.00
Starting Till	(\$3,000.00)
Square Fees	(\$425.29)
<b>Total</b>	<b>\$58,020.51</b>

**RTR Partnerships**  
(Local Businesses and Donors) **\$35,100.00**

**Donation to charitable organizations:**

Shriners Children's Greenville	\$12,500.00
Cystic Fibrosis Foundation - SC	\$12,500.00
Alzheimer's Association - SC	\$12,500.00
<b>Total</b>	<b>\$37,500.00</b>

## ATAX Grant Funding Budget

### Entertainment:

Bands/Artists	\$20,000
Band Riders	\$600
Hotel Rooms	\$1,200
<b>TOTAL</b>	<b>\$21,800</b>
ATAX Funding	\$7,000

### Production:

Sound/Light Production	\$8,700
Power	\$300
<b>Total:</b>	<b>\$9,000</b>
ATAX Funding	\$1,500.00

### Marketing:

#### 2024 Budget

Website Fee and Renewel	\$612
Social Media and Promotions	\$1,200
Promotional Banners	\$1,200
Poster Design and Printing	\$500
<b>TOTAL</b>	<b>\$3,512</b>
ATAX Funding	\$500.00





# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

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

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000  
B. How will ATAX Funds be used? THROUGH ADVERTISING , TO PROMOTE TOURISM AND AGRICULTURE IN OCONEE CO, SC  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 85% OF OUR FULL BUDGET  
D. Funds furnished by your organization SCHOLARSHIP PAGEANT & LITTLES PAGEANT TO RAISE MONEY FOR CHARITY  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding HOSPITALITY Source CITY OF WESTMINSTER  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title ADVERTISING IN SC  
B. Description of project TO BRING TOURISTS AND LOCAL PERSONS TO THE UPSTATE FOR THE 63rd ANNUAL SC APPLE FESTIVAL  
C. Who will benefit from this project? OCONEE CO SC BUSINESS, TOURISM AND AGRICULTURE

## IV. DATES OF PROJECT

Beginning JULY 2024 Ending SEPTEMBER 2024

## V. APPLICANT CATEGORY

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

**RECEIVED**  
2.15.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

THROUGH THE ADVERTISING AND PROMOTION OF OUR LOCAL APPLE GROWERS AND CRAFTERS FROM AROUND THE STATE - WE EXPECT OUR GROWERS AND CRAFTERS TO SEE A PROFITABLE RETURN AND BRING LIGHT AND ATTENTION TO THE UPSTATE AND ALL IT HAS TO OFFER

A. How many visitors/participants attended the event last year and are anticipated this year?  
10k to 15 K / 20 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 10%  
This Year 20%

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : 200  
This Year: 200

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
MAGAZINE, RADIO, TELEVISION AND SOCIAL MEDIA

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

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, ADVERTISING DEMOS PROVIDED BY TV STATIONS AND NEWSPAPER

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No   
Name of the Auditor: H & R BLOCK, SENECA 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: RENEE S. WOODALL Title SCAF TREASURER  
Signature Renee S Woodall Date 1/30/23  
Address \_\_\_\_\_  
Email renee.woodall@blueridge.coop Fax No. 864-847-2008  
Phone Number (s) 864-903-0638

B. Alternate <sup>DocuSigned by</sup> Contact Name: KAYLA BROWNING Title SCAF PRESIDENT  
Signature Kayla Browning Date 1/30/23  
Address PO BOX 206 WESTMINSTER SC 29693  
Email kbrwng@gmail.com Fax No. 864-647-2008  
Phone Number (s) \_\_\_\_\_

**2024 ITEMIZED ADVERTISING BUDGET**

**PRINT ADS \$4000**

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

**RADIO ADS \$2000**

WNEG  
WGOG  
94.1 THE LAKE  
WLHR

**TELEVISION ADS \$4000**

WHNS FOX 21  
WYFF  
CHANNEL 7

**ALL ATAX MONIES GRANTED WILL BE USED FOR ADVERTISING.**



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

**I. APPLICANT**

- A. Name of Organization The Foothills Agricultural Resource and Marketing Center  
B. Address 2063 Sand. Fern Blvd. Seneca SC 29678  
Mail: P.O. Box 130 Richland, SC 29675

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$ 12,375  
B. How will ATAX Funds be used? Parking, Directional and Identification signage at the Fair Center  
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 \_\_\_\_\_ 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 Signage - Phase Two  
B. Description of project Upgrade and install new signs to allow for safe and efficient traffic flow on Fair Center grounds.  
C. Who will benefit from this project? Visitors/Tourists attending events at the Fair Center throughout the year.

**IV. DATES OF PROJECT**

Beginning 3-15-24 Ending 5-1-24

**V. APPLICANT CATEGORY**

- Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date 12/03/2009  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
\_\_\_\_\_ Date of Determination Letter \_\_\_\_\_

RECEIVED  
2.15.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Improve visibility of property, directions for events, promotion of assets, resulting in increased attendance for Estlin Center events

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

Over 40,000 throughout the 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 43%

This Year 43%

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

Last year: over 250

This Year: over 250

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

Website, social media, direct marketing, email blast, radio, newspaper

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

Evidence is located on website www.farmocnee.org. And Facebook pages for Farm Country Fair and Farmer's Market

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)

Google analytics, waiver and credit card addresses and registration forms

**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: Stanley Gibson Title Board Chair  
Signature [Signature] Date 2-14-24  
Address P.O. Box 170  
Email sgibscfh@gmail.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-903-1823

B. Alternate Contact Name: Curtis Brock Title Board Member  
Signature [Signature] Date 2-14-24  
Address P.O. Box 170  
Email curtisbrock56@gmail.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-238-4993



# The F.A.R.M. Center

PO Box 130  
Richland, SC 29675

2063 Sandifer Blvd.  
Seneca, SC 29678

## 2024 Signage Budget

Description	Amount
12x Parking Signs 18"x24" & 4x Handicap Parking Signs	\$5,500
Aluminum ID signs for Livestock Barn, Arena, Restrooms, Farmers Market and Ticket Office.	\$6500
Refurbish Existing Livestock/Vendor entrance sign	\$375
Tri Color LED message sign pc programmable (approx. 3' x 8')	\$42,750
<b>Total</b>	<b>\$55,125</b>

Prepared by: Daniel Rothell  
Title: Treasurer  
Date: 2/15/24

72 in  
**TICKET OFFICE**

72 in  
**RESTROOMS**

24 in  
**ARENA**

20 in  
**LIVESTOCK BARN**  
120 in

20 in  
**FARMERS MARKET**  
120 in



**EyeCatcher Signs, Inc.**

15312 Wells Hwy  
 Seneca, SC 29678  
 864-882-7001 Ph & Fax  
 864-557-6357 Mobile

**Estimate**

DATE	ESTIMATE NO.
2/6/2024	1721/160

NAME / ADDRESS
Farm Center Curtis Brock 864-238-4793

P.O. NO.	PHONE NO.	FAX NO.

DESCRIPTION	QUANTITY	COST	Total
12 EXIT signs, 12 Parking signs & 4 Handicap Parking signs (18"x24" with Metal A-Frame stands)	1	5,500.00	5,500.00T
One sided aluminum ID signs LIVESTOCK BARN, ARENA, RESTROOMS, FARMERS MARKET, TICKET OFFICE, and DIRECTIONAL SIGNS, 2 of each approx 20" tall x 6-10' depending on copy.	1	6,500.00	6,500.00T
Refurbish existing Livestock Vendor entrance sign.	1	375.00	375.00
Tri Color LED Message sign pc programmable (approx size 3x8')	1	42,750.00	42,750.00T
Installation is included on the LED message sign but not the other signs. These prices reflect a package deal price and may not be separated without an order change. Please contact EyeCatcher Signs if you have any questions. These prices are good for 14 days.		0.00	0.00T

Estimate per request	<b>Subtotal</b>	\$55,125.00
	<b>Sales Tax (8.0%)</b>	\$3,285.00
	<b>Total</b>	\$58,410.00

*original to Curtis 2/6/24*



# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

- A. Name of Organization: Oconee Conservatory of Fine Arts dba Upstate Heritage Quilt Trail (UHQT)  
B. Address: P.O. Box 482 Seneca, SC 29679

## II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 1,700  
B. How will ATAX Funds be used? Funds will be utilized to attract visitors to Oconee County and to increase visitations to destinations on the Quilt Trail.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$ to be determined  
    Matching Grant \$1,000      Source Anderson County ATAX grant 2023  
    Matching Grant \$1,000      Source City of Anderson ATAX grant 2023  
    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 Promotion of UHQT and Interpretive Signage for Quilt Panels

B. Description of project UHQT is requesting assistance with the development and placement of signage at Oconee County sites in this grant cycle. Support in the continuation of the production and distribution of UHQT rack cards, SC state rack cards and App card is also requested. Computer support is requested in the areas of UHQT website, social media promotions, email promotions, local tours app, domain fees and programs that enhance the marketing plan.

C. Who will benefit from this project? The UHQT promotes tourism throughout the upstate by collaborating with sites and entities in Oconee County. We offer tours of the trail that include visits to a variety of sights that offer opportunities for participants to interact with local businesses, historic venues and adventure spots. We attempt to employ local professionals whenever possible.

## IV. DATES OF PROJECT

Beginning March 2024      Ending September 2024

## V. APPLICANT CATEGORY

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

**RECEIVED**  
2.15.24

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate Heritage Quilt Trail attempts to sponsor quilt panels at strategic locations throughout the county that are linked with sites that would be of interest to visitors. Business areas in our local towns, historic sites, art venues and outdoor experience sites are all part of the focus to provide another experience to visitors who travel to view the trail. During the last grant cycle, we began a collaboration with the Foothills Farmstead Living History project. The Oconee studio created panels from a Schoolhouse quilt that were donated to the project in Oakway and, when installed, will be added to the UHQT website and trail. We have just started the process of meeting and planning with the group that is spearheading the Black History Trail and hope to be able to dovetail our art, inspired by Black women quilters, to add an individual touch to their project. Utilizing an historic quilt and honoring the woman that created it adds a personal and intimate story to the overall history.

- A. How many visitors/participants attended the event last year and are anticipated this year? As the quilt trail is a self-conducted experience, we gauge our participants on analytics from the website, Facebook, and other social media sources.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year \_\_\_\_\_  
This Year \_\_\_\_\_
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : \_\_\_\_\_  
This Year: \_\_\_\_\_
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County? We will continue to provide marketing materials to the SC Welcome Centers throughout the entire state. We also keep our website up to date with links to local businesses, chambers of commerce, arts and historic venues and events. Our App card is available at all SC Welcome Centers and visitors centers through the state and includes walking tours of Westminster and Walhalla.  
The UHQT Facebook page is another outreach effort that informs our followers of new additions to the trail and local events. Carolina Arts News post new additions on their blog as well as upcoming events. Upcountry South Carolina Magazine has increased our presence in their publication by increasing our listings from 2 to 4 categories based on the specific county listings as well as a Tours category. UHQT has also been invited to return to Greenville's Mancuso Quilt Show in May of 2024. This event brings visitors from the greater Southeast of the US.  
We participate in all local quilt shows throughout the region to the greatest extent allowed. Both Anderson Quilt Guild and Upcountry Guild in Pickens have allowed UHQT to man booths in the vendors' areas where we can engage with the public, disburse our marketing products and demonstrate our painting, which draws many participants into the booth.  
The African American experience is a very important addition to the total picture of our area's history that will draw many visitors to the area that may have family roots here. These types of projects will bring a new group of visitors into the Upstate. We are honored to be considered to be a part of this effort.
- 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
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising Demographics), All three studios maintain guest logs for visitors. Phone logs are maintained and

frequently contacted . UHOT monitors the distribution of Rack cards and App cards on a regular basis, staying in contact with the SC Welcome Centers and their needs. Website hits, demographics and analytics are closely monitored.

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_ No X

Name of the Auditor: \_\_\_\_\_

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

***I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project 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: Cynthia Blair Title: BOD Chair Signature Cynthia Blair

B. Date: 2/13/24 Address: PO Box 482, Seneca, SC 29679

C. Phone Number (s) 864-723-6603 or 864-973-3391

D. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Fax No. \_\_\_\_\_

Phone Number (s) \_\_\_\_\_

**UHQT MARKETING BUDGET 2024**

<b>LINE ITEM</b>	<b>UHQT ANNUAL BUDGET</b>	<b>OCONEE COUNTY ATAX REQUEST</b>
<b>Marketing Budget Line Items</b>	<b>2024</b>	<b>March 2024 - Sept. 2024</b>
<b>Computer Marketing Resources</b>		
1 yr. Adobe PDF converter fee	\$ 240.00	\$ 60.00
1 yr. Website maintenance	\$ 265.00	\$ 66.00
1 yr. Freemius Independent Analytics	\$ 55.00	\$ -
Wordfence License renewal	\$ 99.00	\$ -
<b>Subtotal</b>	<b>\$ 659.00</b>	<b>\$ 126.00</b>
<b>Promotion</b>		
Rack Cards UHQ - 10,000 cards	\$ 710.00	\$ 90.00
Postage - rack cards	\$ 35.00	\$ 5.00
Upcountry Directory Tours Promo - 5000 app cards	\$ 295.00	\$ 36.00
Postage - app cards promotion	\$ 212.00	\$ 25.00
Upcountry SC Ad	\$ 150.00	\$ 50.00
SCQG Web Ad (SC Quilters Guild)	TBD	\$ -
Blue Ridge Magazine/Digital Ad	TBD	\$ -
<b>Subtotal</b>	<b>\$ 1,402.00</b>	<b>\$ 206.00</b>
<b>Web-based App &amp; Social Media Marketing</b>		
Pocket Sights - Annual fee Tour App	\$ 249.00	\$ 63.00
Copy writer for App development and updating - 30 hours	\$ 750.00	\$ 185.00
Social media marketing boosts	\$ 525.00	\$ 130.00
<b>Subtotal</b>	<b>\$ 1,524.00</b>	<b>\$ 378.00</b>
<b>Interpretive Signage</b>		
Sign #264 -- Collins Children's Home	\$ 90.00	\$ 90.00
Signs # 5, 30, 45, 49, 53, 54, 66, 72, 135, 201	\$ 900.00	\$ 900.00
<b>Subtotal</b>	<b>\$ 990.00</b>	<b>\$ 990.00</b>
<b>TOTAL MARKETING BUDGET</b>	<b>\$ 3,675.00</b>	<b>\$ 1,700.00</b>

**81/1/2023 – 1/24/24 Demographics**

**Facebook followers**

1,824

**Instagram followers**

959

**Age & gender**

**Face Book Women Men**

Women 93.7

Men 6.3

	18-24	25-34	35-44	45-54	55-64	65+
Women	0.3	2.7	5.7	14.3	24.6	46.1
Men	0	0.3	0.6	1.6	1.5	2.3

**Instant gram Women Men**

Women 81.2

Men 18.8

	18-24	25-34	35-44	45-54	55-64	65+
Women	0.9	9.1	18.7	18.5	20.3	13.7
Men	0.1	3	5.7	5.4	2.7	1.9

**Face Book Top cities**

1. Seneca, SC 3.9%
2. Walhalla, SC 3%
3. Westminster, SC 2.8%
4. Anderson, SC 2.6%
5. Easley, SC 1.8%
6. Oakway, SC 1.4%
7. Pendleton, SC 1.2%
8. West Union, SC 1.1%
9. Pickens, SC 1%
10. Six Mile, SC 1%

**Instant Gram Top cities**

Walhalla, SC 8.8%

1. Seneca, SC 7.9%
2. Clemson, SC 4.4%
3. Westminster, SC 3.8%
4. Oak Way, SC 2.7%

Top countries 1.	United States 100.5%, 2.	Canada 1.2%
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## 8/1/23 – 1/24/24 Face Book Marketing

### Reach

Facebook reach

10,932

50.8%

Instagram reach

1,370

324.1%

### Visits

Facebook visits

923

39.6%

Instagram profile visits

165

50%

### New likes and follows

Facebook Page new likes

57

8.1%

New Instagram followers

62

72.2%

## Ad trends

Paid reach ⓘ

10,624 ↑ 1.3K%

Paid impressions ⓘ

12,447 ↑ 274.1%

A

d trends





Upstate Heritage Quilt Trail

# Our App on Your phone!

Download the PocketSights Tour Guide mobile App  
self-guided tours on your GPS-enabled mobile device



Upstate Heritage Quilt Trail

The UHQT's web site at [www.uhqt.org](http://www.uhqt.org) provides stories about each quilt and history.

Our interactive map guides you to select your route to over 200 sites.

The Tour app provides a guide to the Cities of Anderson, Pickens, Walhalla, and Westminster, SC.

Download the PocketSights Tour Guide mobile app from the Apple Store or GooglePlay on your GPS-enabled mobile device. Search the app using "City of Anderson, Pickens, Walhalla, or Westminster, and choose the UHQT tour for the city you want to visit.






UpState Heritage Quilt Trail  
Post Office Box 333  
Walhalla, SC 29691



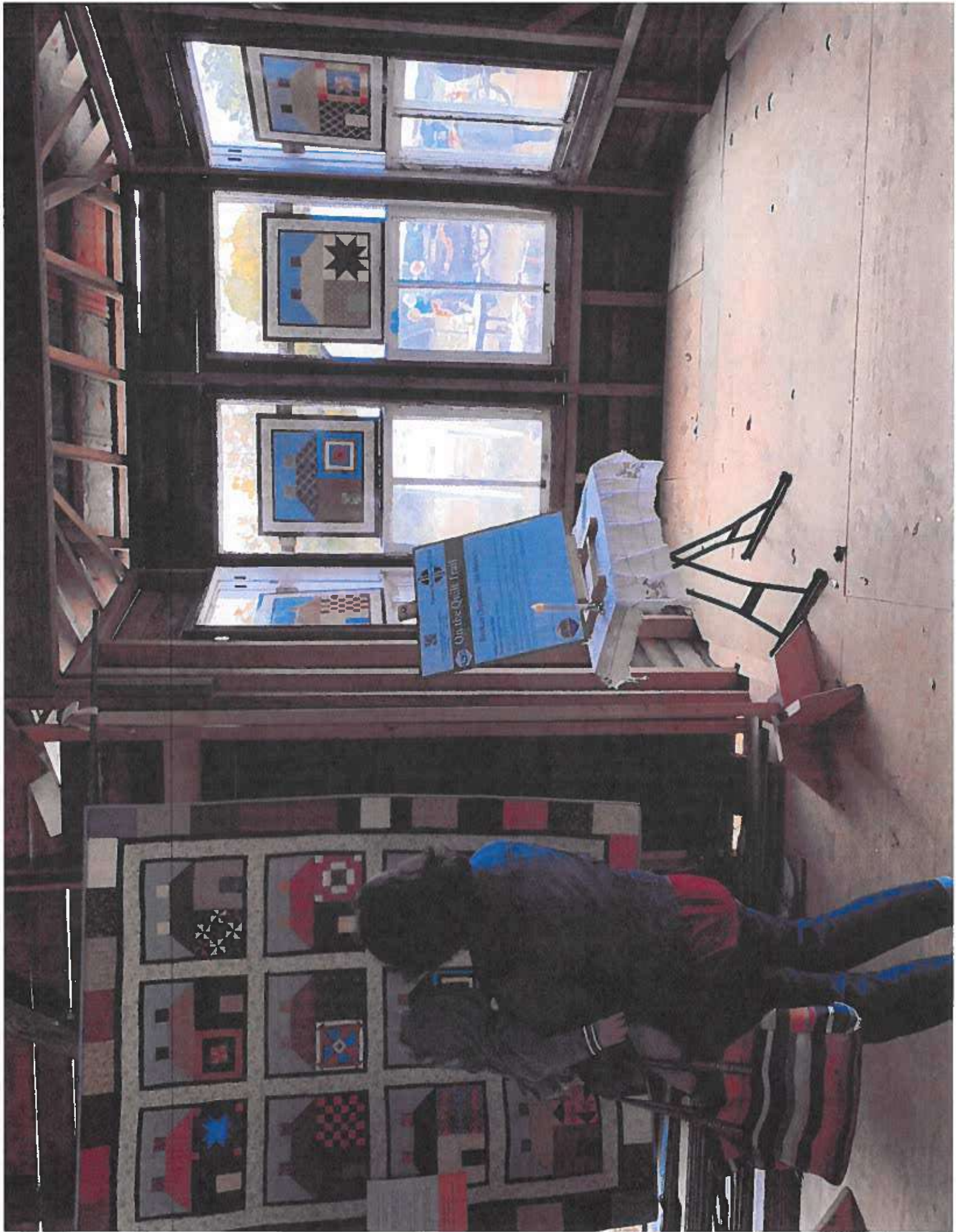
Sponsored by ATAX Commissions of  
Oconee, Pickens, and Anderson Counties

# Tour Analytics

📅 September 4, 2023 - February 2, 2024 ▾

Tour	Tour Views	Tours Taken	Virtual Taken	Tour Likes	Tour Dislikes	Place Views	Place Visits	Link Clicks	Phone Clicks	Email Clicks	Emails Sent	Mailing List	Donation Clicks	Embed Views
	25	1				43	4							20
	23	1		1		0	1	3						14
	24	2				141	9	4						67
	18							1						77
	36							1						23







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

**I. APPLICANT**

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

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 12K  
B. How will ATAX Funds be used? Advertising winter/spring 2024  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
D. Funds furnished by your organization \$70K  
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 Winter-Spring advertising budget  
B. Description of project covering all aspects of marketing + advertising for 2024 season  
C. Who will benefit from this project? upstate SC, along with 2 neighboring states, and WPAC patrons!

**IV. DATES OF PROJECT**

Beginning 3/24 Ending 7/24

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date 1993 501 (c)(3)  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
\_\_\_\_\_ Date of Determination Letter \_\_\_\_\_

**RECEIVED**  
2.15.24



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

In 2017 we will produce 90+ shows at the WPAC, with over 50% patrons from outside OC.

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

35k++

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 35k++

This Year 40k++

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

Last year: \_\_\_\_\_

This Year: visit Oconee

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

Brochures, website, digital-social media, radio, newspaper

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

None

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

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

Audience View Ticketing Service  
wothalla@pac.com

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: H & R Block Seneca

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

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project 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: Wah Thompson Title WPAC Director

Signature Wah Thompson Date 7/17/17

Address 101 E.W. Road St Wothalla, SC 29691

Email wah@wotac.com Fax No. \_\_\_\_\_

Phone Number (s) 804-991-7248 804-638-5277

B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Fax No. \_\_\_\_\_

Phone Number (s) \_\_\_\_\_



# WALHALLA

## PERFORMING ARTS CENTER

EST. 1993

### **Walhalla Performing Arts Center**

PO Box 523

Walhalla, SC 29691

864-638-5277

Walhallapac@gmail.com

### **WPAC 2024 Media & Advertising Budget**

#### **Radio**

iHeart Media, Greenville SC (covering the complete upstate)- \$2,000 Monthly/ \$24,000 annually.

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

#### **Newspaper**

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

#### **Facebook**

Social Media Advertising- \$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.

#### **Keowee Creative**

Marketing/Social Media- \$1,200 monthly/ \$14,400 annually.

**Total Advertising Cost- \$92,400.**

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***THE WPAC – Where Entertainment and History Come Together***

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The Washburn Performing Arts Center is a non-profit organization qualified to receive tax-deductible gifts under IRS code section 501(c)(3). The facility is listed on the National Register of Historic Places.



**MAY 2024**



Saturday, May 11 @ 7:30 pm  
**BLACK JACKET SYMPHONY:**  
STAY TUNED FOR MORE INFO!



Friday, May 17 @ 7:30 pm  
**DARREN NICHOLSON & SHAWN LANE:**  
AWARD WINNING BLUEGRASS & ROOTS MUSIC DUO



Saturday, May 18 @ 7:30 pm  
**THE OLIVIA SHOW:**  
CELEBRATING THE MAGIC, MUSIC & MEMORY OF OLIVIA NEWTON-JOHN



Friday, May 24 @ 7:30 pm  
**ZOSO:**  
THE ULTIMATE LED ZEPPELIN EXPERIENCE

*Proud Sponsors of  
Walhalla Performing Arts Center*



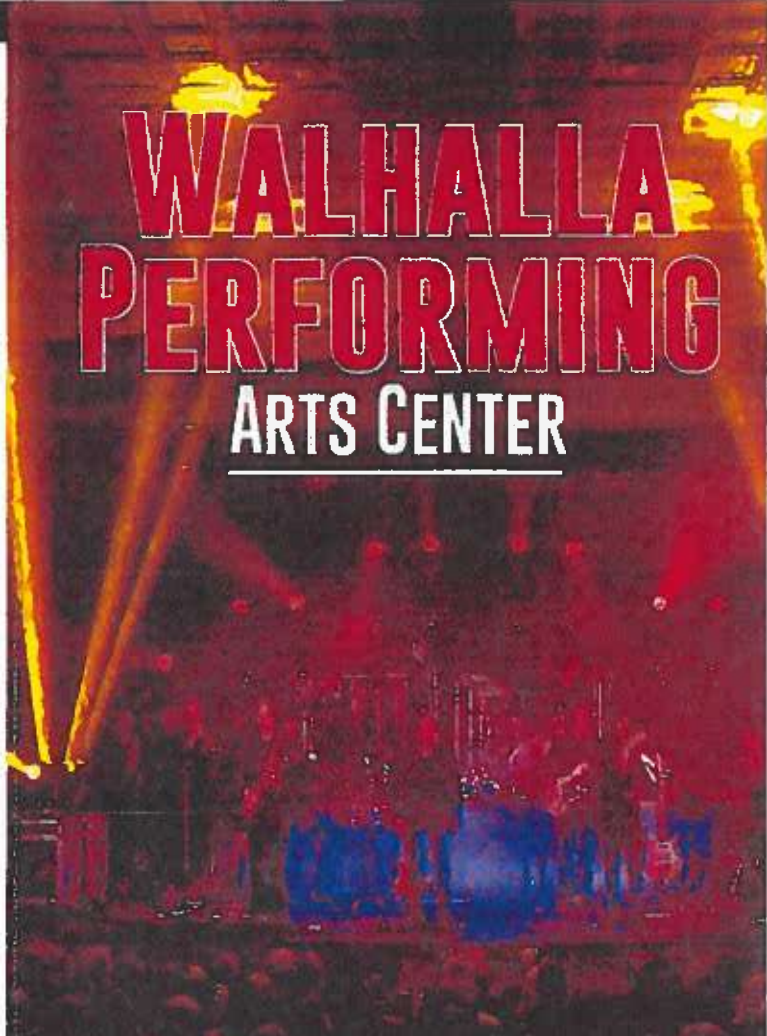
*We know what matters.*

**DISCOVER**  
*South Carolina*

**THE JOURNAL**

*Funding has been provided by the Oconee County ATAX Committee through the Oconee County Council.*

# WALHALLA PERFORMING ARTS CENTER



## 2023 - 2024 Upcoming Events

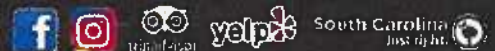
*Come see the best local & up-and-coming musicians at the area's live music center.*

**For Tickets & Information:**

**WalhallaPAC.com**  
**864-638-5277**  
**#WalhallaPAC**

*Schedule subject to change.*

101 East North Broad St.,  
Walhalla, SC 29691



*Performing Arts Center of the Mountain Lakes Region*

*The Walhalla Performing Arts Center is a non-profit organization qualified to receive tax-deductible gifts under IRS code section 501(c)(3).*



# 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. See attached project description for detail

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

D. Funds furnished by your organization	<u>20,000</u>
Matching Grant	Source <u>53,000 Beverage Sales &amp; Guitar Raffle &amp; 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 2024 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 1/1/24

Ending 12/31/24

## 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 \_\_\_\_\_

**RECEIVED**  
2.12.24

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Please see attached description for tourism influence

- A. How many visitors/participants attended the event last year and are anticipated this year?  
2000+ last year, 3000+ 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 40%  
This Year 40%
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year 10%  
This Year: 10%
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Online marketing: (google/facebook/instagram ads, website), newspaper advertising, billboard, radio ads, monthly newsletter
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)  
photographs of parking lots, letters from local business owners & vendors, attendee testimonial (comment cards, emails)
- 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 & Social Media analytics, newspaper/radio demographics, newsletter clicks, comment cards

**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: BJ Callahan Title Interim Director  
 Signature: [Signature] Date 2-10-21  
 Address 129 Greenfield Rd Westminster SC 29693  
 Email bnkymusic@gmail.com Fax No. \_\_\_\_\_  
 Phone Number (s) 8642803779

B. Alternate Contact Name: Randy Roberts Title Board President  
 Signature: [Signature] Date 2-10-21  
 Address 224 E Main St Westminster SC 29693  
 Email randy.roberts.sco@gmail.com Fax No. \_\_\_\_\_  
 Phone Number (s) 7704024199

Music on Main Budget - 2024		
Item	Cost	Vendor
<b>Performance</b>		
Headliner Band x4	12,000	WMC
Opening Band x4	3,000	WMC
Meals (Band & Staff)	1200	On-Site Food Vendors Catering
Hospitality	1000	WMC
<b>Total Band Budget</b>	<b>17,200</b>	
<b>Production</b>		
Stage Rental	0	City of Westminster partnership
Production Coordinator + assistant	4,000	WMA director & subcontract labor
Sound/Light equipment	200	WMC & FNKY Music
GL/Board Annual Insurance	1500	Johnson & Johnson via Insurance Works, Westminster
Event Insurance (GL/liquor)	1,250	Specialty Advantage (via Acord)
On-site Security	800	Off Duty City Police Officer
<b>Total Production</b>	<b>7,750</b>	
<b>Marketing</b>		
Website hosting/plugins	600	Godaddy
Social Media ads	1500	Facebook, Instagram
Newspaper ads	3200	Daily Journal
Radio ads	1500	WSNW, WGOG, WNCW
Billboard	1000	
printed flyers, postcards	1000	Print It
<b>Total Marketing</b>	<b>8800</b>	
<b>Annual Budget</b>	<b>33,750</b>	

## Westminster Music Centre

2.10.24

### 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 2024 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 2<sup>nd</sup> of which grew to an estimated 200 attendees. In 2022, we produced 4 events, with an average attendance of 300, with majority of attendees coming from outside of city, and many from outside of the county (and even state!). In 2023, with help from ATAX funds, we held 4 successful events, with an average attendance closer to 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 Spring 2024 events are scheduled for April 20<sup>th</sup> and May 18<sup>th</sup> (fall dates TBD). We hope to host 4 events in similar timeframes every year moving forward. We also partner with and support other local organizations with similar missions of music promotion and tourism generation.

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 at 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, we have committed to continuing the Music on Main concert series for 2024 and

(hopefully) beyond! 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 original 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





# 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 29978

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$11,853.00

B. How will ATAX Funds be used? These funds will help us complete our commercial kitchen in our new educational classroom at our covered arena. We will purchase kitchen cabinets, countertops, a dishwasher and an over the oven Microwave.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 75%  
We will have a gas line installed as well as the installation of our already purchased new gas stove. This was purchased by Wild Hearts from a scratch and dent outlet. The other 25% is staff usage for trainings & lunches.

D. Funds furnished by your organization \$24,000.00

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding _____	Source _____
Other Funding _____	Source _____

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

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title EDUCATION AND TRAINING ROOM KITCHEN COMPLETION

B. Description of project Commercial kitchen fitted for local restaurant chefs who will be contracted to prepare meals included in educational events. This will be the partial completion of phase 2 of our educational buildout. For our February and March clinics, Preet and Mayberry's will be catering some of the meals and Alazan Mexican Restaurant is providing 5 days of food truck lunch options.

C. Who will benefit from this project? Tourists coming to Wild Hearts to take part in our educational clinics from world-renowned educators such as Mark Raahid, Carla Bell, Keri Lake, and Kyle Dem. We will be offering catering from area restaurants (see above). Also staff and volunteers will benefit on a weekly basis having a place to eat/lunch breaks.

## IV. DATES OF PROJECT

Beginning 4/1/2024 Ending 7/1/2024

## V. APPLICANT CATEGORY

Government Entity: \_\_\_\_\_

Non-profit Organization: Incorporation date 7/2/2015

Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_

Date of Determination Letter June 8, 2016, Retrospective to July 2, 2015

RECEIVED  
2.13.24

## VI. DEMOGRAPHIC DATA

### How will the project influence tourism in Oconee County?

Completing the kitchen area of our Equine Education & Enrichment Center will allow the area restaurants we contract with to prepare and serve food for each of our educational clinics we offer throughout the year. The completion of this phase will continue to allow us to offer various types of training that will attract people from all over the country. This will create overnight guest stays at hotels, B&B's, campgrounds, and VRBO's all over the county and will create restaurant traffic as well as shopping. At this time, we have registrations of participants from as far away as CA, VT, GA, NC, VA, and FL as well as many from various areas of SC.  
This year, we are contracting with Presto, Mayberry's and Alazan to provide lunches at the clinics.

A. How many visitors/participants attended the event last year and are anticipated this year?  
With all events last year, we estimate that over 300 people attended the clinics and Elevate Live Concert series. We are anticipating over 450 people will attend our 2024 clinics and events.

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 85%

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

Last year: 75

This Year: 125-150 (with multiple educational events planned throughout 2024)

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

Through our website and social media, educator websites and social media, email messaging, newsletter. This year our educators are coming from Colorado, California, North Carolina, Utah, and Wisconsin. All who have massive amounts of followers who travel to continue their learning.

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) Photo graphs, log of attendees and advertisements.

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 keep guest logs and have places for participants to record where they travel from, where they are staying while in town and all the restaurants and shops they patronize while in town.

## 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? We will not.

***I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project 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 Harfley Title Director of Operations  
Signature: [Signature] Date: 2/13/24  
Address: 598 Wild Hearts Way, Seneca, SC 29678  
Email: Janine@wildheartssequinetherapy.org Fax No. \_\_\_\_\_  
Phone Number (s): 719-510-2383

B. Alternate Contact Name: Jessica Fry Title Chief Executive Officer  
Signature: [Signature] Date: 2/13/24  
Address: 598 Wild Hearts Way, Seneca, SC 29678  
Email: Jessica@wildheartssequinetherapy.org Fax No. \_\_\_\_\_  
Phone Number (s): 864-991-9183



# WILD HEARTS

**Equine Therapeutic Center, Inc.**

598 Wild Hearts Way, Seneca, SC 29678

[www.wildheartsequinetherapy.org](http://www.wildheartsequinetherapy.org)

864-991-9163

## EDUCATION & ENRICHMENT CENTER

### KITCHEN FINISH BUDGET

All materials sourced locally

Quotes attached

Materials listed below are those required to finish the kitchen in our Education and Enrichment Center. A refrigerator has been donated and a new, scratch & dent stove purchased for \$275. The shell of the kitchen was finished along with the rest of the classroom.

The kitchen area is 16x10' = 160 sf. At \$150/square foot, we've invested over \$24,000 into the kitchen area to date.

Following is our budget for completing the kitchen area.

ITEM	COST
Yoder's Building Supply-kitchen cabinets*	\$ 4,475
Yoder's Building Supply-kitchen countertops*	\$ 1,700
Lowes Home Improvement - Microwave	\$ 279
Lowes Home Improvement - Dishwasher	\$ 499
Smucker Mechanical - Gas Line & Appliance Installation	\$ 4,700
<b>TOTAL</b>	<b>\$ \$11,653</b>

\*Materials provided at cost



# WILD HEARTS

Equine Therapeutic Center, Inc.

598 Wild Hearts Way, Seneca, SC 29678

www.wildheartsequinetherapy.org

864-991-9163

Toal Project Budget  
EDUCATION & ENRICHMENT CENTER BUILDOUT BUDGET  
Most 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
Yoder's Building Supply-kitchen cabinets*	\$ 4,060
Tucker Materials-drywall supplies*	\$ 5,896
Lowe's Home Improvement-kitchen appliances**	\$ 2,350
Lowe's Home Improvement-bathroom fixtures**	\$ 3,154
Lowe's Home Improvement-plumb/elec** (est)	\$ 3,000
Lowe's Home Improvement-Mini-Split Heat/Air \$1,738ea x 10**	\$ ***17,380
<b>TOTAL</b>	<b>\$ 61,897</b>

All labor donated/volunteer

\*Materials provided at cost

\*\*Lowe's MVP member discount plus additional materials discount up to 20%

- Tucker Materials estimate based on ¼ of the work already completed for \$1,474
- Lowe's Home Improvement plumbing and electrical estimate based on materials required to install electrical and plumbing
- Mr. Cool Mini-Split HVAC system estimate based on Lowe's pricing for 10 units

## BUDGET FOR AWARD USE

\*\*\*If awarded any funds toward this project, we would direct those funds toward the \$17,380 cost of the heating and air conditioning units.



YODER'S BUILDING SUPPLY, INC.  
 PO BOX 318  
 FAIR PLAY, S.C. 29643  
 (864) 972-3003  
 Fax (864) 972-9328

Quote:  
**Cabinets**

Cabinet Designer:  
**Jefferson Harms**

**Customer Section**

Customer Name: Wild Hearts Equine Therapy Center Date: February 5, 2024  
 Job / Location: 598 Wild Hearts Way, Seneca, SC 29678

Manufacturer: Kraftmaid VANTAGE  
 Construction: Plywood construction; dovetailed drawers  
 Drawer Runners: Full-extension, undermount, soft-close glides  
 Door Hinges: Concealed, soft-close

**Room Detail Section**

ROOM: Education Room  
 Door Style: Lyndale - HALF Overlay - veneer recessed panel w/ SLAB drawer front  
 Wood Type: Maple  
 Finish: Stain TBD  
 Base Cabinet Dimensions: H = 34 1/2" D = 24"  
 Knobs/Pulls: Hardware Resources allowance - (ELEMENTS Collection)  
 Other Trim Pieces: Scribe

Room	Items and Options	Prices	Installation
Break Room	Cabinets & Hardware	\$4,475.00	INCLUDED
<b>Total:</b>		<b>\$4,475.00</b>	

**Customer Order / Confirmation Section**

To confirm order as listed above, please sign below and return to Yoder's Building Supply.  
 Any changes in measurements or revisions by customer may reflect a change in pricing.  
 An 80% deposit is required to place order with final 20% balance payable upon completion.

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*All prices quoted are valid for 30 days*



YODER'S BUILDING SUPPLY INC  
 PO BOX 318  
 FAIR PLAY S C 29641  
 (864) 972-3003  
 Fax (864) 972-9328

Quote:  
**Countertops**

Designer:  
**Jefferson Harms**


**Customer Section**

Customer Name: Wild Hearts Equine Therapy Center Date: January 29, 2024  
 Job / Location: 598 Wild Hearts Way, Seneca, SC 29678

**Room Detail Section -**

ROOM: Education Room

Countertop: Type: Post-form Laminate with integral Backsplash  
 Color: Stock color - TBD  
 Edge: Standard Waterfall  
 Splashes: NONE  
 Sink: Customer-supplied  
 Braces: Black Speed-Braces to support open area



**Lead Times:**

Countertops: 2 - weeks after template

**Pricing Section**

Items	Prices	Installation
Countertops	\$1,700.00	INCLUDED
<b>Total:</b>	<b>\$1,700.00</b>	

**Customer Order / Confirmation Section**

To confirm order as listed above, please sign below and return to Yoder's Building Supply. Any changes in measurements or revisions by customer may reflect a change in pricing.  
 Deposit of 80% is required to place order with final 20% payable upon delivery.

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*All prices quoted are valid for 30 days*

# ESTIMATE

Smucker Mechanical LLC  
4278 Pine Grove Road  
Townville, SC 29689

smuckermech@gmail.com  
+1 (864) 617-9661



## Wild Hearts Equine Therapy Center

**Bill to**  
Wild Hearts Equine Therapy Center  
598 Wild Hearts Way  
Seneca, Sc 29678

**Ship to**  
Wild Hearts Equine Therapy Center  
598 Wild Hearts Way  
Seneca, Sc 29678

**Estimate details**  
Estimate no.: 1609  
Estimate date: 02/09/2024  
Expiration date: 03/15/2024

P.O. Number: gas lines

#	Date	Product or service	SKU	Qty	Rate	Amount
1.		install install gas line to range		1	\$525.00	\$525.00
2.		gmc install gas meter connection		1	\$375.00	\$375.00
3.		whgl install water heater gas line	WHGL	1	\$525.00	\$525.00
4.		whrg install water heater regulator		1	\$275.00	\$275.00
5.		dgl install dryer gas line, underground around doors to outside wall, go through wall to dryer(trenching not included)		1	\$850.00	\$850.00
6.		bonding install bonding		1	\$250.00	\$250.00
7.		install install water heater (water heater not included)		1	\$1,900.00	\$1,900.00
					<b>Total</b>	<b>\$4,700.00</b>

Expiry date 03/15/2024

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Search

Seneca Lowe's Open until 9 PM

Delivery to 29678



Prices, Promotions, styles, and availability may vary. Our local stores do not honor online pricing. Prices and availability of products and services are subject to change without notice. Errors will be corrected where discovered, and Lowe's reserves the right to revoke any stated offer and to correct any errors, inaccuracies or omissions including after an order has been submitted.

Appliances Microwaves Over-the-Range Microwaves

Samsung 1.9-cu ft 1000-Watt Over-the-Range Microwave with Sensor Cooking (Fingerprint Resistant Stainless Steel)

Item # 1499009 | Model # ME19R7041FS

Shop Samsung 1508



\$279.00 ~~\$379.00~~ Save \$100.00 Ends Feb 14

Rebates Available

Buy More, Save More Buy More: Get up to \$75 Off eligible items Offer ends 02/28/24

Spend \$750	Spend \$1500	Spend \$2250	Spend \$3000
\$75 Off	\$150 Off	\$225 Off	\$300 Off

12 monthly installments of \$25.19 with Lowe's Pay Learn How

Shop the Collection

1.9 Cubic Foot large capacity accommodates a variety of dishes so you can prep large meals quickly. Sensor cook automatically adjusts cooking time for optimal results. Fingerprint resistant helps reduce smudges and minimize cleaning.

What We Offer

Installation \$159.00 ea	Haul Away \$50 ea	Protection From \$39.97
--------------------------	-------------------	-------------------------

Learn more about Installation and Haul Away

Pickup Ready by 2/14/24 10:00 AM Delivery Get it by 2/14/24 10:00 AM

FREE Pickup at Seneca Lowe's

See all pickup times

Delivery address input field

Easy & Free Returns Return your new, unused item in-store or ship it back to us free of charge. Learn More

Here are some similar items ...

Samsung 1.9-cu ft 1000-Watt Over-the-Range Microwave with Sensor Cooking (Fingerprint Resistant Stainless Steel) \$279.00





JOIN. EARN. SAVE. OUR NEW LOYALTY PROGRAM IS HERE. LEARN MORE >

Search

Seneca Lowe's Open until 6 PM

Delivery to 29878



Prices, Promotions, styles, and availability may vary. Our local stores do not honor online pricing. Price and availability of products and services are subject to change without notice. Errors will be corrected where discovered, and Lowe's reserves the right to revoke any stated offer and to correct any errors, inaccuracies or omissions including after an order has been submitted.

Appliances / Dishwashers / Built-In Dishwashers

Samsung Top Control 24-in Smart Built-In Dishwasher (Fingerprint Resistant Stainless Steel) ENERGY STAR, 48-dBA

Item #5380395 | Model #DW80CG5020SR

Shop Samsung ★★★★★ 72



EXCLUSIVE

~~\$832.00~~  
**\$499.00** Save \$333.00  
Ends Feb 14

Rebates Available

Buy More, Save More  
Buy More, Get up to \$750 Off eligible items  
Offer ends 02/28/24.

Spend \$750	Spend \$1500	Spend \$2250	Spend \$3000
\$75 Off	\$150 Off	\$225 Off	\$300 Off



\$42/mo suggested payments with 12 month special financing. Ltd time. [Learn How](#)



12 monthly installments of \$45.04 with Lowe's Pay [Learn How](#)

Key Features



Fingerprint Resistant



Adjustable Upper Rack



Quick Wash Cycle

**AutoRelease Door:** At the end of the cycle, the door automatically opens to circulate air and improve drying performance.  
**SmartThings:** The SmartThings app lets you remotely start, stop, or delay dishwashing cycles right from your phone.  
**Whisper Quiet Operation:** With whisper quiet 48 dBA operation, you won't even know it's on.

What We Offer

Installation \$214.48/ea  
Incl Req'd Parts

Haul Away \$50/ea

Protection From \$26.97

Learn more about [Installation](#) and [Haul Away](#).

Pickup

Ready by Mon, Feb 19 (Est.)

Delivery

Get it by Wed, Feb 14

Delivery to 29878

Get it by Wed, Feb 14

\$29

Schedule delivery date & time in Checkout

1



Add to Cart

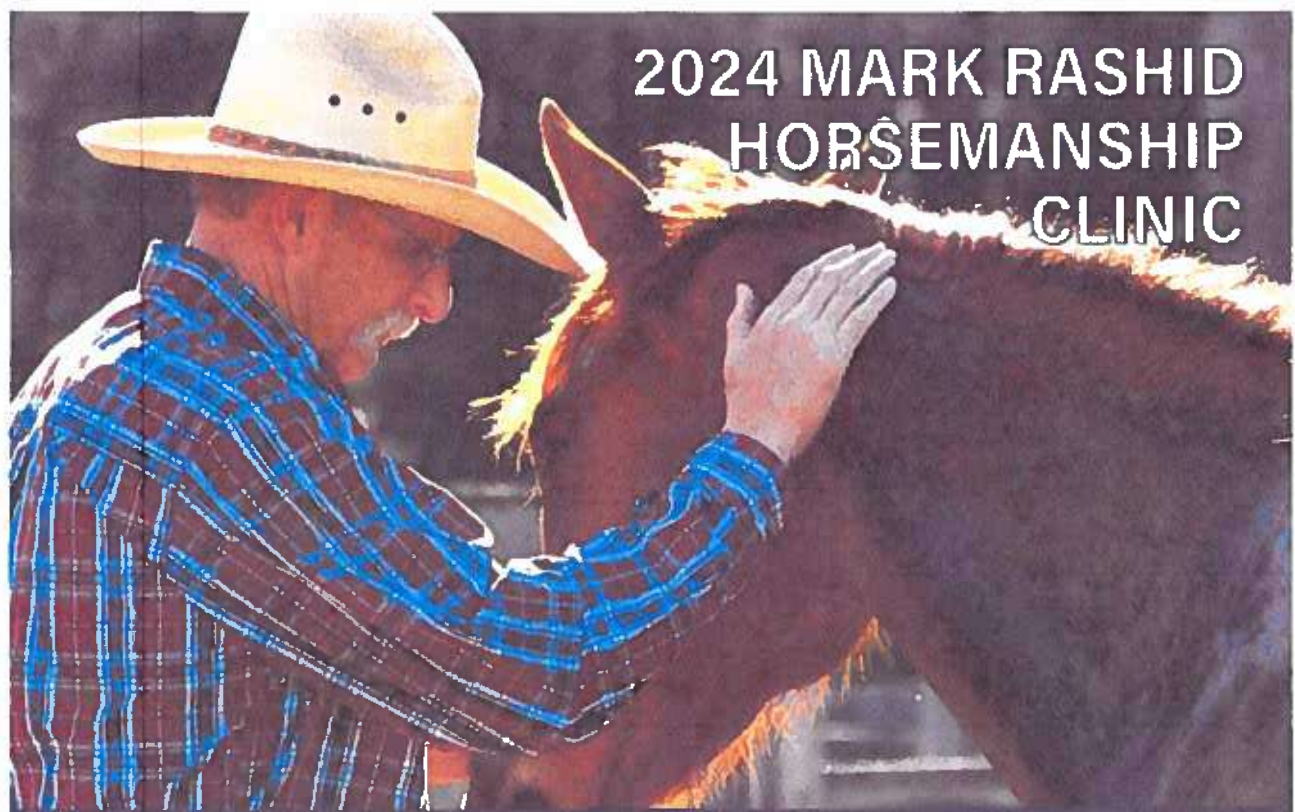
Complete Your Kitchen

Samsung Top Control 24-in Smart Built-In Dishwasher (Fingerprint Resistant Stainless Steel) ENERGY STAR, 48-dBA **\$499.00** [Learn More](#) [Get it back to us free of charge. Learn More](#)

Shop Samsung ★★★★★ 72

HERE ARE SOME SIMILAR ITEMS ...

# 2024 MARK RASHID HORSEMANSHIP CLINIC



## WILD HEARTS EQUINE THERAPEUTIC CENTER February 23-25 and March 8-10



Dev Branham  
Assistant Instructor  
February 23-25



Gray Kyle-Graves  
Senior Instructor  
March 8-10



Crissi McDonald, MMCP  
Masteron Method Bodywork  
February 23-25 & March 8-10

### SCHEDULE

- February 22 @ 6:30pm: Mark Rashid Pre-Clinic Demo/Discussion
- February 23-25 @ 9am-4pm: Mark and Dev providing hourly One-on-One Lessons
- March 7 @ 6:30pm: Mark Rashid Pre-Clinic Demo/Discussion
- March 8-10 @ 9am-4pm: Mark & Gray offering hourly One-on-One Lessons

### FEES

- Mark Rashid One-on-One Lesson \$275 (includes auditing day of lesson)
- Gray Kyle-Graves One-on-One Lesson \$175 plus daily auditing
- Dev Branham One-on-One Lesson \$175 plus daily auditing
- Crissi McDonald MMCP Bodywork Session \$150 (up to 2 hours)
- Auditing \$45 daily

To register, contact [janine@wildheartsequinetherapy.org](mailto:janine@wildheartsequinetherapy.org)





*Kyle Dern, MA, LMFT, BCN*



## **The Body-Brain**

*March 6 & 7  
9a - 12p*

**A talk focused on the neuroscience of orienting, regulating, and relating.**

**This talk is geared toward anyone interested in learning about recent neuroscience as it pertains to these topics as well as practical applications of this material, whether it's with clients, horses, or yourself.**

### **Learning Objectives:**

- 1. Learn up-to-date science related to the brainstem and autonomic nervous system.**
- 2. Integrate the multiple levels of our ways of processing, beginning at Demasio's "proto-self" up to the autobiographical Default Mode Network.**
- 3. Learn practical tools for self- and co-regulation, applicable in any setting, including with horses.**

**This talk is presented by Kyle Dern, a psychotherapist, teacher, and father, among other things, who is grateful to call the desert southwest his home. In his work, he has passionately explored the foundational roles of the body and brainstem in the creation of our lived experiences and how they are often impacted as well as healed.**

**For questions or to register, email [janine@wildheartsequinetherapy.org](mailto:janine@wildheartsequinetherapy.org)**

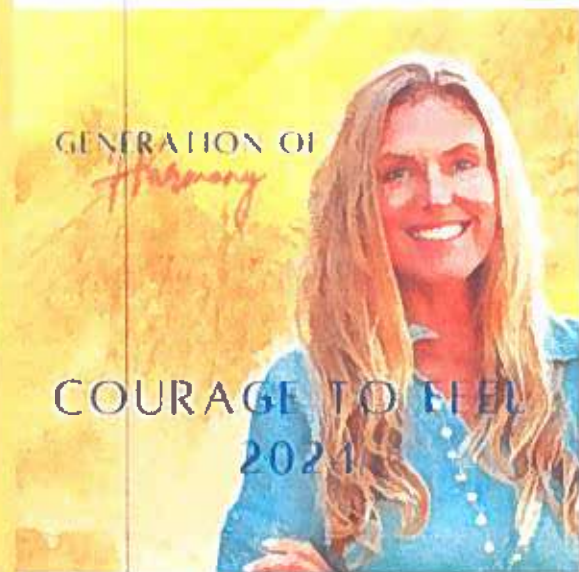
# Courage to Feel

A special 3-part series  
in Seneca, SC



Facilitated by Kerri Lake. Hosted by Wild Hearts Equine Therapy  
April, July and October. \$425 per weekend

APPROPRIATE FOR PROFESSIONALS AND NON-PROFESSIONALS ALIKE



## *simple tools* FOR MIND & HEART

Part 1 - April 20 - 21, 2024

Part 2 - July 20 - 21, 2024

Part 3 - October 19 - 20, 2021

Register for one, two or all three events

PLEASE READ MORE AND REGISTER AT  
[WWW.GENERATEHARMONY.COM/EVENTS](http://WWW.GENERATEHARMONY.COM/EVENTS)



Wild Hearts Equine Therapeutic Center, Inc.  
and  
Hoppin' Horse Farm, LLC



**GROUP SAFETY AGREEMENT AND  
RELEASE & WAIVER OF LIABILITY AND INDEMNITY AGREEMENT**

**WARNING**

**UNDER SOUTH CAROLINA LAW, AN EQUINE FACILITY SPONSOR OR EQUINE PROFESSIONAL IS NOT LIABLE FOR INJURY TO OR THE DEATH OF A PARTICIPANT IN AN EQUINE ACTIVITY RESULTING FROM AN INHERENT RISK OF EQUINE ACTIVITY, PURSUANT TO ARTICLE 7, CHAPTER 9 OF TITLE 47, CODE OF LAWS OF SOUTH CAROLINA, 1976.**

This Participant Safety Agreement and Release & Waiver of Liability & Indemnity Agreement, (hereinafter referred to as "AGREEMENT"), dated this 16 day of March, 2023, by and between Wild Hearts Equine Therapeutic Center, Inc., a South Carolina nonprofit corporation (hereinafter referred to as "WILD HEARTS"), and the following adult participants listed below (hereinafter referred to as "PARTICIPANTS").

**I. SAFETY POLICIES**

Wild Hearts seeks to take every precaution necessary to ensure the safety of its Participants and horses. Wild Hearts regularly inspects the premises and facilities to ensure that all conditions are reasonably safe for the Participant's intended purpose, usage, and presence on the Wild Hearts' premises. The following safety rules and guidelines have been implemented and every Participant is required to follow each policy, at all times, while participating in any activity with Wild Hearts.

- A. **NATURE OF WILD HEARTS EQUINE THERAPEUTIC CENTER'S HORSES:** While participating in activities with Wild Hearts, Participant will either ride/handle his/her own horse, or therapy horses provided by Wild Hearts. Wild Hearts chooses its horses for their calm dispositions, sound basic training as is required for use for all student participants, and Wild Hearts follows a rigid safety program. Yet, no riding horse is a completely safe horse. Horses are 5 to 15 times larger, 20 to 40 times more powerful, and 3 to 4 times faster than a human. Horseback riding is the only sport where one much smaller, weaker predator animal (human) tries to impose its will on, and become one unit of movement with another larger, stronger prey animal with a mind of its own (horse) and each has a limited understanding of the other. If a horse is frightened or provoked, it may divert from its training and act according to its natural survival instincts which may include, but are not limited to: stopping short; changing directions or speed at will; shifting its weight; bucking, rearing, kicking, biting, or running from danger. *Participant understands that the impact from a fall from a horse may result in injury to the Participant.*
- B. **PARTICIPANT RESPONSIBILITY:** Upon mounting a horse and taking up the reins, the Participant is in primary control of the horse. The Participant's safety largely depends upon his/her ability to carry out simple instructions, and his/her ability to remain balanced aboard the moving animal. *Participant agrees to follow all rules and guidelines set out by Wild Hearts.*
- C. **PREGNANCY:** If you are pregnant, or think you may be pregnant, you will not be allowed to ride a horse with Wild Hearts, without written permission from a physician. *Participant understands and agrees that it is her responsibility to inform Wild Hearts should she become pregnant and Participant further understands and agrees that she will not be allowed to ride the horses at Wild Hearts throughout the duration of her pregnancy.*
- D. **SADDLE GIRTH/NATURAL LOOSENING:** Saddle girths (saddle fasteners around horse's belly) may loosen during ride and cause Participant to fall from the horse. *If a Participant notices any loosening of the saddle girths, he/she agrees to alert the riding instructor immediately so action can be taken to avoid slippage of saddle and a potential fall from the horse.*

WILD HEARTS EQUINE THERAPEUTIC CENTER, INC. & HOPPIN' HORSE FARM – MARCH 2021



**Wild Hearts Equine Therapeutic Center, Inc.**  
and  
**Hoppin' Horse Farm, LLC**



- E. **SEI CERTIFIED ASTM HELMET:** Participants agrees to purchase protective headgear which meets or exceeds the quality standards of the SEI CERTIFIED ASTM STANDARD F 1163 Equestrian Helmet. Such protective headgear shall be worn, at all times, by the Participant while riding and/or mounted on a horse. *Participant understands and agrees that he/she will not be allowed to ride until they have purchased a helmet that meets the SEI Certified ASTM standard and is approved by the Wild Hearts staff. Participant understands and agrees that, should Participant fails to bring on approved helmet, their lesson will be canceled for that day.*

**II. RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT**

For and in consideration of being permitted to participate in equine activities, Participant hereby agrees that the following Agreement shall apply to Participant's involvement in any activities, including but not limited to, riding and handling horses either mounted or from the ground, providing or assisting in the provision of care to any equine species, and participating in equine events (hereinafter "EQUINE ACTIVITIES") with Wild Hearts.

**EQUINE ACTIVITY RISKS:** The Participant and Guardian understand and agree that there are NUMEROUS INHERENT DANGERS AND CONDITIONS that are an integral part of Equine Activities. These inherent dangers and conditions include, but are not limited to:

- (a) *the propensity of an equine to behave in ways that may result in injury, harm, or death to a person on or around the equine*
- (b) *the unpredictability of an equine's reaction to sound, sudden movement, an unfamiliar object, a person, or another animal;*
- (c) *bucking, running, biting, kicking, or rolling by the equine;*
- (d) *certain hazards such as surface and subsurface conditions;*
- (e) *collisions with other equines or objects; and*
- (f) *the potential of a participant to act in a negligent manner that may contribute to injury to the participant or others, as failing to maintain control over the animal or not acting within the participant's ability.*

**WAIVE, DISCHARGE AND COVENANT NOT TO SUE, AND RELEASE:** Participant and Guardian hereby waive, discharge and covenant not to sue, and release Wild Hearts and its directors, officers, agents, employees, independent contractors, volunteers, assigns, affiliated organizations or persons, sponsors, owners, lessors, and lessees of premises used to conduct Equine Activities, and others acting on its behalf (hereinafter referred to as "RELEASEES") from all known and unknown liability to the Guardian, the Participant, their personal representatives, assigns, heirs, and next of kin for any and all loss or damage, and any claim or demands therefore on account of injury to the person or property or resulting in death of the undersigned or his/her minor child/legal ward, whether caused by the negligence of the Releasees or otherwise while the undersigned and his/her minor child/legal ward are involved or participating in Equine Activities with Wild Hearts. This Agreement applies to all claims, whether in equity or at law, and includes without limitation, alleged breach of contract or negligence by the Releasees, to the fullest extent permitted by the law.

**ASSUMPTION OF FULL RESPONSIBILITY FOR AND RISK OF BODILY INJURY, DEATH, OR PROPERTY DAMAGE:** Participant and Guardian assume full responsibility for and risk of bodily injury, death, or property damage which may be incurred from or connected in any manner with Equine Activities due to the negligence of Releasees or otherwise.

**INDEMNIFY AND SAVE AND HOLD HARMLESS:** Participant and Guardian hereby agree to indemnify and save and hold harmless the Releasees and each of them from any loss, liability, damage, or cost (including attorney's fees) that Releasees may incur due to the Participant's involvement in Equine Activities, whether caused by the negligence of the Releasees or otherwise.

**OTHER:** This Agreement shall be interpreted according to the laws of South Carolina. If any clause, phrase, or word of this Agreement is in conflict with state law, that single part is null and void and will not otherwise affect the remaining provisions of this Agreement which will continue to be enforceable. This Agreement shall be effective for the duration of the Participant's involvement in Equine Activities with Wild Hearts.

**IMAGE RELEASE** In consideration of participation in the Wild Hearts Equine Therapeutic Center, Inc. program, the undersigned agrees that their likeness may be photographed or videotaped, that such image may be published in an outlet used to promote or publicize the program and that names may be used unless otherwise specified by the undersigned.



**Wild Hearts Equine Therapeutic Center, Inc.**  
and  
**Hoppin' Horse Farm, LLC**



**III. EMERGENCY INFORMATION**

Group Name: Mark Basket Clinic Date: 3/16/2023  
 Group Leader: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Home Phone: ( ) \_\_\_\_\_ Work Phone: ( ) \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Emergency Contact: \_\_\_\_\_ Relationship: \_\_\_\_\_  
 Home Phone: ( ) \_\_\_\_\_ Work Phone: ( ) \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_

**IV. REASON FOR VISIT, SIGNATURES AND CONSENT**

All Participants are required, at all times, to adhere to all safety rules and guidelines for participation in any program with Wild Hearts and failure to do so may result in a loss of privileges to further participate with Wild Hearts. Participant has read and voluntarily signs the Safety Agreement/Release and Waiver of Liability and Indemnity Agreement, and further agrees that no oral representation, statements, or inducements apart from the foregoing written agreement have been made.

VISITOR TYPE:  Potential Client  Volunteer  Visitor

VISITOR PURPOSE: \_\_\_\_\_

*I understand the seriousness of the risks involved in participating in this program, my personal responsibilities for adhering to each of the rules and guidelines, and I have read, understand, and agree to each rule and guideline in this Agreement. In case of medical emergency, I hereby authorize the representatives of Wild Hearts to secure whatever medical treatment is necessary on my behalf.*

PRINT PARTICIPANT NAME	ADULT OR PARENT/GUARDIAN SIGNATURE	EMAIL ADDRESS	DATE	IMAGE OK? Circle Yes or No	
PAM MURDOCK	<i>Pam Murdock</i> ①	PJMURDOCK139@gmail.com	3/16/2023	(Y) N	(#)
YIKKI ANKLOREN	<i>Yikki Ankloren</i> ②	wankcorn@yahoo.com	3/16/23	(Y) N	Rider
Aimee Landry	<i>Aimee Landry</i> ③	aclbky@yahoo.com	3/16/23	(Y) N	(#)
Jes Swain	<i>Jes Swain</i> ④	Jes.Swain@gmail		Y N	(#)
Kay Cooksey	<i>Kay Cooksey</i> ⑤	kcookse@clermson.edu	3/16/23	(Y) N	Rider
CAREY FLEMING	<i>Carey Fleming</i> ⑥	Carey.Fleming@yahoo.com	3/16/23	(Y) N	Rider
Ann Wellborn	<i>Ann Wellborn</i> ⑦	annwellborn@wildhearts.com	3/16/23	(Y) N	Rider

70  
PD  
PD  
PD  
OK  
OK  
OK





**Wild Hearts Equine Therapeutic Center, Inc.**  
and  
**Hoppin' Horse Farm, LLC**



	PRINT PARTICIPANT NAME	ADULT OR PARENT/GUARDIAN SIGNATURE	EMAIL ADDRESS	DATE	IMAGE OK? Circle Yes or No	
ok	Christopher Wellborn (8)	<i>[Signature]</i>	Cawlaufgromper@net	1/27/16 2023	(Y) N	Rider
v) PD	Tracy Berglund (9)	<i>[Signature]</i>	tracyaberglund@gmail.com	3/16/23	(N) N	(#)
B) PD	Carla Bell (10)	<i>[Signature]</i>	cbell12@aol.com	3/16/23	(Y) N	(#)
ok	Amanda Bell (11)	<i>[Signature]</i>	akbell@yahoo.com	3/16/23	(Y) N	Vol
ok	ERIN KINSEY (12)	<i>[Signature]</i>	erinkinsey17@gmail.com	3/16/23	(Y) N	Rider
ok	MIKE COOPER (13)	<i>[Signature]</i>	mike@cooper-difranco.com	3/16/23	(Y) N	Rider
ok	Mara D. Franke (14)	<i>[Signature]</i>	marad@cooper-difranco.com	3-16-23	(N) N	Rider
ok	Chris Early (15)	<i>[Signature]</i>	earlychris124@gmail.com	3-16	(Y) N	(#)
ok	Beth Gabbett (16)	<i>[Signature]</i>	beth.gabbett@gmail.com	3/16	(Y) N	(#)
ok	Alison Feilow (17)	<i>[Signature]</i>	alison@eein.com		(Y) N	Rider
ok	Linda Bayer (18)				Y N	(#)
ok	Tracy Berglund (18)				Y N	(#)
ok	Meredith (19)				Y N	(#)
ok	Kelley (20)	<i>[Signature]</i>	kelleyabyrne@yahoo.com	3/17	(Y) N	Rider
ok	Connie (21)				Y N	Rider
ok	Kay G (22)				Y N	(#)
ok	Erin (23)				Y N	(#)
ok	Jodi (24)				Y N	(#)
					Y N	
					Y N	



MARK RASHID

2023 PARTICIPANT/AUDITOR LOG

NAME	CITY/STATE	LODGING/NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE	THU	FRI	SAT	SUN
George Bayld	Sims MS	Local		on file	\$245	ck	✓	✓	✓	✓
NICK ANDERSON	NORWICH VA	AWBNS ③		on file	Postcard Riding	pt	✓	✓	✓	✓
112 on Fellows	WINDERSX	CAMP ③		on file	Paid		✓	✓	✓	✓
Arla Ball	MEMPHIS TN	local		aball112@aol.com	35	cash	✓	✓		
Sandy Kamm	Tennessee TN	local		on file	Vol					
Beth Gabbett	Atlanta GA	local		beth.gabbett@gmail.com	35					
Mary Killion	West Union VA	Local		on file	vol					
CRALG FERRY	CLEMSON MI	my place		volunteer	35					
Aimee Landry	ATL, GA	local		acelbky@yahoo.com	35					
Claris Ebbell	Burford IA	local		on file	\$35	Venue	✓	✓		
Tracey Berglund	Columbus NC	Aiken ③		traceyberglund@gmail.com	\$35	Venue	✓	✓		
Maez D'France	ASHRYKE VA	local ③		ON FILE	PAID					
MIKE COOPER	ASHEVILLE NC	LOCAL	PLACE ON THE AVERY SENATE	Wang's	PAID					
Linda Boyes	SPENCER NC	LOCAL		linda.boyes@gmail.com	35	Venue	AD	AD		
Ang JOELBORN	PH, SC	LOCAL			PAID	Mark	✓	✓		
Chris Nelson	PH, SC	LOCAL			PAID	Mark				

THURSDAY 3/16

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MARK RASHID

2023 PARTICIPANT/AUDITOR LOG

NAME	CITY/STATE	LODGING/NIGHTS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE	THU	FRI	SAT	SUN
Jennifer Hansen	York, SC	Airbnb		on file	100	cash				
Cemie Mosser	West Union, SC	local		on file	100	cash				
Cleora Bourne	Greenville, SC	local		on file	35	cash				
Wynne Barbant	Salem, SC	no red		on file	-					
Mary Elkin	Salem, SC	local		on file	-					
Caroline Proffitt	Winston-Salem, NC	local		on file	435	VENMO				
Annabeth		local		on file	25	CASH				
Ellis	Cynthiana, MO	RV		on file	100					
Vicki Anderson	Monroe, LA	Airbnb		on file	100					
Denise Lechner	Hickory, VA	Drive in for Day		on file	300	CASH				
Sally Ingraham	Greenville, NC	local		on file	35	CASH				
George Boyd	Greenville, SC	local		on file	100					
Chloe Ball	Mountain Air	local		on file	35	CASH				
Julia Skyn	Ripton, VT	local		on file	70	CASH				
Linda Brant	Denver, CO	Airbnb		on file	100					
Maria D. Foster	Asheville, NC	Airbnb	THE SOUTHERN STEAKHOUSE	on file	100					

3/18/23

STURDY

2023 PARTICIPANT/AUDITOR LOG

MARK RASHID

NAME	CITY/STATE	LODGING/NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE	THU	FRI	SAT	SUN
Jodi Piccio	Seneca, SC	Local		on file	35.00	Venue			JR	
Shirley Korman	Tennessee, TN	Local		on file	141	N/A			KE	
Kelly Byrne	Seneca	local		on file	Grey Auditing				KB	
Kris Jette	Samoa, WA	local		PNSETTE@gmail.com	141				KT	
Jean Zaverthnik	Salem	local		jezaverthnik@gmail.com	141				KT	
Nancy Farbach	Salem	local		nsula	141					
Misty W. Adams	Bunville	local		on file	25.00				KT	
Karon Helms	Westminster			on file	NO observation					
Christie Pacific	Bunsel	local		on file	file paid					
Alex Anderson	Seneca, SC	AIRBNB		on file	141					
Ariel Bell	Mountain View	local		abell192@aol.com	35.00	Gas				
Alex Stuype	Ripton VT	local		on file	35	Gas				
Melissa Lussier	W. York, Maine	None		on file	35	Venue				
Aimee Lantry	Atlanta, GA	Local		oelbrky@yahoo.com	35.00	Venue				
Arnold Bell	Seneca, SC	Local	Los Passages	on file	141					

SATURDAY

6/11/23  
THURSDAY

SATURDAY

MARK RASHID  
2023 PARTICIPANT/AUDITOR LOG

NAME	CTY/STATE	LODGING/#NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE	THU	FRI	SAT	SUN
Beth Keilbert	Atlanta GA	AVR BNB 35	-	bethgot on file	35	VENMO			39	
Aimee Landry	Atlanta GA	Local 35	-	ac16ky@yahoo.com	35				39	
Christie Kelly	Buford GA	Local AVR 35	-	on file	35	AVR			39	
LISE LAFRANCE	EAST ANDREE GA	4/air		LILA@FRANCE1317@GMAIL.COM	35	VENMO			39	
Melissa League	MATHEWSVILLE GA	MYHOUSE	-	on file	35	VENMO			39	
Tracey Bergund	Columbus NC	AVR PUB		on file	35	VENMO			39	
Meredith D Johnson		Local		on file	35	VENMO			39	
MIKE COOPER	ASHVILLE	LOCAL		on file	MARK	N/A			39	
Camille Puffett	WESTMINSTER SC	Local		on file	25	VENMO			39	
Bonnie Mosser	West Union SC	Local		on file	MARK	N/A			39	
Ann Bethorn	RH SC	Local		on file	25				39	
Jennifer Hansen	York SC	AVR PUB		on file					39	
Carrie Dickson	Campbell SC			cdishbrown@gmail.com	5502	check			39	
Andrea Edsall	Chillicothe GA			on file	MARK				39	
Caralyn Piusze	Atlanta	Local		cdp-designer@yahoo.com	35	check			39	
Roni Freedman	Asheville	Local		RoniFreedman@gmail.com	35	com			39	

(2)



MARK RASHID

2023 PARTICIPANT/AUDITOR LOG

6/21 SUNDAY

NAME	CITY/STATE	LODGING/NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE	THU	FRI	SAT	SUN
KRISTIE	Simpsonville SC	local		on file	Mark	N/A				CR
Chris Wellborn	Ridgeway SC	local		on file	Mark	N/A				CR
Jennifer Hansen	Yulee FL	local		on file	Mark	N/A				CR
Erin Kirby	TP	local		on file	May	N/A				CR
Tracy Berglund	Columbus NC	AIRBDB		on file	35	VENUE				CR
MIKE COOPER	Hamlet NC	LOCAL	YOSH	"	-	PREPAID				CR
Linda Bayer	DENV CO	AIRBDB	YOSH	"	35	VENUE				CR
Maria J. ...	Aurora CO	PHYS	YES	"	-	REG				CR
Lennie Messer	Winston NC	local		on file	Mark	N/A				CR
Judi Riccio	Salisbury NC	local		on file	Volunteer	N/A				CR
Ambri Gortale	Simpsonville SC	local		Centarus@yahoo.com	35	CASH				CR
Sally Harrison	Simpsonville SC	local		S Harrison@charter.net	35	CASH				CR
Audrey Flanagan	California CA	WH		on file	Mark	N/A				CR
Cassy Elenic	Palmdale CA	SC		on file	35	CASH				CR
Kay Coatsy	Andersen	HOME		Koelke@clermont.com	35	VENUE				CR
Ron Ender	Seneca	home			Gray	VENUE				CR

# EVERYONE SIGN IN

MARK RASHID  
2023 PARTICIPANT/AUDITOR LOG

DATE	NAME	CITY/STATE	LODGING/RNTS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE
FRIDAY							
R 1	Tracy Evans	Tryon, NC	local		on file	Prepaid	Rider
A 2	Ann Schrand	Tryon, NC	local			\$70	Vermo
R 3	Kelly Byrne	Seneca	local		on file	pd	rider
A 4	Pam Murdock	Anderson	local		"	\$35	CHECK
A 5	Larry Morelock	Seneca	local		"	\$35	CASH
A 6	Gayle Baatje	local	local		on file	pd	ck
A 7	Karen York	Seneca	local		"	\$35	ck
A 8	Kim & Evelyn Lohman	VA	Camp site		"	pre paid	
R 9	Megan Repas	TN	vrbo	Starbucks	"	Prepaid	
R 10	Kendra Twitty	SC	vrbo		"	pre paid	
A 11	Joyce Jones	SC	local		"	\$35	cash
A 12	Victoria Mayer	Star SC	local		"	\$35	cash
A 13	Deb Imothen	Seneca NC	"		"	"	check
A 14	Craig Flynn	SC	local		"	35	cash
A 15	Lisa Galbraith	COVINGTON	Anderson		LRS lipses @ covington	pd	
V 16	Vicky Stockwell	Seneca SC	Home		on file	prepaid	Volunteer rider

R 364 Marge

on file

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MARK RASHID  
2023 PARTICIPANT/AUDITOR LOG

DATE	NAME	CITY/STATE	LODGING/#NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE
1/23	Gusser Barthel	Denver	Wood		on file	✓	CR
3/23	Meg Burden	Tryon, NC			whburden@gmail.com	✓	CR
3/23	Will Burden	Tryon, NC			whburden@gmail.com	✓	
3/23	Mingie Haemo	Blithersville, OH	Stumptown		wisemanming@gmail.com		Mark Rider
3/23	Joyce Jones	Seneca	N/A	-	jijones4@gmail.com	✓	CASH
3/23	Kendra Twitty	Yemassee, SC			Twittykendra@gmail.com		Prepaid Rider
3/23	Megan Regass	Nashville, TN			on file		Rider
3/23	Kewin LaBigne	Culpeper, VA	Camper		evlabigne@yahoo.com	Prepaid	Prepaid
3/23	Evelyn LaBigne	Culpeper, VA	Camper		"		" Rider
3/23	Angie Marshall	Salem, SC	Local		on file		Venue
4-23	Anne Schrand	Tryon, NC			anne.schrand@gmail.com		
3/23	Tarell Swans	Tryon, NC			Free	Prepaid	Prepaid Rider ✓
3-23	Kelly Byrne	Seneca	Local		on File	Prepaid	Prepaid Rider
3-23	Debi Pridemore	Purdleton	Local		on file	Prepaid	Prepaid Rider
3/23	Jess Fry	Seneca	Local		"	N/A	
3/23	Janice Huntley	Seneca	Local		"	N/A	

N/A

17 people

Alex Clerc  
6 Auditors / 8 Riders / Just Alex & Janice = 17 people

California VADCO  
Riders / Just Alex & Janice = 17 people





MARK RASHID

2023 PARTICIPANT/AUDITOR LOG

	DATE	NAME	CITY/STATE	LODGING/#NTS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE
R	3/25	Cameron (Mike) Head	Hi Ken, SC	VRBO	Bonterra	cameronhead03@gmail.com	included	Rider
V	3/25	Deborah Imersman	Pensleten, SC	home	home local	on file	0	volunteer
R	3/25	Kerika Fatts	Yonkers SC	VRBO	Gi's pizza	on file	incl	rider
A	3/25	Megan Reese	Nashville	VRBO	Gi's pizza	- - -	✓	
A	3/25	Gayle Brasler	Leah	home	home local	on file	prepd	ck
A	3/25	Kevin Evelyn Leary	VA				prepd	ck
A	3/25	Cathy Zang	SC	home	home		35	CASH
A	3/25	Anne Schrand	NC	Home	home	on file	35	Volunteer
A	3/25	Anne Sanders	NC	home	home	anne.sanders@yale.edu.com	35	Volunteer
R	3/25	Tracey Erard	NC	home	home	on file	35	Rider
A	3/25	Malissa Logie	West Virginia GA	home	-	on file	35	Appr
A	3/25	ERIN KINSEY	TR, SC	-	-	on file	35	Volunteer
R	3/25	Kelli Burns	Seneca	home		on file	✓	rider
A	3/25	Jami Speake	Seneca	home		on file	✓	<del>volunteer</del>
V	3/25	Connie Moore	West Union	Local		"	✓	Volunteer
A	3/25	Katelyn Thomas	Pickens, SC	Local		KatelynThomas@charter.net	35	Cash



MARK RASHID  
2023 PARTICIPANT/AUDITOR LOG

	DATE	NAME	CITY/STATE	LODGING/#NITS	RESTAURANTS	EMAIL (if not already on file)	AMT PD	PMT TYPE
V 1	3/26	Annabelle Bell	Seneeca, SC	local	---	on file	Volunteer	N/A
R 2	3/26	Debi Imersheim	Pendleton	"	"	"	Mark Rider	"
R 3	3/26	Kasia Evelyn Ladiga	Culpeper VA	WA	Sole Public 313	on file	Pa paid	
R 4	3/26	Conner Beth Q	Local			on file	Pa	ok
R 5	3/26	Javi Spade	Local			on file	\$35	cash
R 6	3/26	Jennifer Smith	Roswell, GA	local	---	j.smith.lcng@gmail.com	35	Venmo
R 7	3-26	Roger Ingvorta	Brasleton, CA	local	---	---	35	Cash
R 8	3-24	Kendra Tibbitts	SC	local	---	on file	Mark	---
R 9	3-24	Cameron Mead	SC	local	---	on file	MARK	---
R 10	3-24 <sup>26</sup>	Melissa Cague	Watkinsville GA	house	---	on file	\$35	venmo
R 11	3-24	Jessical Wilson	Madison GA	house	---	pivi-kivi2@yahoo.com	\$35	Cash
R 12	3-26	Corrie Mosser	West Union, SC	local	---	on file	\$35	ok
R 13	3-26	Mark Spede	Saraca	local	---	mspede@klemson.edu	\$35	Venmo
R 14	3/26	Ashley Frye	Pickens, SC	Local	---	on file	Edwin Product	
R 15	3/26	Ulene Dunn	Campano SC	Local	---	on file	MARK	
R 16	3/26	Bobbie Decker	Campano SC	Local	---	on file	35-	Cash



Carla Ball, MMCP  
Masterson Method – Light To The Core Workshop  
July 22-23, 2023

People came from Ohio, North Carolina, Georgia, Florida, and other parts of South Carolina



**Dr Stephen Peters**  
**Horse Brain Clinic and Dissection**  
**July 28-30, 2023**

**Our classroom was packed with more than 45 people from locations including Colorado, Minnesota, Texas, Ohio, North Carolina, Georgia, Florida, and parts of South Carolina**









Power Tool Company 1  
709 Lamons Lane  
Johnson City, TN 37604  
Phone: 800.752.1780 Fax:  
423.926.2174

[sales@powertoolco.com](mailto:sales@powertoolco.com)



## SC STATE CONTRACT OFFICIAL QUOTE

**Contract #: 4400031358**

**SCAG MOWERS C/O POWER TOOL CO**

**State Vendor # 7000187248**

PLEASE SEND ALL PURCHASE ORDERS TO [SALES@POWERTOOLCO.COM](mailto:SALES@POWERTOOLCO.COM)  
AND MAKE PURCHASE ORDERS OUT TO POWER TOOL COMPANY

**NO TAX/FREIGHT/SETUP FEES-**

**POWER TOOL COMPANY IS LOCATED IN TENNESSEE AND DOES NOT CHARGE SALES TAX  
ON SC STATE CONTRACT PURCHASES**

**ENTITY QUOTED TO:**

South Cove County Park  
1099 South Cove Rd  
Seneca, SC 29672  
Gina Spear- superintendent  
864-882-5250

**DATE OF QUOTE:**

2/2/24

**EQUIPMENT QUOTED:**

WS23-37BV-EFI List Price \$13,659  
State Contract price \$11,596

