

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

**I. APPLICANT**

A. Name of Organization: Seneca Fest 2016  
B. Address: Bignilliat Community Center  
And Downtown Seneca SC

**II. FUNDS REQUESTED**

A. ATAX Funds Requested: \$ 13,000.00  
B. How will ATAX Funds be used? Advertising - WYFF - WHNS - TV  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
D. Funds furnished by your organization: 80K  
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: 10<sup>th</sup> Seneca Fest  
B. Description of project: Memorial Day Weekend -  
Concerts - Car Shows - Glow Run 5K - Kids Pickes  
C. Who will benefit from this project? Hotel/Restaurant

**IV. DATES OF PROJECT**

Beginning May 21 Ending May 28

**V. APPLICANT CATEGORY**

- Government Entity
- Non-profit Organization; Incorporation date \_\_\_\_\_
- Ecclesynary Organization under IRS Code; IRS # \_\_\_\_\_
- Date of Determination Letter \_\_\_\_\_



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Destination Oconee - Memorial Day Weekend -  
LAKE Keowee - people will come

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

15,000

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 50%

This Year 50%

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

1570 Last year :

This Year: 95%

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

Radio and TV

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)

visits to our  
Web - Photos - Hotel Register

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

**VII. AUDIT**

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

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

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

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

A. Contact Name: Riley Johnson Title Event Coordinator  
Signature [Signature] Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email RHJOHNSON@SENECA Fax No. \_\_\_\_\_  
Phone Number (s) SC. VS

B. Alternate Contact Name: 864-723-3910 Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Phone Number (s) \_\_\_\_\_



**SENECAFEEST 2016**

Book: 2ND Q EST

Proposal ID: 19217  
 Schedule Date: 5/18/2016 - 5/27/2016  
 Advertiser: CITY OF SENECA  
 Product: ART Circle/Fair/Festival 12/105  
 Spot Length(s): :30/:15  
 Book: 2ND Q EST  
 Author: WICKI CRENSHAW

Acc./Exec: Vicky Crenshaw  
 Phone #: 864-240-5227  
 FAX #: 864-240-5239  
 Email: vcrenshaw@comcast.com

Flight Dates: 5/18/2016-5/27/2016

Program Time	Spot Length	MY NY 18-23	DMA #21+ RTG	DMA #21+ %000	W X A	Spots
<b>WYFF</b>						
WYFF 4 COUNTDOWN CLOCK CPP/CPM Mo-Sa 5:00a-11:35p	:30	4-23	17 \$37.04	89.9 \$2.44	1	23
WYFF 4 5A-136A CPP/CPM Mo-Fr 5:00a-1:35a	:15	5-15	15.4 \$23.15	102.0 \$1.32	2	20
WYFF 4 production CPP/CPM Mon 5:00a-1:35a	:15	- 1	10.0	10.0	1	1
MOVIES CPP/CPM Mo-Su 1:00a-1:35a	:15	50-50	11.0 \$10.00	115.5 \$0.85	2	126
MOVIES CDC CPP/CPM Mo-Sa 9:30a-12:00a	:10	- 15	11.0 \$46.00	115.0 \$2.58	3	15
WYFF 4 DDT COM CPP/CPM Mo-Su 1:00a-1:35a	:15	- 1	2.8 \$724.38	47.0 \$46.95	1	1

Total Cost: \$9,200.00 Signature \_\_\_\_\_

**General Summary (DMA #21+ D:RTG)**

Name	Spots	Cost	Grps	CPP	CPM	Reach	Freq
WYFF	180	\$9,200.00	307.9	\$29.88	\$1.95	59.5	9.7



# DAILY SPONSORSHIP

With Chris Scott

As a Title Sponsor you will align your company to this brand new traffic system feature specific to our evening commuters! Chris will say "Your Company Name" 2x per hour. Then Every 10 minutes our viewers get an up to the minute, real time traffic report. During this time *your company will receive an audio mention and your logo on screen* incorporated into the title opening and on the bottom right hand corner of the traffic screen. Will also receive 1 billboard M-F to air directly after the traffic report in the morning news.



\$2,000 per month



Traffic Updates:  
Every 10 minutes during The Morning News!



## The 4pm News 7-Day Forecast Weather On-Air

In each WHNS Fox Carolina weather segment, a full screen 7-day forecast graphic will be shown with the sponsor's logo treatment. The logo will appear during The 4pm News.

The 7-Day Forecast Weather Sponsorship will give you the opportunity to own your piece of "real estate" in the evening newscast!

- Logo treatment on the evening news 7-day forecast graphic
- Either an opening or closing billboard with audio and video treatment in the selected newscast:  
"The 7-day forecast is brought to you by..."
- \$2,000 for May 2016  
Monday-Friday



SENECA FEST 2015

DATE	PAYEE	DESCRIPTION	AMOUNT
18-Feb-15	PRIME SOURCE	DEPOSIT/BL	7,601.66
17-Mar-15	PALMETTO AMUSEMENTS	DEPOSIT/BL	4,088.92
22-Apr-15	INS AGENCY OF THE FOOTHILLS	POLICY INS	4,308.00
04/22/2015	LOWES		5.91
04/29/2015	HAMPTON INN	SENECA FEST ROOMS	2,158.20
	BLUE MOUNTAIN	BANNER	381.60
05/05/2015	PURPLE TIGER	SUNGLASSES	1,476.58
	BLUE MOUNTAIN	BANNER	381.60
05/14/2015	PURPLE TIGER	SENECA FEST	1,698.65
	RICHARD BLACK	TRAIN	900.00
05/18/2015	PRIME SOURCE	SENECA FEST	7,500.00
05/20/2015	AARON SLOAN	GLO RUN DJ	303.00
	BARBARA WILSON	WEATHER	115.00
	BLUE MOUNTAIN	MEDALS/RIBBONS	180.73
	CINDY KELLEY	GLO RUN CASH	400.00
	MARION DAVIS	SENECA FEST	783.59
	PALMETTO AMUSEMENTS	SENECA FEST	4,088.92
	PURPLE TIGER	NECKLANCE/BRAC	519.40
	RICK LACEY	CASH	800.00
	ROLL IN STAGES	SENECA FEST	6,106.96
	SAM BURCHFIELD	OPEN ACT	1,250.00
	STONE ECHO	SENECA FEST	1,578.00
	SUPERIOR SOUND	SENECA FEST	4,500.00
05/27/2015	RILEY JOHNSON	CUPS	122.77
	TERRY TIMES	TIMING	1,073.50
	T & R GRAPHICS	TEES	1,712.10
	TYLER MIZE	RACE	90.00
06/04/2015	WROO	ADV	2,410.00
	TRI-STAR	TIE DOWNS	35.17
	SUMMITMEDIA	SENECA FEST	1,600.00
	SAM'S CLUB	PICNIC	8.74
	SAM'S CLUB	FOOD	59.93
	RALPHS	PLAQUES	442.60
	PURPLE TIGER	SHIRTS	339.73
	313 CAFE	BAND MEAL	265.00
	ACTION SEPTIC TANK	PORT A POTTY	1,649.40
	THE JOURNAL	GLO RUN	125.00
06/10/2015	ACTION SEPTIC TANK	JOHNS	354.09
	ANDERSON INDEPENDENT	ADV	461.25
	D & B INSTALLATIONS	WIRELESS INT	530.00
06/16/2015	BEST WESTERN	ROOMS	84.14
			621.98
	HAMPTON INN	ROOMS	1,318.90
	SUMMITMEDIA	ADV	1,600.00
	LOWES	GLO RUN LIGHTS	19.50
		GLO RUN	7.48
		SENECA FEST	72.42
06/30/2015	SAM'S CLUB	5K	265.45
07/22/2015	BLUE MOUNTAIN	SENECA FEST	455.91
	"		836.76
06/29/2015	KRABBE VISA	BUDGET RENT A CAR	600.18
06/29/2015	LACEY VISA	ENTERPRISE RENT A CAR	599.36

10/27/2015

LACEY VISA	KFC	76.30
LACEY VISA	WALMART	63.28
PROMOTION - <i>don't do again</i>	VIDEO	3,000.00
Total of all invoices		\$71,755.94
Approved by Council		850,000.00
Left in budget		<u><u>(\$21,755.94)</u></u>

*70,000*  
*+ 15,000 Band*  
*+ 4,000 Rides*  

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*89,000*

# Oconee County ATAX Grant Application Form

## For Tourism Related Projects

### I. Applicant

A. Name of Organization: Devils Fork State Park

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

### II. FUNDS REQUESTED

A. ATAX funds requested \$3,994.00

B. Funding will be used to construct new walkways and improve existing paths within Devils Fork State Park.

C. One hundred percent of the requested amount (\$ 3,994.00 ) will directly attribute to attracting guest and serving tourist. This project will be funded by ATAX funds only. There will be no matching grants or other funding for this project.

### III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Campground Walkways

#### B. Description of Project

This project involves constructing new walkways within Devils Fork State Park. The walkways will be made of fine stone and will be outlined with treated timbers. There will be solar powered lights at the head of the walkways to help direct foot traffic and light the area at night.

C. Project Benefits





This project directly benefits overnight guests visiting Devils Fork State Park. Devils Fork is a popular tourist destination for numerous guests entering the Golden Corner. Many of these visitors stay at the park as they enjoy the abundant sites and recreational opportunities within Oconee County. This proposed project will improve the overnight camping at Devils Fork by protecting the campground area and improving the accessibility of the campsites to the comfort stations and the shore line of Lake Jocassee. The project will also meet the guiding principles of the State Park Service of Stewardship and Service, while enticing patrons to continue visiting the park.

The campground at the park receives heavy use on spring and fall weekends and throughout the duration of the summer season. This project will benefit the park by providing designated walkways to the comfort stations that will help protect the campground vegetation from being trampled, lessen the occurrence of new erosion problems, and provide campers with a safe path to the facilities at night. We will also construct designated walkways toward the Lake. This will help eliminate park guest from walking through other guests campsites and creating "goat paths" to the lake.

The projects will improve the overall infrastructure of the park and increase the sustainability of the park's resources. A partnership with Oconee County on this type of project would aid Devils Fork in continuing to meet its mission of managing the park in a manner that is consistent with providing quality facilities, protecting its resources, and to serve as a gateway to the unique recreational opportunities of Lake Jocassee. Oconee County will also benefit in helping to maintain the high standards and quality of facilities at a popular tourist destination, the county will insure continued overnight visits and subsequent tourist spending.

#### **IV. Approximate Dates of project**

Depending on the approval of the requested funds and when they are released, the project will begin after April 1, 2016 and completed by May 1, 2017.

#### **V. Application category**

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

#### **VI. Demographic Data**

Located along the southern shores of picturesque Lake Jocassee, Devils Fork State Park offers a variety of recreational opportunities and overnight accommodations to people visiting Oconee County. Opened in 1991, the 644-acre park functions as a gateway to Lake Jocassee and the Jocassee Gorges, providing wilderness access for boating, swimming, and fishing in a relatively undeveloped and unspoiled natural setting. The park also provides a variety of overnight accommodations ranging from primitive boat-in campsites along the northern shore of the lake at the base of Musterground Mountain to modern, amenity filled villas. The park operates 20 mountain villas and two campgrounds: (1) the main park campground and (2) the afore-mention 13

site boat access primitive campground. The main campground consists of 59 paved sites with water and electric hook-ups, and 25 sites designated for tents only with no utilities. The park has a picnic/day-use area with shelters, picnic tables, and charcoal grills. The park also operates a Ranger Station that provides area information and brochures, as well as a Park Store.

A cooperative venture between Duke Energy and the South Carolina State Park Service, Devils Fork provides a quality, environmentally conscience recreation area that blends natural and recreational amenities while minimizing the disturbances of wildlife habitats. The park service manages Devils Fork as a traditional state park in order to maintain the high quality of facilities and services that visitors to the Golden Corner have come to enjoy and expect.

The proposed project will serve to strengthen Devils Fork's influence on tourism in Oconee County by increasing the desirability of the campground. Prior to opening in 1991, no appreciable overnight accommodations providing lake access were available to people visiting Lake Jocassee. Since opening in 1991, Devils Fork State Park has steadily become a popular destination for visitors to the Golden Corner. The park has generated over \$1,000,000 of annual revenue and continues to be a popular destination. Camping is always on the rise and the park usually reaches full capacity on weekends from Late Spring through Fall. The park staff routinely refers individuals to local restaurants, bed and breakfast, private cabin rentals, and private/county campgrounds when Devils Fork is full. The park has seen its revenue rise and its attendance increase by providing well maintained, quality facilities from which visitors can enjoy picturesque Lake Jocassee. The proposed project will improve the quality of the campground at Devils Fork, thus maintaining the high standards repeat guests and new guest have come to expect.

In 2015, there were 194,631 day use visitors to Devils Fork throughout the year; it's anticipated that the attendance numbers will be the same or greater for 2016. During 2015 there were 17,541 overnight guests visiting Devils Fork and this number is also anticipated to be the same or greater for 2016.

A total of 6,062 overnight reservations were made in 2015 with 5,259 of the reservations made my guests beyond a 50 mile radius of Devils Fork/Oconee County. This makes around 86 % of the Overnight guest at Devils Fork tourists. North Carolina, Georgia, and Florida represent the top three home states of out-of-state guests visiting Devils Fork, while guests from Charleston, Richland, and Greenville County are the top three SC counties. These numbers are predicted to be around the same or higher in 2016.

SouthCarolinaParks.com is the website for the South Carolina State Park Service. Not only is it a website for reserving campsites and cabins, it serves as a tourism guide as well. This website is connecting people all over the World Wide Web and throughout the Unites States with South Carolina. It's also promoting the state of South Carolina and the amenities of Oconee County, leading to more visits and economic benefits to The Golden Corner.

With the increasing popularity of social media, the South Carolina State Park Service has increased its presence on such sites as, Facebook, Twitter, Youtube, Instagram, and

Pinterest. There are currently over 79,500 people following SC State Parks on Facebook, over 5,900 on Instagram, and over 10,000 followers on Twitter. There are also printed materials, brochures, television commercials, and other advertisements circulating the United States. These are the ways of self-promoting Devils Fork and Oconee County to future visitors.

As, the popularity of Devils Fork State park has grown, so have local businesses that provide recreation based services. In recent years the individuals that provide boat rentals, lake tours, shuttles to the Foothills Trail, and scuba activates have increased in numbers.

Reserve America, which is the reservation service utilized by South Carolina State Parks, also serves as a marketing tool with Active Network. Statistical reports to break down the number of reservations made by individuals based on their home county and state locations can be generated through the Active Network Active Works program. This program also allows us to track the use of online promotions and packages that help increase visitors during the slower winter months.

## VII. Audit

Does your organization perform independent audit? Yes X

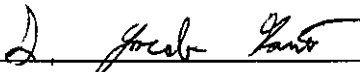
Name of the Auditor: Frances Miley, Capital Project and Grants Manager,  
SC Department Of Parks Recreation and Tourism, and the State Budget Office

**VIII.** The funding for this project will come from the Oconee County ATAX, therefore no additional funding will come from another group that receive ATAX funds.

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

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature  Date 2/8/16

Address: 161 Holcombe Circle Salem, SC 29676

Email: [jgantt@scprt.com](mailto:jgantt@scprt.com)

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

B. Contact Name: Kevin Evans

Title: Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

Email: [kevans@scprt.com](mailto:kevans@scprt.com)

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

Phone Number(s) 864-944-2639

### **Materials List and Budget**

All funding for this project will be provided by the Oconee County ATAX Grant.

**Timbers (6x6x12 treated): 80 - \$2,590**

**Rebar: (1/2inx10ft steel) 30 - \$166.00**

**Stone Screenings: 45 ton - \$1,100**

**Solar Lights (2ct 2x solar deck light): 10 - \$138**

**Total: \$ 3,994.00**

Mosley & Son Construction

440 Mosley Lane  
Salem, SC 29676

# Estimate

Date	Estimate #
2/1/2016	146

Name / Address
Devils Fork Lake Jocassee Salem SC 29676

Project

Description	Qty	Rate	Total
Haul screenings (manufactured sand)	45	24.44444	1,100.00
Thank you for your business.			<b>Total</b> \$1,100.00

## FINES DELIVERED TO DEVILS FORK STATE PARK

James Alexander <JAlexander@mcneelycompanies.com>

Fri 1/29/2016 11:33 AM

To: Jacob Gantt <jgant@scpr.com>

Hello Jacob

For 3" deep you will need approx. 45 ton cost approx. \$1,023.75

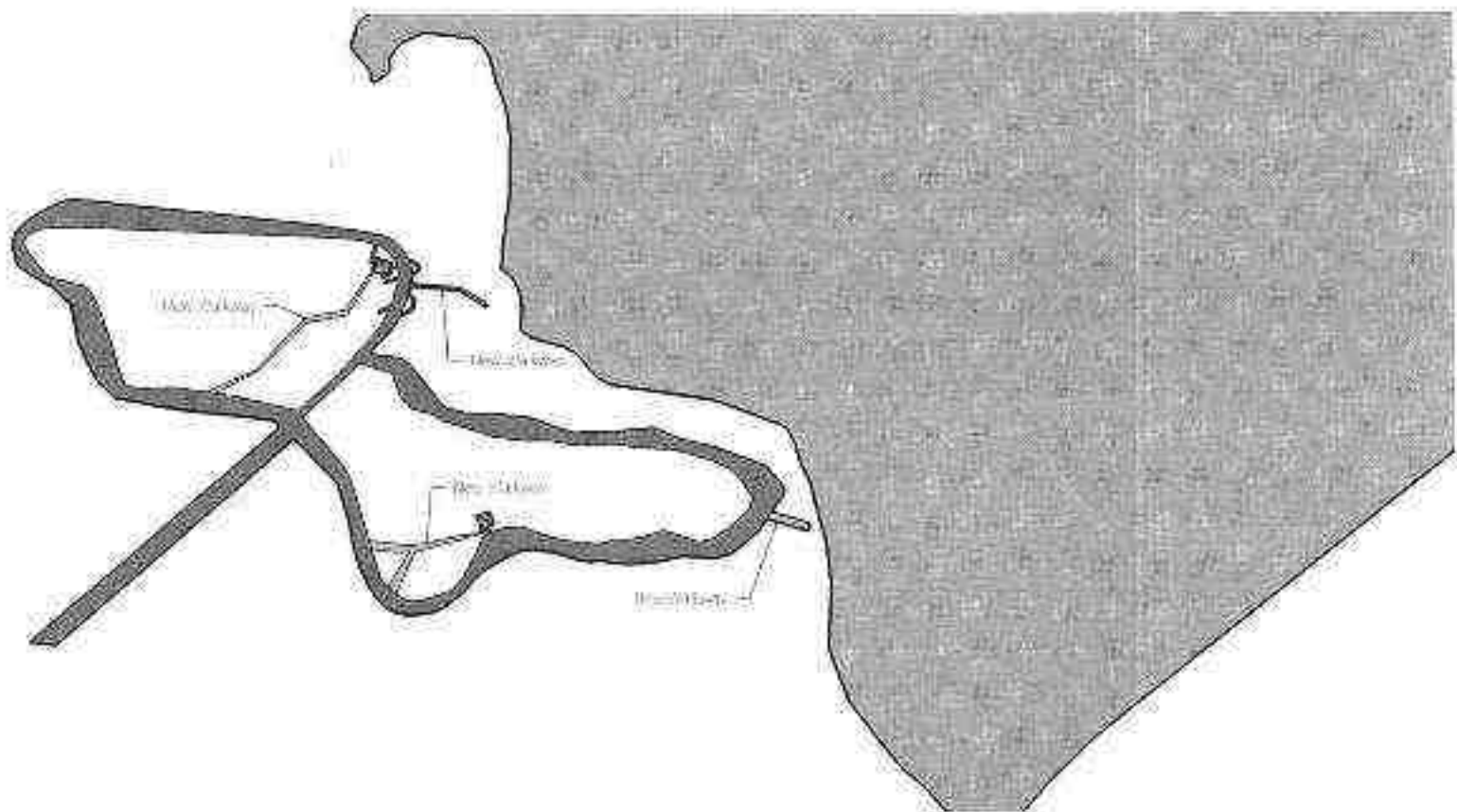
For 2" deep you will need approx. 30 ton cost approx. \$735.00

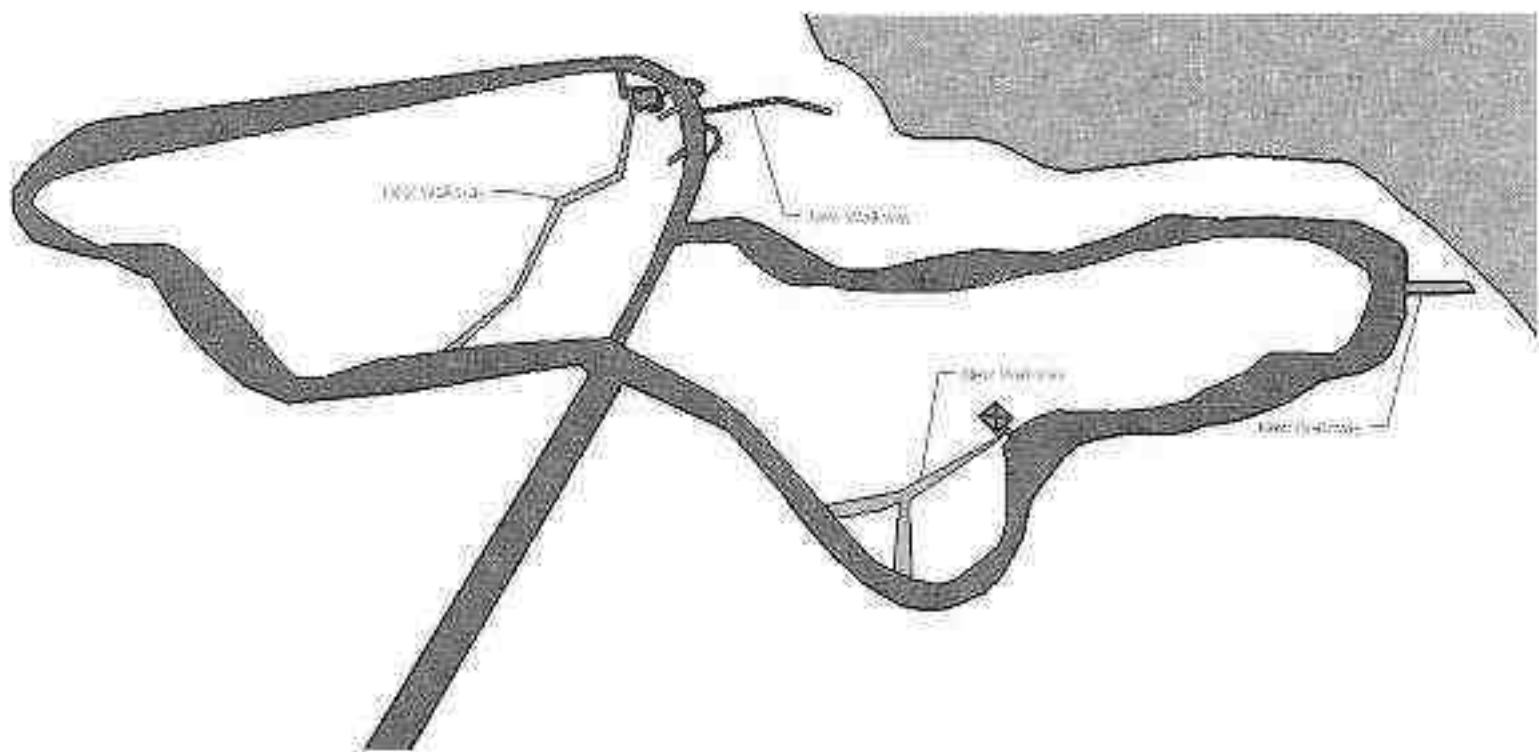
PRICE DOES NOT INCLUDE SC TAX

Thanks James Alexander









**Jacob Gantt**

Ranger, Devils Fork State Park  
161 Holcombe Circle  
Salem, SC 29676  
Phone: 864-944-2639

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**From:** Scott Davis <d.scottdavis1972@yahoo.com>  
**Sent:** Friday, January 29, 2016 3:45 PM  
**To:** Jacob Gantt  
**Subject:** Re: Waihalla lumber quote 1-29-16

\$2,585.20. Out the door

*Sent from my Verizon Wireless 4G LTE DROID*

Jacob Gantt <jgantf@scprt.com> wrote:

Scott,

Thank you for the quote. Does the \$2420.00 include delivery or taxes?

Thanks again,

**Jacob Gantt**

Ranger, Devils Fork State Park  
161 Holcombe Circle  
Salem, SC 29676  
Phone: 864-944-2639

---

**From:** Scott Davis <d.scottdavis1972@yahoo.com>  
**Sent:** Friday, January 29, 2016 3:14 PM  
**To:** Jacob Gantt  
**Subject:** Waihalla lumber quote 1-29-16

80-6x6-12 @ \$30.25 = \$2,420.00

*Sent from my Verizon Wireless 4G LTE DROID*

Re: Walhalla lumber quote 1-29-16

Scott Davis <d.scottdavis1972@yahoo.com>

Wed, 2/3/2016 8:30 AM

To: Jacob Gantt <jgantt@scprt.com>

181- 2ft x 1/2 rebar @ \$1.00 each is 325.44 out the door

*Sent from my Verizon Wireless 4G LTE DROID*

Jacob Gantt <jgantt@scprt.com> wrote:

Scott,

How much would it be for 150 of the 2ft long pieces?

Thank you,

**Jacob Gantt**

Ranger, Devils Fork State Park  
161 Holcombe Circle  
Salem, SC 29676  
Phone: 864-944-2639

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From: Scott Davis <d.scottdavis1972@yahoo.com>

Sent: Tuesday, February 2, 2016 11:07 AM

To: Jacob Gantt

Subject: Re: Walhalla lumber quote 1-29-16

We only sell rebar in 18" and 2 ft long pieces...@ 1/2 "

*Sent from my Verizon Wireless 4G LTE DROID*

Jacob Gantt <jgantt@scprt.com> wrote:

Scott,

Can you send me a quote for 30 - 1/2 in. x 10ft. rebar, out the door.

Thanks,

[DIY Projects & Ideas](#)

[Credit Services](#)

[Pro Xtra](#)

[Store Finder](#)

[Order Status](#)

[Local Ad](#)

[Products and Services](#)



What can we help you find?



[Your Store](#)  
Seneca, SC

[Sign in or Register](#)

120

Item	How To Get It	Unit Price	Qty	Item Total
 <p><b>Nature Power Bronze Solar Powered Step Lights (2-Pack)</b> Model # 21060</p>	 Ship to Home FREE Estimated Arrival FEB 04   Ship to Store FREE	\$24.24	10	\$242.40
Free Shipping on Most Orders. (see details)				
				<a href="#">Add to List</a>   <a href="#">Remove</a>

 <p><b>Weyerhaeuser 1/2 in. x 10 ft. Rebar</b> Model # 05366</p>	 Pick Up In Store Today FREE 88 in stock today at: Seneca, Sc #1130 Seneca, SC 29678 <a href="#">change store</a>	\$5.20	30	\$156.00
				<a href="#">Add to List</a>   <a href="#">Remove</a>

 <p><b>6 in. x 6 in. x 12 ft. #2 Pressure-Treated Timber</b> Model # 6330234</p>	 Pick Up In Store Today FREE 18 in stock today at: Easley #6918 Easley, SC 29640 <a href="#">change store</a>	\$34.57	18	\$622.26
				<a href="#">Add to List</a>   <a href="#">Remove</a>

 <p><b>6 in. x 6 in. x 12 ft. #2 Pressure-Treated Timber</b> Model # 6330234</p>	 Pick Up In Store Today FREE 14 in stock today at: Seneca, Sc #1130 Seneca, SC 29678 <a href="#">change store</a>	\$34.57	14	\$483.98
				<a href="#">Add to List</a>   <a href="#">Remove</a>

 <p><b>6 in. x 6 in. x 12 ft. #2 Pressure-Treated Timber</b> Model # 6330234</p>	 Pick Up In Store Today FREE 33 in stock today at: Sw Greenville #1127 Greenville, SC 29605 <a href="#">change store</a>	\$34.57	17	\$587.69
				<a href="#">Add to List</a>   <a href="#">Remove</a>



More stuff.  
More doing.

SECURE CHECKOUT



[CART](#)

**SHIPPING**

[PICKUP OPTIONS](#)

[PAYMENT & BILLING](#)

Shipping

Shipping Address

First Name: Costa Park  
 Last Name: Stark Park  
 Address 1: 181 Hickman Circle  
 Address 2 (Optional):  
 ZIP Code: 29176  
 City: SALEM  
 State: SC  
 Phone: (854) 964-2028

Select a Shipping Method

Priority Ground Shipping FREE  
 Estimated Arrival: FEB 09

[BACK](#)

[CONT](#)

Order Summary

[Edit Cart](#)

Subtotal: \$3,184.00  
 Free Shipping: -\$5.99  
 Pick Up in Store: FREE  
 Shipping: \$5.99  
 Estimated Sales Tax: \$192.24  
 Total: \$3,356.24  
 120 (min):  
 Your Saved: \$5.99

[BACK](#)

[CONTINUE](#)

Ship To Home:

[Hide Items](#)



Nature Power Bronze Solar Powered...  
 \$242.40  
 Qty: 10

Pick Up TODAY At:

Anderson #1105  
 3427 Clemson Blvd  
 Anderson, SC 29621  
 (254)964-0820

[Hide Items](#)

6 in. x 6 in. x 121...



\$34.57  
 Qty: 31

Pick Up TODAY At:

Greenville #1127  
 1338 S. Pleasantburg Dr.  
 Greenville, SC 29605  
 (854)230-4107

[Hide Items](#)

6 in. x 6 in. x 121...



\$34.57  
 Qty: 17





**Yards & Beyond Plastic Bronze Finish, Clear Lens  
Solar Utility Step Light (SL3P-R2-MB-D1) - 6-Pack**

Item no: 3401072 ; 873046006745

**\$191.76**

Qty: 4

Size: ONE SIZE

Color: N/A





My Account | Create Account | Sign In  
My Wish List | My Recent Items

Search



Cart: 0 Items

Shop | Electrical | Outdoor Lighting | Landscape Lighting



## Yards & Beyond Plastic Bronze Finish, Clear Lens Solar Utility Step Light (SL3P-R2-MB-D1) - 6-Pack

Item # 3406221 | 19734776

**\$47.94**

(Per Pack)

Get the Best Price on Prices

479 Estimated [ACE Rewards](#) points

1

FREE Store Pickup. End by 6/30/16

ADD TO CART

TO-DONE LIST

at Your Local Ace

Like | Tweet

Description Shipping Returns

Yards & Beyond Solar Powered Light (Solar Light)  
Product Type Utility Step Light  
Color Finish Bronze  
Material Package Type  
Close or Low Type Clear  
Light Output 2 Lumens



Living Accents Solar Powered 4 Modes Plastic Pathway Lights (DS51P-R4-BK-12)

\$13.99

1

ADD TO CART

Item # 3406221 | 19734776



Living Accents Solar Powered 20 Junction Plastic Pathway Lights (SS7P-R1-BK-20)

\$19.99

1

ADD TO CART

Item # 3406221 | 19734776



Living Accents Solar Powered 2 Junction Metal Pathway Lights (DS44P-R2-BK-12)

\$6.49

1

ADD TO CART

Item # 3406221 | 19734776



Green Solar Solar Outdoor (DS17-001)

\$59.97

1

ADD TO CART

Item # 3406221 | 19734776

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Historic Old Pickens Foundation

B. Address Old Pickens Church Road, Seneca, SC 29672  
Mailing Address: PO Box 149, Salem, SC 29676

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$5590.00

B. How will ATAX Funds be used? Interpretive signage displays for existing kiosk and a security system to deter vandalism of the kiosk, historic church and cemetery

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

D. Funds furnished by your organization \$8236.00 as part of the whole project

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>\$8236.00</u>	Source <u>Memberships, donations, designated gifts</u>
Other Funding _____	Source _____

(project)

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 Informational Kiosk/Picnic Shelter and Security System for the Property

B. Description of project To provide a location for tourists to view pertinent, historical information, relax and a security system including cameras with night vision capability to protect the site when church is not open

C. Who will benefit from this project? Visitors to the site and also Oconee County by helping to prevent vandalism. Documentation results indicate daily visitors to the site

## IV. DATES OF PROJECT

Beginning June 30, 2015 Ending Upon installation of the Interpretive Signage Panels

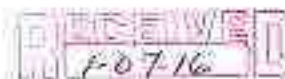
## V. APPLICANT CATEGORY

Government Entity

Non-profit Organization: Incorporation date \_\_\_\_\_

Eleemosynary Organization under IRS Code: IRS # 57-1084542

Date of Determination Letter: 09-22-1999



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Historic Old Pickens attracts tourists to the site. This project will provide the historical, interesting and educational material to the visitor so that they will return many times and bring their friends  
The security system will protect the information, the church and surrounding cemeteries.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
12 visitors to the site weekly
- 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 55 %  
This Year 85 %
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : 10  
This Year: 15 -20
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
142 newsletters go out to 16 states four times a year, HOP web site, distributed brochures to Welcome Centers, Find A Grave web site, Trip Advisor, radio station promotions
- 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) Continued requests for additional brochures from Welcome Centers, World of Energy, Sign-in sheets at the site
- 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, sign-in sheets for events, scheduled tour groups from outside the county, web site hits, feed back from visitors, addition of new members to the Foundation

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Wells Fargo Bank

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: Joyce Brickett Title HOPF BOD Treasurer  
Signature Joyce M. Brickett Date January, 11, 2016  
Address 4 Bowsprit Lane, Salem, SC 29676  
Email joymaeb@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-844-5112

B. Alternate Contact Name: Jack Parris Title HOPF BOD President  
Signature Jack Parris Date 1/6/16  
Address 1158 Preston McDaniel Road, Pickens, SC 29671  
Email nielander45@msn.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-878-9966



PO Box 1707  
 Seneca, SC 29679  
 PH (864) 882-3609  
[www.PrintItInColor.com](http://www.PrintItInColor.com)

Historic Old Pickens Foundation  
 PO Box 149  
 Salem, SC 29676

10/5/2015

RE: Interpretive Signage for Kiosk

**Project Overview: Design three interpretive displays to be placed in the existing kiosk. Sizes of the displays are 36" x 48".**

- Display 1 Illustrated map of property showing gravesite locations. This will help visitors doing genealogy work locate gravesites.
- Display 2 Illustrated map of Old Pickens showing lots and their owners.
- Display 3 Illustrated map of an overview of Old Pickens including Keowee River and other features of the town. This will include a short history of the town.

Create three illustrated display designs outlined above \$1680

**Project Description: Printed Interpretive Graphic Panels**

36" x 48" 1/8" Thick CHPL Panel – 10 year life - \$750 plus freight each

**Project Description: Lightweight Aluminum Frame Edge**

36" x 48" 1/4" Sign Frame Moulding with Lexan Sheet - \$170 each

**SUMMARY:**

Design	\$1680
THREE Panels 36x48	\$2250
THREE Frames 36x48	\$ 510
	<u>\$4440.00 plus freight and sales tax</u>

SEARCH



copy&print

WELCOME, PLEASE SIGN IN



My Saved Projects

Store Locator

Business Cards  
Letterhead / Envelopes  
Labels / Badges / Tags

Brochures / Flyers / Postcards

Signs / Banners / Posters

Stamps / Embossers

Food / Menu / Foldouts

Apparel

Gifts / Giveaways

Gift Certificates

Calendars / Holiday

Photo / Cards / Books

Invitations / Notecards

Copies / Presentations / Promotional Products & More...

Same Day In-store Products

### Same Day - pick up in store Banners

Starting at \$41.00 ~~\$8.50~~

Put your message on display now!

- Printed on high-quality adhesive vinyl for indoor and/or outdoor use
- Order of up to 2 banners is placed instant. Turn around time is 1-2 business days
- Large orders may not be eligible for same-day pickup!



#### Step 1: Select a Style

Small

Medium

Large

Extra Large

#### Step 2: Choose How to Design it



##### Browse our designs

Take your message from an idea to a complete finished look, all your needs.

Get started



##### Upload your own complete design

Upload your own finished design and we'll print it for you.

Get started

#### Pricing

#### Product Specs

Small

Medium

Large

Extra Large

Mat Board

Canvas - 5

Indel. Polycol.

Outdoor Vinyl

NOISED

\$9.00

NOISED

\$20.00

Qty:

Price

1

\$41.00

\$41.00

2

\$41.00

\$82.00

3

\$41.00

\$123.00

4

\$41.00

\$164.00

5

\$41.00

\$205.00

[See all product options](#)



We chose the Lorex Wireless LW166W home security system featuring 6 night vision security cameras because it comes with 4 wireless cameras that allow greater flexibility in camera placement. It will allow us to have camera surveillance in the information kiosk while the hard drive is securely placed inside the church building, and the 8 channel dvr will allow for the use of more cameras if deemed necessary. The cameras that come with this system also have a night vision range of 140 feet. The cost of this unit is \$1150.00 at present.

Page 1 of 1

**Subj:** security cam  
**Date:** 1/3/2016 8:56:19 P.M. Eastern Standard Time  
**From:** [hielander@hughes.net](mailto:hielander@hughes.net)  
**To:** [JoyMaeB@aol.com](mailto:JoyMaeB@aol.com)

Here is info about a different model than those proposed at the meeting in Dec. because those are already discontinued! It has the same number of cameras; they are higher resolutions than those we were considering before.

Jack



For Business Daily Deal Specialist

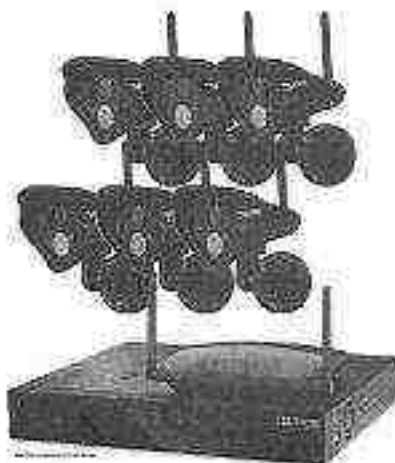
My Account Track Order My Cart Special Offers Sign In

Hello  
Sign in or Buy as guest

0  
Streaming Service  
\$0.00

Overstock Clearance: Falling Prices All Season

Computer Hardware Security & Access Services System Kits UPS/Power Mgmt



A larger image and view

## Defender Connected Pro Wireless 8 CH 1TB DVR - 6 Wireless 520TVL Cameras with 100ft Night Vision - 21312

Kenic: UFG-102518702 | Model#: 21312

In the first 24 hours 6,652

1 2 3 4 5 6 7 8 9 10 11 12

List Price: \$4,379.00  
Instant Savings: \$642.00 (14%)  
Price: \$737.99

Shipping: In Stock (Details)

Quantity: 1

Limit 30 per customer

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ADD EXTRA PROTECTION with SquareTrade Warranty

SquareTrade 3-Yr Electronics Protection Plan \$99.99

SquareTrade 4-Yr Electronics Protection Plan \$129.99

Overview Specifications Warranty Tiger Recommends

### Defender D1 Wireless 8CH 6Cam 520TVL 1TB HDD Kit Product Details

#### Defender D1 Wireless 8CH 6Cam 520TVL 1TB HDD Kit

Defender Pro Wireless Security System can be used to monitor video in any indoor or outdoor space at any time of the day. The wireless, weather resistant cameras included with the system have a wide-angle array infrared LED that allows you to see up to 100ft in the dark. Ideal for monitoring what matters most, ClearVu Pro digital wireless technology makes set-up hassle free. This advanced system automatically connects when turned on - no wiring required. Superior digital encryption ensures that the signals remain strong as you monitor your business or home wirelessly, up to 750ft away. The included 1TB HDD allows for continuous monitoring at a maximum of 30 days worth of recorded footage. Maximize available memory with motion activated recording. DVR alerts will advise to notify user when HDD is full. Back up and transfer to USB flash drive or external hard drive via USB port. See it all in crisp line detail, day or night. 520 TVL cameras with 100ft night vision leave nothing to the imagination. The indoor/outdoor camera provides you with a clear, secure picture, even when you monitor after-hours in a dark location. The camera comes equipped with advanced night vision and a wide-angle array infrared (IR) LED that let you see clearly in the dark, up to 100ft away. The array IR LED provides clear and even night vision that is able to cover the camera's entire field of view. The LED activates automatically when it gets dark. Defender's free 1 Step Remote Viewing Software instantly networks your DVR with the Internet. View your video feed live, receive instant email alerts and watch any previously recorded footage from anywhere in the world with an Internet connection on your smartphone, tablet or computer. Defender's wireless Pro system gives you all the peace of mind of a professionally installed system with the satisfaction that comes from knowing you did it all yourself. Don't leave the safety of your property in chance - just Defender to help you protect what you value most.

#### What It Is And Why You Need It:

- 8-camera surveillance system guards every corner of your home/business and more
- 520TVL produces clear and detailed footage
- The included 1TB HDD stores video recordings
- H.264 Compression Technology maximizes the system's storage capacity
- Mobile view, controls your footage through a mobile device
- 7x USB ports, lets you directly connect and withdraw the data
- 8 Channel DVR: Connected up to 8 surveillance cameras for more secure coverage
- Indoor/Outdoor: can be used both for indoor as well as outdoor purposes
- Bullet Camera Night Vision: up to 100 feet away

What is Included: Manual, Remote Control, USB Mouse, RJ-45 Cat5 Network Cables, Software CD

<b>1TB HDD</b>	<b>4 CHANNEL DVR</b>
<b>USB</b>	<b>BULLET TYPE</b>
<b>PC/MAC COMPATIBLE</b>	<b>H.264</b>



Vice President- Acting Secretary HOPF



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Home > Marketplace > Home Improvement > Industrial > Safety & Security > Security > Video Monitoring Kits / All in One Systems > Defender > Item#: N32E16881633058



DEFENDER

### Channel H.264 Level Wireless 8 CH 1TB DVR with 6 Wireless 520TVL Cameras with 100ft Night Vision

Be the first to review this product.

In stock

- Wireless
- 520 TVL Cameras
- 24/7 LCDs
- 1 TB Hard Drive
- 100ft Night Vision

Ask Or Answer A Question

View 4 questions / 14 answers

FREE SHIPPING AVAILABLE

Qty: 1

~~\$1099.99~~  
**\$699.99**

Save: \$400.00 (36%)

Volume Discounts

2-4	\$480.00 ea.
5-9	\$375.99 ea.
10+	\$360.00 ea.

Sold and Shipped by:  
Newegg

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 3 Years for the Price of 2 Years **\$74.00**  
(price locked)

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Add to Wish List

Price Alert



Defender 21312 8  
Channel H.264 Level  
Wireless 8 CH 1TB

**\$699.99**

M-y We Suggest

See how...

CREATE A BUNDLE

Defender 21312 8 Channel	EVO 100 W1-500-KR 500GB	Cyantron CP1250AV 1200TVL
<b>\$514.99</b>	<b>\$39.99</b>	<b>\$132.99</b>

Total: **\$699.99**

Lectro L74-10  
100ft  
**\$89.99**

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Learn more about the Defender 21312

Model

## TOTAL BUDGET FOR PROJECT

Budget for Project to Date:	Informational Kiosk/Picnic Shelter		
Foundation Pad Deposit	\$1,800.00		
Foundation Completion	\$2,000.00		
Shed Final	\$485.00		
Paint for Shed: 5 gallons	\$175.00		
Paint Shed	\$300.00		
Electrical Work at Shed	\$1,476.00		
Construction corrections, interior, hang quilt	\$2,000.00		
<b>Total for Kiosk construction</b>	<b>\$8,236.00</b>	<b>Construction completed and paid for*</b>	
* Above paid for by new HOPF memberships, renewed memberships, donations, designated gift, (see HOPF Financial Reports)			
<b>A Tax Project Budget</b>			
Dsign 3 Interpretive Displays	\$1,680.00		
Three 36" x 48" Panels	\$2,250.00	plus freight	
Three 36" x 48" Frame Moulding	\$510.00	plus freight	
<b>Total for Interpretive Panels</b>	<b>\$4,440.00</b>		
<b>Security System for Historic Old Pickens</b>	<b>\$1,150.00</b>		
<b>TOTAL A TAX REQUEST</b>	<b>\$5,590.00</b>		

**Historic Old Pickens Foundation**  
**2015 Annual Budget**

**INCOME**

**Source**

Memberships:	\$1680.00
Donations:	\$1964.00
Donation Jar:	\$ 120.00
Belk Charity Days:	<u>\$ 210.00</u>
	<b>\$3974.00</b>
Special gift:	<u>\$5000.00</u>
	<b>\$8974.00</b>

**EXPENSES**

**Recurring**

Insurance:	\$1188.00
Terminix	\$ 300.00
P.O. Box:	\$ 112.00
Website:	\$ 190.00
Bank Fees:	\$ 24.00
Staples (printing, postage):	\$ 705.00
Duke Energy:	\$ 127.00
Mowing:	<u>\$ 650.00</u>
	<b>\$3296.00</b>

---

**SUMMARY**

**Income: \$8974.00**  
**Expenses: \$3296.00**

**Capital Improvements:**

**3 Benches: \$ 700.00**  
**Kiosk: \$8736.00**  
**\$9436.00**



location of Interpretive Panels

location of Interpretive Panels

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

**I. APPLICANT**

- A. Name of Organization **Lake and Mountain Quilters Guild**  
B. Address **PO Box 22, Seneca, SC 29679**

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested **\$7,736**  
B. How will ATAX Funds be used? **Billboards, newspaper and internet advertising**  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? **60 – 70%**  
D. Funds Furnished by your organization **\$8,450**  
    Matching Grant – none                      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 **Symphony of Quilts 2016**  
B. Description of project – **The project is a Quilt Show at the Shaver Center as well as off-site shows at the Heritage Center, Patriots Hall, Ballenger House, Lunney Museum and Westminster Depot. Our Quilt Show Program will provide Quilt Trail viewing maps to the visitors. In 2014 our quilt show featured over 200 quilts made by local quilters displayed in 21 different categories.**  
C. Who will benefit from this project?  
**Quilt enthusiasts will travel many miles for a great show, and our show has a long-standing reputation for outstanding quality. While in the area they will visit shops, restaurants and many of the outstanding activities available on our lakes and in the adjoining mountains. Because of the desirable location, many times quilters bring their families to spend additional days exploring our area.**

**IV. DATES OF PROJECT**

Beginning **January 1, 2016**                      Ending **September 18, 2016**

**V. APPLICANT CATEGORY**

- Government Entity  
 Non-profit Organization; Incorporation Date **April, 1987**  
 Eleemosynary Organization under IRS Code: **IRSN**  
 Date of Determination Letter:



## **VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

**Lake and Mountain Quilters Guild (LMQG), an organization with over 150 male and female members, has a strong reputation for producing an outstanding quilt show. It is one of the largest shows in South Carolina and provides the visitor with the opportunity to see multiple smaller shows in addition to the large show at the Shaver Center. Running concurrent with our show will be shows at the Lunney Museum and Ballenger House in Seneca, Patriots Hall and the Heritage Center in Wallhalla and the Depot in Westminster. These shows will provide viewers with the opportunity to see the current works of our members and, in addition, antique quilts, contemporary art quilts and quilts that were the source for some of the Quilt Trail blocks displayed throughout our area. Additionally, a map of all the Quilt Trail blocks hanging in this area will be provided in the Quilt Show Booklet along with names and addresses of local restaurants. It is our plan to work with the Upstate Heritage Quilt Trail and provide transportation around Oconee County to enable visitors to visit the other quilt shows, view a number of the quilt blocks in our county and be exposed to the beauty of Oconee County.**

- A. How many visitors/participants attended the event last year and are anticipated this year?  
**In 2014 there were 837 attendees (this includes only those who signed in). In 2016 we are planning to reach out aggressively to all of South Carolina, North Georgia and the Charlotte, Mecklenburg area of North Carolina through advertising.**
  
- 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 In 2014 we had 125 attendees from beyond a 50 mile radius.  
This Year TBD**
  
- C. How many overnight stays were created by this event last year and are anticipated this year?  
**Last Year – This could not be determined  
This Year – Unknown**
  
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
**Billboards, Newspaper and Internet Advertising**
  
- 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) **Support Letters and 2014 ad and article from The Journal**
  
- 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)  
**Zip Code Logs, Exit Interviews, and guest logs at off-site venues.**



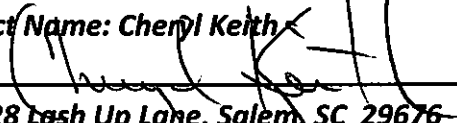
**VII. AUDIT**


Does your organization perform an independent audit? Yes X No     

Name of the Auditor **Spencer & Stutsman CPAs**

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: Cheryl Keith** **Title – President, Lake and Mountain Quilt Guild**  
**Signature**  **Date February 13, 2016**  
**Address: 28 Lash Up Lane, Salem, SC 29676**  
**Email: cekeith@bellsouth.net** **Fax No 864.710.3043**  
**Phone Number 864.710.3043**

**B. Contact Name: Terri Becker** **Title- Treasurer, Lake and Mountain Quilt Guild**  
**Signature**  **Date February 13, 2016**  
**Address: 30 Lash Up Lane, Salem, SC 29676**  
**Email: terrijbecker@gmail.com** **Fax No none**  
**Phone Number 440.227.3536**

Lake and Mountain Quilt Guild  
Symphony of Quilts 2016

ATAX Budget 2016

Advertising Expenses

Billboards	2,750.00
Internet:SCIWAYS	650.00
Internet: AAA Carolinas	1,200.00
Radio: WHLC FM	250.00
Newspapers: CNI Community areas in W North Carolina, N Georgia	500.00
Newspapers: Free Times - Columbia, Richland and Lexington Counties	650.00
Magazine: SCLiving	1,336.00
Newspaper: County Register	400.00
	\$ 7,736.00

2/13/2016

## Symphony of Quilts 2016 Budget

	Budget
<b>Income</b>	
Boutique	4,000.00
Admission	5,000.00
Vendor Booths	800.00
Program Ads	1,500.00
Presentation Quilt	2,500.00
Silent Auction	2,500.00
Library	1,000.00
Fat Quarter Basket	1,000.00
Oconee County ATAX Grant	7,736.00
Sponsorships/Donations	2,500.00
<b>Total Income</b>	<b>28,536.00</b>
<b>Expenses</b>	
Facility Rental	1,600.00
Advertising	9,286.00
Preview Party	400.00
Show Ribbons	150.00
Refreshments for Workers	100.00
Equipment Rental	500.00
Hanging Supplies	25.00
Printint - Flyers, Banners Signs, Ballots	3,350.00
Postage and Mailing supplies for Publicity	50.00
Presentation Quilt, Tickets	300.00
Fat Q Basket	
Silent Auction	150.00
Boutique	100.00
Registration of Quilts	50.00
Offsite Exhibits	50.00
Comfort Quilt Display	25.00
Quilts of Valor Display	25.00
Day Bee Display	25.00
<b>Total Expenses</b>	<b>16,186.00</b>
<b>Net Proceeds</b>	<b>12,350.00</b>



**MOUNTAIN LAKES**  
CONVENTION AND VISITOR BUREAU  
**'Destination of a Lifetime'**  
MOUNTAIN GEOGRAPHIC

February 8, 2016

Terri Becker  
Mountain and Lakes Quilt Guild  
30 Lash Up Lane  
Salem, SC 29676

Dear Ms. Becker,

It is my pleasure to write this letter of support for the Mountain Lakes Quilt Guild marketing efforts for their 15<sup>th</sup> annual quilt show in Seneca. Over the past several years, I have had the privilege of attending the shows and thoroughly enjoyed the display of quilts and of our upstate quilting heritage.

This show continues to grow in quilters participation and visitors attendance each year and has wide spread recognition throughout the quilting regions of the nation, drawing in large numbers of visitors to our area who come here specifically for this event. With that in mind, it is imperative that this event maintains its strong community support and funding to provide adequate marketing to further develop its tourism economic impact.

The Mountain Lakes CVB supports your efforts and encourages the Oconee County PRT Commission to seriously consider your funding request for expanded marketing. Please let me know if there is anything the CVB can do to further assist you in your efforts.

Kind regards,

Ken Sloan  
President & CEO  
Mountain Lakes CVB



Oconee  
HERITAGE  
CENTER

Walhalla, South Carolina  
[oconeeheritagecenter.org](http://oconeeheritagecenter.org)

February 9, 2016

To the Members of the Oconee County PRT Commission:

I am writing this letter on behalf of the Oconee Heritage Center in support of the Lake and Mountain Quilt Guild Biennial Quilt Show at the Shaver Complex in Seneca, to be held in September 2016. The Oconee Heritage Center has worked with the Lake and Mountain Quilt Guild to bring small quilt shows to the Oconee Heritage Center on a rotational basis for several years now. The quilt shows are always exceptional and generate a noticeable increase in the number of visitors and tourists to our facility. Quilting attracts visitors with many interests, including heritage and local culture, but also fine art and craftspeople, which helps us introduce our facility to a broader audience than normal. We have no doubt that the larger biennial show will bring significant numbers of visitors and tourists to Oconee County if funding can be secured for broader advertising. We encourage the committee to support this event this year and in the future. Thank you!

Sincerely,

Leslie White  
Director/Curator  
Oconee Heritage Center

**Lake and Mountain Quilters Guild  
PO Box 22  
Seneca, SC 29679**

February 14, 2016

To the Members of the Oconee County PRT Commission:

Enclosed please find the Oconee County Tax Grant Application Form for Tourism Related Projects including letters of support. The Lake and Mountain Quilters Guild is requesting funds to help us promote our quilt show scheduled September 16 and 17 at the Shaver Center.

Our last quilt show was in September of 2014 and the additional information supplied to you as supporting documentation is from that show. This includes advertisements (or copies) from The Journal and The Country Register, an article regarding the Quilt Show and the program booklet from our 2014 Quilt Show.

I will hand deliver this packet to your office at 671 High Falls Road, Seneca, SC on February 15, 2016 per instructions in your Application Guide. If you have any questions, feel free to call me at 440.227.3536. Thank you for your consideration.

Sincerely,



Terri Becker  
Treasurer, Lake and Mountain Quilters Guild



6th Annual

*"Mayberry Comes to  
Westminster"*

May 5 - 7, 2016

**ATAX APPLICATION**

Official web site: [www.mayberrywestminster.com](http://www.mayberrywestminster.com)

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization: WESTMINSTER CHAMBER OF COMMERCE

B. Address: P.O. Box 155  
Westminister, SC 29693

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$15,600.00

B. How will ATAX Funds be used? ADVERTISING & PROMOTING THE 6th ANNUAL MAYBERRY COMES TO WESTMINSTER

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

D. Funds furnished by your organization \$5000.00

Matching Grant	<u>\$10,000</u>	Source	<u>CITY OF WESTMINSTER</u>
Matching Grant	<u>\$3,000</u>	Source	<u>ATAX - Fall 2015</u>
Other Funding	<u>\$10,000</u>	Source	<u>CORPORATE &amp; BUSINESS SPONSORSHIP</u>
Other Funding		Source	

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

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title "MAYBERRY COMES TO WESTMINSTER"

B. Description of project See attached

C. Who will benefit from this project?  
See attached

## IV. DATES OF PROJECT

Beginning: May 5, 2016 Ending: May 7, 2016

## V. APPLICANT CATEGORY

Government Entity

Non-profit Organization. Incorporation date April 23, 1985

Eleemosynary Organization under IRS Code: IRS # 57-0801881  
Date of Determination Letter \_\_\_\_\_





**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

THE MAYBERRY FAN BASE COVERS A WIDE DEMOGRAPHIC; YOUTH TO SENIORS AS SHOWN BY OUR GUESTS THE PAST FIVE YEARS. OUR MAYBERRY FESTIVAL ALLOWS US TO SHOWCASE THE VENUES IN OCONEE COUNTY AND AGAIN BRING A LARGE INFLUX OF PEOPLE INTO THE AREA. ALSO THERE'S NO COUNTY OR CITY WITHIN A 200 MILES RADIUS PRODUCING ANY OTHER TYPE OF MAYBERRY EVENT.

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

12,000 in 2014 & 2015. Expect at least the same number in 2016.

How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year (2014) 5160; this year (2015) 4920.

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

64 according to surveyed guests. Note: Economic impact to Oconee Co. is estimated @ \$150,000 for the weekend. This is based on motel/hotel rooms rented, meals for guests, festival goers' expenditures and gasoline.

B. Guest came from several states including: North Carolina, Georgia, Tennessee, Indiana, Ohio, Missouri, Florida, Texas, New Hampshire, Virginia, Iowa & New jersey.

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

TELEVISION AND BILLBOARDS IN THE GREENVILLE, SPARTANBURG, ASHVILLE AND MARKETS; ALSO UTILIZING SEVERAL STATE WIDE AND REGIONAL PUBLICATIONS GEARED TOWARD TOURISM; BROCHURES IN WELCOME CENTERS IN SC & NC.

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

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Phone logs from the Chamber of Commerce; web site hits, guests surveys during the event.

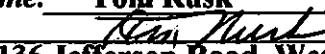
**VII. AUDIT**


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:** Tom Rusk **Title:** Event Chairman  
**Signature**  **Date** 01/20/16  
**Address** 136 Jefferson Road, West Union, SC 29696  
**Email:** ruskt@bellsouth.net **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-638-7426; 407-922-3827

**B. Alternate Contact Name:** Ray Burroughs **Title:** Assit. Event Chairman  
**Signature**  **Date** 01/23/16  
**Address** 398 Biggerstaff Road, Seneca, SC 29672  
**Email:** rburroughs@bellsouth.net **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-882-3337; 864-784-1857



## MAYBERRY COMES TO WESTMINSTER MAY 6 – 7, 2016

### III. NARRATIVE PROJECT DESCRIPTION

#### A. Project Title: 6th Annual "MAYBERRY COMES TO WESTMINSTER"

#### B. Description of project

Since October 1960, folks have enjoyed "The Andy Griffith Show". Still in syndication after 55 years, the show crosses all generations with its humor and great life lessons. As with several areas, there are thousands of Mayberry fans in the southeast. With that in mind, the City of Westminster will again transform itself into the Town of Mayberry for three days, May 6 – 7, 2016. Several venues are planned along with...

- \*\* "Back to Mayberry Bible Study" Thursday evening
- \*\* two Mayberry Day parades on Saturday
- \*\* a Cruise-In featuring vintage autos Saturday
- \*\* "Trivia & whistling contests
- \*\* daily music venues downtown
- \*\* a Blue Grass concert on Friday evening downtown
- \*\* arts and craft displays
- \*\* food venues
- \*\* Several Mayberry Tribute Artists (Look-a-likes)
- \*\* Special guest Karen Knotts – daughter of Don Knotts
- \*\* A Little Miss, Jr Miss, Miss & Mrs. Mayberry Contest

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

Primarily Westminster area merchants, but also many other Oconee County businesses, especially the lodging & food enterprises. In addition we're again involving several civic groups who will be having fund raising dinners, breakfasts, etc. In 2015 we were able to donate \$500 to the Oconee County Sheriff's Dept. to assist in their Drug Education program. In addition we donated \$150 to WE CARE MINISTRIES of Westminster. There will be a lot of exposure for local music groups, as well. This "one of a kind" event will be an excellent **FAMILY VALUES** function promoting our area as *very family friendly*.





## **Mayberry Comes to Westminster May 6-7, 2016**

### Projected Budget for 2016

#### *Expenses (general categories)*

• Guest artists - talent	9000.00
• Special Mayberry Artists	3000.00
• Guest Lodging	1700.00
• Local Bands & Sound	2000.00
• Stage, Auditorium & Hall Rental	1000.00
• Out of Market Advertising (ATAX)	?
• Advertising/Marketing (in market)	1400.00
• Plaques/trophies for contests	500.00
• Charity Contributions	850.00
(Sheriff's Dept., We Care Ministries, Crime Stop Golf Tourney)	
• Misc.	2000.00
<b>Total (approx)</b>	<b>\$21,450.00</b>





## MAYBERRY COMES TO WESTMINSTER

MAY 5, – MAY 7, 2016

### Budget for Requested ATAX Funds

WYFF CH 4	\$2500
WSPA CH 7 & WYCW CH 62	\$3500
NORTHLAND CABLE (Out of market)	\$1000
SC LIVING MAGAZINE	\$800
CAROLINA FEST. NEWS	\$450
BILLBOARDS	\$5000
SURRY ARTS COUNCIL AD Publication distributed during Mayberry Days – Mt. Airy, NC	\$200
GREENVILLE NEWS	\$400
CLAYTON TRIBUNE	\$500
MOUNTAIN LKS VISITORS GUIDE Two publications – Spring & Fall	\$750
WEB DESIGN AND UPDATES	\$500
<b>TOTAL FOR 2016</b>	<b>\$15,600</b>

Respectively Submitted,

Tom Rusk, Event Coordinator MCTW





SPECIAL TO THE JOURNAL

The Southeastern Tourism Society has named Mayberry Comes to Westminster as one of the society's tops 20 events in the Southeast for May 2016.

## Mayberry Comes to Westminster festival wins regional award

BY STEPHANIE JADRNICEK  
THE JOURNAL

WESTMINSTER — For five years, the city of Westminster has transformed into the town of Mayberry every spring.

Thousands of folks from all over the Southeast gather to celebrate Mayberry Comes to Westminster. The festival has been named as one of the Southeast Tourism Society's top 20 events for May 2016.

"The Southeast Tourism Society's top 20 festival and event list is an excellent guide for the Southeast's visitors and residents," tourism society president and CEO Bill Hardman said. "Events selected represent the best, and often the most unique, activities in our region."

The tourism society's top 20 list has highlighted programs across the Southeast since 1985. To be considered for the top 20 list, the event must be at least three years old and attract at least 1,000 attendees. The travel industry selects 20 events per month, and the tourism society publicizes them throughout the country.

Still in syndication, "The Andy Griffith Show" show crosses all generations with its humor and great life lessons.

"Mayberry Comes to Westminster is a great family festival with Mayberry lookalike tribute artists such as Barney Fife and Floyd mingling in the crowd and Aunt Bee's pickle contest," Mountain Lakes Convention and Visitors Bureau president Ken Sloan said. "It's makes for a very fun weekend in Westminster."

There are thousands of Mayberry fans in the Southeast, and many of them make the annual pilgrimage to Westminster each May to celebrate Mayberry Comes to Westminster.

The event includes two parades, a vintage auto and tractor cruise-in, an Opel look alike contest, music, arts, crafts and everyone's favorite — the Mayberry lookalike tribute artists who mingle throughout the crowds.

Next year's Mayberry Comes to Westminster is planned for May 5-7. Karen Knotts, daughter of Don Knotts, will return with her "Knott, Knotts; Who's There?" performances about getting to know the man behind Barney Fife. She'll also serve as the honorary parade marshal.

The 2016 event will also feature famous folk singer, instrumentalist and songwriter John McCutcheon in concert on May 6. And the Trinity River Band will hold a bluegrass concert on May 7 to revive the old tunes enjoyed in classic Mayberry.

Several other venues are planned, along with a few Mayberry pageants, a whistling and trivia contest, a Bible study and "A Salute to Elvis."

Sloan said Mayberry Comes to Westminster definitely deserves recognition.

"The festival was a huge success from day one," he said. "The first event back in 2011 brought in more than 5,000 attendees, and last year's attendance exceeded 16,000."

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

**I. APPLICANT**

A. Name of Organization Fresh Start SC dba SaBar Charities

B. Address 330 E Coffee St. Greenville SC 29601

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 5000

B. How will ATAX Funds be used? Marketing: Ad Placement

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

D. Funds furnished by your organization \$242,618

Matching Grant	_____	Source	_____
Matching Grant	_____	Source	<u>Race Registrations, Event Sales and Sponsorships</u>
Other Funding	<u>X</u> _____	Source	<u>Project Budget and Grant Detail Attached</u>
Other Funding	_____	Source	_____

**III. The Mountains to Main Street Race Festival**, year one, features a half iron distance triathlon (swim 1.2 miles, bike 56 miles, run 13.1 miles), half marathon (run 13.1 miles), and various complementary activities for athletes, spectators, and families in the community during the event weekend. The triathlon spans three counties and showcases the best Upstate South Carolina has to offer for triathletes, by starting them on the shores of Lake Keowee and bringing them into downtown Travelers Rest. The Half Marathon utilizes the Swamp Rabbit Trail, Furman University, and downtown Greenville. The finish line for all the race events will be at the TD Stage in downtown Greenville, overlooking the Reedy River. **The geographic reach of this event presents us with an incredible opportunity to benefit multiple counties in Upstate South Carolina.** All participants will stay in Upstate SC for 2 - 3 nights and will bring an average of 2 - 3 guests. Additionally, all participants will additionally be provided "Hospitality Passes" promoting local dining and activities and providing discounts that race directors are currently working on with these local businesses.

Beginning May 19, 2016

Ending May 22, 2016

**V. APPLICANT CATEGORY**

\_\_\_\_\_ Government Entity;

X Non-profit Organization: Incorporation date Sept. 30, 2010

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

X Date of Determination Letter July 22, 2011

**RECEIVED**  
8-04-16

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Given this is the event's first year, the current economic impact projections are based on a 2010 Economic report of similar event hosted in Wilmington N.C. The report evaluates the Beach 2 Battleship Half and Full Distance Triathlon with 1477 participants. According to the report, at 1477 participants, the event produces over 1.5 million dollars in direct expenditures by participants, spectators, event officials, and family traveling in support of these individuals or groups. With economic multipliers, the event produces almost 3.5 million in economic impact.

Since opening registration November 1st 2015, Mountains to Main Street ("M2M") has registered 285 athletes from 15 states and Canada. These results have been accomplished on minimal local advertising and one ad in Charlotte and Raleigh, N.C. The race management team, Set Up Events (producing races for over 15 years), projects that the event will meet its first-year caps in both the half triathlon and half marathon with more than 1000 participating athletes. On the basis of the Beach 2 Battleship report, M2M will produce over 1 million in direct impact and over 2.5 million with economic multipliers in its first year. In year five, M2M economic impact is projected to be almost 3 million in direct impact and over 5.5 million with economic multipliers.

M2M plans to expand the geographic reach of the event by expanding its advertising into additional national regions per year and by expanding its efforts to directly market at regional athletic events. If awarded the ATAX funds M2M will invest in an outdoor advertising tent and displays to launch its direct marketing campaign.

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

Registrant demographics, hotel surveys, reports from coupon codes provided to by the race to participants in "hospitality pass", advertising demographics, website and social media analytics. Additionally, M2M will acquire an impact study in year three.

**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:** Steve M. Pennington **Title** Director  
**Signature** \_\_\_\_\_ **Date** 2/3/2016  
**Address** 330 E. Coffee St. Greenville SC 29601  
**Email** trace@mountainstomainstreet.org **Fax No.** 866-936-8048  
**Phone Number (s)** 864-901-0728

B. **Alternate Contact Name:** Malinda M. Pennington **Title** Director  
**Signature** \_\_\_\_\_ **Date** 2/3/2016  
**Address** 330 E. Coffee St. Greenville SC 29601  
**Email** community@freshstartsc.com **Fax No.** 866-936-8048  
**Phone Number (s)** 864-901-0728





**Oconee County ATAX Grant Marketing Detail**

**Direct Marketing Campaign**

*Distribution of brochures, pamphlets, and other marketing material at the following regional athletic events (and others):*

*Paris Island Triathlon*

*Columbia Downtown Triathlon*

*Try-Charleston Half*

*Xterra Myrtle Beach*

*Lake Murray Triathlon*

**Marketing Materials**

Indoor / Outdoor Commercial Grade Pop-Up Tent	<b>\$1,478.00</b>
10' Full Color Backdrop of Oconee County	<b>\$470.00</b>
2, 5' Hanging Backdrop Panels	<b>\$790.00</b>
2, 6' Tables	<b>\$90.00</b>
2, Full Color, Custom Fit Table Cloth	<b>\$800.00</b>
Design & Printing of brochures & pamphlets	<b>\$1,400.00</b>
	<b>\$6,028.00</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 22 2011

FRESH START SC  
C/O MALINDA MCALEER PENNINGTON  
7 ALTAMONT CT  
GREENVILLE, SC 29609

Employer Identification Number:  
27-3620246  
DLN:  
17053313334030  
Contact Person:  
TYRONE THOMAS ID# 95046  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
509(a)(2)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
September 30, 2010  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

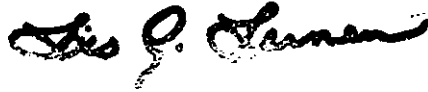
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

12:53 AM

## Sabar Charities

02/03/16

# Profit & Loss Budget Overview

Accrual Basis

January through December 2016

Jan - Dec 16

### Ordinary Income/Expense Income

Special Event M2M, Net	
M2M Bus Ticket Sales	2,000.00
M2M Accomodation Tax, City	0.00
M2M Accomodation Tax, County	0.00
M2M Beer Sales	2,500.00
M2M Beverage Sales	1,000.00
M2M Costs	
M2M Athlete Costs	-26,800.00
M2M Awards	-4,000.00
M2M Awards Dinner	0.00
M2M Branding	-43,000.00
M2M Committee Gear	0.00
M2M Economic Impact Study	0.00
M2M Entertainment	-8,000.00
M2M Event Insurance	-2,100.00
M2M Guest Speaker	-950.00
M2M Hospitality, Food Pre Race	-1,000.00
M2M Hospitality,BeerPreRace	-1,000.00
M2M Hospitality,BeveragePreRace	-1,000.00
M2M Hotel	-2,000.00
M2M Ice	-1,100.00
M2M Kids Zone	-400.00
M2M Labor	-500.00
M2M Light Towers	0.00
M2M Merchandise COG	-10,000.00
M2M Non-Race-Day Security	-600.00
M2M Organizational Meetings	-2,500.00
M2M Packet Pick Up Supplies	-190.00
M2M Participant Lists Signs	-324.00
M2M Permit Fee	-300.00
M2M Prize Money	0.00
M2M Prize Relay Donation	0.00
M2M Public Charity Programs	-10,000.00
M2M Race Day Costs	-51,929.00
M2M Race Production	-38,000.00
M2M Recycling	-350.00
M2M Room Rental	-1,500.00
M2M Shipping	-25.00
M2M Site Rental	-10,500.00
M2M Sponsorship Sales Commissio	0.00
M2M Table Covers	-200.00
M2M Tent Rental	-5,000.00
M2M Tents	-700.00
M2M Tote Boxes	-300.00
M2M Traffic Plan	-500.00

12:53 AM

## Sabar Charities

02/03/16

# Profit & Loss Budget Overview

Accrual Basis

January through December 2016

	<u>Jan - Dec 16</u>
M2M Volunteer Donations	-7,500.00
M2M Volunteer Food & Beverage	-2,000.00
M2M Volunteer Recruiting	-1,500.00
M2M Volunteer Shirts	-2,500.00
M2M Volunteer Vests	-450.00
M2M Website Development	-2,000.00
M2M Wristbands	-400.00
Video Production	-1,500.00
<b>Total M2M Costs</b>	<b>-242,618.00</b>
M2M Expo Booth Fees	5,000.00
M2M Expo Merchandise sales	15,000.00
M2M Food Sales	3,000.00
M2M In-Kind Donations	5,000.00
M2M Non-Expo Merchandise sales	5,000.00
M2M Oconee County ATAX Grant	0.00
M2M Registrations	159,160.00
M2M Silent Auction	2,500.00
M2M Sponsors	45,000.00
<b>Total Special Event M2M, Net</b>	<b>2,542.00</b>
<b>Total Income</b>	<b>2,542.00</b>
<b>Net Ordinary Income</b>	<b>2,542.00</b>
<b>Net Income</b>	<b>2,542.00</b>

# APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

### A. Name of Organization

Oconee Forever, an all-volunteer outreach group of Upstate Forever (Upstate Forever)

Upstate Forever is a 501(c)(3) membership-based nonprofit headquartered in Greenville, SC. Our mission is to promote sensible growth and protect special places in the Upstate region of South Carolina, including Oconee County. Oconee Forever, an outreach group of Upstate Forever is engaged in conservation education activities and supports local initiatives to conserve and enhance Oconee County's conservation properties. *Please make any check issued payable to Upstate Forever and mail it to Oconee Forever, 295 Conley Road, Mountain Rest, SC 29664.*

### B. Address:

507 Pettigru Street, Greenville, SC 29601 (Upstate Forever)  
295 Conley Road, Mountain Rest, SC 29664 (Oconee Forever)

## II. FUNDS REQUESTED

### A. ATAX Funds Requested \$1,000.00

### B. How will ATAX Funds be used?

To purchase Internet advertising on Active.com, the event registration website. Please see Attachment 1 (Single Source Documentation)

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

Approximately 100% of the ATAX funds and about 95% of the total publicity budget can be directly attributed to attracting or serving tourists. Please see Attachment 3 (Publicity Budget) for additional information. About 80% of the entire budget will be attributed to either attracting or serving tourists.

D. Funds furnished by your organization	approximately \$7,000.00
Matching Grant	Source
Matching Grant	Source
Other Funding	Registration fees, sponsorships, and
Other Funding	Donations both monetary and in kind

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

RECEIVED  
2.05.16

Please see Attachments 1 (Single Source Documentation), 2 (Budget) and 3 (Publicity Budget) for this information.

### **III. NARRATIVE PROJECT DESCRIPTION**

#### **A. Project Title:**

Rally in the Valley 2016 - Bicycles, Barbecue, Bluegrass and Beer (5<sup>th</sup> annual)

#### **C. Description of project**

Lake Jemiki, a beautiful setting adjacent to a private lake tucked back into the Blue Ridge Mountains, is a new venue for 2016. The 60 and 30-mile bicycle routes wind through the rural roads of Oconee County. The cyclists return to music, food, and craft beer as well as a vendor area featuring local crafts and local conservation groups. This festival atmosphere is unique for a cycling event and encourages cyclists to bring their families.

- Who will benefit from this project?

Local business and entities benefiting from this project include: vacation rentals, hotels, restaurants, gas stations. The net proceeds of the event will support conservation education efforts in Oconee County and potentially offset landowner costs of conservation projects in Oconee County, protecting working farms, scenic areas, wildlife habitat, and historic sites.

### **IV. DATES OF PROJECT**

Beginning: May 28, 2016

Ending: May 28, 2016

### **V. APPLICANT CATEGORY**

Government Entity:

\*Non-profit Organization: Incorporation date - July 16, 1998

Eleemosynary Organization under IRS Code: IRS # 57-1070433

Date of Determination Letter May 13, 2003

### **VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

This is a rapidly growing event that began with about two dozen cyclists and grew to almost 200 cyclists in its fourth year (2015). As well as attracting cyclists and their families, the event features the scenic beauty of the area and encourages return visits. As one of several

other major cycling events in the county, Rally in the Valley helps brand Oconee County as a cycling destination.

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

181 cyclists, 50 event only participants & 64 volunteers/vendors attended in 2015. The target for 2016 is 250 cyclists and 50 event only participants.

- 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: 126

This Year :175

In 2015, 30% of the participants were not South Carolina residents. They came from Florida, Georgia, Idaho, Maryland, New York and North Carolina. Of the participants from South Carolina, approximately 40% came from over 50 miles away. In addition, 17 % of Oconee Forever's volunteers/vendors were recruited from over 50 miles away.

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

Last year: over 20

This Year: 50+

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

Advertising for this event includes: postings to the websites, calendars, and the Facebook pages of bicycle clubs; postings in outdoor shops' internet bulletins; Instant Ads on Active.com, a major event registration site; rack cards placed in bicycle and outdoor shops as well as on community bulletin boards; and print ads. Please see Attachments 1(Single Source Documentation) and 3 (Publicity Budget) for more in depth explanations.

- 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 Attachment 4 (Press Release) and the letters from the Mountain Lakes CVB and the Walhalla Chamber of Commerce.

- 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)

Records kept during the event include: the registration data for the event (including addresses); the Instant Ads data; and hard copies of publicity materials, including but not limited to the rack cards, press releases, and print ads.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

Name of the Auditor: Greene, Finney and Horton. Mauldin, 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. 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: Erin Knight, Land Trust Director**

Signature *Erin Knight*

Date 2/1/16

Address 507 Pettigru Street  
Greenville, SC 29601

Email: eknight@upstateforever.org

Fax: 864-250-0788

**B. Alternate Contact Name: Emily Hitchcock, Oconee Forever**

Signature /s/ Emily Hitchcock

Date February 1, 2016

Address- 295 Conley, Mountain Rest, SC 29664

Email emilyanddickey@gmail.com

Phone Number (s) 864-638-6350



APPLICATION OF OCONEE FOREVER/UPSTATE FOREVER  
ATTACHMENT 1

SINGLE SOURCE DOCUMENTATION

Oconee Forever/Upstate Forever plans to use a single source for its paid internet advertising campaign. The provider will be Active.com, one of the premiere sports event registrations sites, and the company chosen by Oconee Forever to provide online registration for Rally in the Valley 2016. One of the services offered by Active.com is the Instant Ads campaign.

Instant Ads is a marketing concept available to events registered on Active.com. It is geared toward attracting attention to an event from several places within the website. Once purchased, the ads for Rally in the Valley will appear (1) in response to searches of cycling events in the southeast, (2) on cycling specific home pages, (3) in the local event weekly newsletter, and (4) in blocks within articles on topics related to cycling. The placement of an ad in each of these formats is dependent upon the amount of the bid. Oconee Forever is charged only if a person clicks through the ad to the Rally in the Valley registration page. For example, in 2015, Active reported that Rally in the Valley had 170,886 impressions resulting in 826 clicks at an average cost per click of \$1.00. This advertising will target large metropolitan areas in North Carolina, South Carolina, Georgia, Florida, and Tennessee.

The text of the 2015 Instant Ad was: "With little traffic to distract from the cycling, this ride winds through scenic rural roads in the foothills & valleys of the Blue Ridge. After 30 or 60 miles, enjoy music, BBQ and beer. Bring family." Because a limited number of characters were available and there was no charge unless a person clicked through to the registration page, Oconee Forever placed the required grant language at the bottom of the registration home page. Thus, it was seen by every person who went to the registration home page, regardless of whether the person accessed the page through an Instant Ad. If awarded a grant for Rally in the Valley 2016, the required grant language would again be placed at the bottom of the registration home page.

## **Rally in the Valley 2016**

**Saturday, May 28, 2016**

Lake Jemiki, 1699 Lake Jemiki Road, Walhalla, SC 29691

Featuring barbecue, bluegrass and craft beer, this ride winds through scenic rural roads in the foothills and valleys of the Blue Ridge. With little traffic to distract from the cycling, enjoy distances of 30 or 60 miles. Upon completion of their rides, cyclists return to Lake Jemiki, a beautiful setting adjacent to a private lake tucked back into the mountains, and the festival atmosphere where families join in the fun.

Register before May 18 to be guaranteed a t-shirt. For all others, t-shirts are available while supplies last.

Plan to bring your family and/or stay for the entire Memorial Day Weekend. Check out places to stay and local activities at [www.scmountainlakes.com](http://www.scmountainlakes.com).

### **Event details and schedule**

Online cyclists' registration prior to April 26 is \$35. From April 26 through May 23, online cyclists' registration is \$40. On the day of the event, cyclists' registration is \$50.

Online event only registration (no ride or t-shirt) through May 23 is \$25. On the day of the event, event only registration is \$30.

Children under 6 are free and children 6 to 12 are half price.

On the day of the event, registration begins at 7 am. The 60 mile ride begins at 8 am. The 30 mile ride begins at 9 am. The barbecue, music and craft beer portion of the event starts at 11:30 am. Cyclists join in the food and fun upon completion of their rides.

60 mile ride map route: <http://www.mapmyride.com/routes/view/958028331> (tentative)

30 mile ride map route: <http://www.mapmyride.com/routes/view/957987805> (tentative)

Bring lawn chairs but, please, no dogs. If you plan to drink beer, a photo ID is required at registration.

This event supports Upstate Forever, acting through its all volunteer outreach group Oconee Forever, whose mission includes conserving natural resources, farms, historic sites and open spaces in Oconee County, South Carolina. One hundred percent of the net proceeds from this event will be used to support conservation activities in Oconee County.

Want to register by mail? Email [oconeeever@gmail.com](mailto:oconeeever@gmail.com) to request the registration form and waiver.

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

APPLICATION OF OCONEE FOREVER/UPSTATE FOREVER  
ATTACHMENT 2

RALLY IN THE VALLEY 2016 BUDGET  
EXPENSES

<u>EXPENSES</u>		
	<i>Cash</i>	<i>Donations</i>
Beer, includes permit	10.00	yes
Contingency Funds	500.00	
Door Prizes		yes
Insurance		Paid by UF
Logistics		
Lake Jemiki		yes
Bathrooms	250.00	
Misc	50.00	yes
Meal: Food & Supplies	1,750.00	yes
Music	500.00	yes
Publicity		
Rack Cards	300.00	yes
Internet Ads	1,000.00	yes
Print Ads	500.00	
Race Supplies		
Food	150.00	
Suppliesc	100.00	
Registration Supplies	35.00	
T-shirts	1,750.00	yes
<b>TOTAL EXPENSES</b>	<b>6,895.00</b>	

RALLY IN THE VALLEY 2016 BUDGET  
INCOME

<i>INCOME</i>	<i>Cash</i>	<i>Donation</i>
Cash Sponsors	4,500.00	
Registration Fees		
Pre-registered	7,000.00	
Event day	2,500.00	
Cash donations (event day)	50.00	
Sale of Pork Butts	300.00	
ATAX Grant Funds **	1,000.00	
In-kind donations		yes
TOTAL INCOME	15,350.00	

**PROJECTED NET INCOME**

**\$ 8,455.00**

\*\* This budget assumes full funding of the requested ATAX funds. Revisions to the Total Income and Projected Net Income will be required if this assumption is false.

APPLICATION OF OCONEE FOREVER/UPSTATE FOREVER  
ATTACHMENT 3

**RALLY IN THE VALLEY 2016  
PUBLICITY BUDGET**

CATEGORY	ATAX FUNDS	OCONEE FOREVER FUNDS	DONATIONS	TOTAL
Rack Cards		300.00	yes	300.00
<b>Internet Ads</b>	<b>1,000.00</b>		yes	1,000.00
Print Ads		500.00		500.00

TOTAL PUBLICITY BUDGET: \$ 1,800.00

As noted above, all ATAX funds will be used on Internet advertising. The Internet publicity for Rally in the Valley is designed to recruit as many riders from outside the county as possible. In 2014, approximately 51% of the cyclists who pre-registered indicated that they heard about the event through the Internet. Paid Internet advertising will occur through Active.com. Please see Attachment 1 (Single Source Documentation). All funds received from an ATAX grant will be used to purchase this targeted advertising.

In addition to the purchased Instant Ads, Internet publicity will occur on bicycle club websites and Facebook pages, the Rally in the Valley website and Facebook page, the Upstate Forever website and newsletters, and postings on additional appropriate websites. A significant source of free Internet publicity will occur through REI's communications with its customers. Rally in the Valley will be listed as an event of interest by REI's Greenville store, Asheville store, and four Atlanta stores. The value of this form of publicity was brought home to volunteers when participants mentioned learning about the event through REI. In addition, as of January 28, 2016, there were already 5 people registered for Rally in the Valley 2016: 2 from Florida, one from Georgia, and one SC resident from over 50 miles away. All of these registrations were the result of free Internet publicity. While the exact value of the free Internet publicity is unknown, based on the cost of the Instant Ads, it is easily twice the value of the entire Publicity Budget.

Publicity will also occur through the placement of rack cards in at least 25 places outside of Oconee County, including, but not limited to, bicycle stores, general outdoor stores, community bulletin boards, the Welcome Center on I-85 between the border of South Carolina and Georgia, bicycle event venues, and bicycle trailheads. This is in addition to placing the cards in locations within the county frequented by tourists with the idea of drawing them back for a return visit.

Print ads will be used for the first time in 2016.

PRESS RELEASE MAY 26, 2015

## Oconee Forever's Rally in the Valley Rolls for Conservation!

Oconee Forever put on a bicycle ride this last Saturday that helped the county and gathered high praise from participants.

"This had to be one the best rides ever. Great route, well-supported, great weather, and great food/beer/music after," said rider Martin Remick of Greenville. "Doesn't get any better."

Remick was one of 181 bicyclists who participated in the fourth annual Rally in the Valley 2015 event at Oconee's Calyx Farm.

The day started early with 60-mile and 30-mile rides through the rolling hills and valleys of northern Oconee County. After their hard efforts, the riders, their families and other event-goers chowed down on family-cooked BBQ and other fresh, healthy sides and dessert, including homemade brownies by group members.

Craft beer from local breweries Thomas Creek and Oskar Blues brought many smiles, while live music from Soul Stew, the Elastic Waist Band and the Courtaud Band added to the enjoyment.

"The number of cyclists was a 30 percent increase over last year," said Emily Hitchcock, Oconee Forever volunteer. "That's after increasing attendance roughly 50 percent last year."

"The event has attracted participants from outside the area with many riders and their families traveling from Georgia and North Carolina to attend the event," said Shea Airey, Oconee Forever volunteer. "This year other participants also arrived from Florida, Maryland, New York, and Idaho.

"We continue to grow this fun event to showcase the natural resources of Oconee County," Airey said.

The proceeds from the event support various conservation causes in Oconee, including the protecting Scenic Highway 11, identifying local spots most worthy of protection, and supporting the Oconee County Conservation Bank.

Supporters of the event included: Moresun Custom Woodworking Inc, Oskar Blues Brewery, Michael and Mackenzie Whitmire, The Airey Law Firm, Lenard L. Rogers, Mary E. Ivestor, Bountyland Food Services, Soul Stew, Courtaud Band, Elastic Waist

Bank, Community First Bank, Blue Ridge Electric Cooperative, Janet Neville, Excel Rehabilitation and Sports Enhancement, Powell Insurance Group Inc., Blue Ridge Bank, Economy Tree Services, Wildwater, Nantahala Outdoor Center, Chattooga Belle Farm, Southpaw Cycles, REI and Swamp Rabbit Inn.

Oconee Forever is an outreach group of Upstate Forever, a regional conservation and preservation non-profit organization.



Caption: The beautiful views and weather made for a gorgeous backdrop of many photos, including Ladies on Spokes, a group of women cyclists from Fayette and Coweta counties, GA.

***For more information, call Sheu Airey, 864/723-1145***

*Note from Applicant Oconee Forever/Upstate Forever: The above mentioned Ladies on Spokes group is one example of the impact this event has on tourism in Oconee County. All 15 members of the group came for the weekend and told volunteers that they plan to make it an annual event.*



MOUNTAIN LAKES  
COMMISSION FOR VISITORS

'Destination of a Lifetime'

NATIONAL GEOGRAPHIC

---

January 11, 2016

Rally In The Valley  
Attn: Bettina George  
Mountain Rest, SC

Subject: Letter of Support

Dear Bettina,

It is with great pleasure that I write this letter of support on behalf of the annual bicycle ride, Rally in the Valley.

The cycling industry is not only growing rapidly in global popularity, it is a significant tourism economic driver here in Oconee County. In addition to your ride, there are three other major rides in Oconee and our area is the official training site for hundreds of professional bike riders from Canada who have been training here every year for well over 15 years. Rally in the Valley will further enhance our area as cycling destination.

With that in mind, the Mountain Lakes CVB welcomes and supports this annual bike riding event and I highly recommend and encourage the Oconee A-Tax Commission to approve your grant request in full.

Respectfully submitted,

Ken Sloan  
President & CEO  
Mountain Lakes CVB





*The Greater*

*Walhalla Area Chamber of Commerce*

January 12, 2016

Dear Oconee ATAX Committee:

This letter represents our support of the grant request submitted by Upstate Forever on behalf of Oconee Forever. The grant is to help cover the cost of marketing and advertising of Rally in the Valley. Their venue has changed for this year to a new location, so early marketing and advertising will be key to a successful event.

The Chamber has helped with this event the last couple of years and we've had the opportunity to speak with participants from Florida, North Carolina and other parts of the country. The event organizers do a fabulous job of facilitating and hosting this ride and many of the participants return each year.

This will be the 5<sup>th</sup> year for Rally in the Valley, an event that has grown exponentially over the years. Their core mission is to raise the awareness of conservation for our area farms, scenic vistas, wildlife habitats and tourist destinations well known to Oconee County. All of their efforts help to maintain the natural beauty we enjoy and desire to share with visitors to our area.

Please help Upstate Forever achieve their goals in marketing and advertising Rally in the Valley. The Walhalla Area Chamber of Commerce sees this as an excellent way to attract tourists and we supports their efforts.

Sincerely,

Vanessa Penton  
Executive Director  
[director@walhallachamber.com](mailto:director@walhallachamber.com)  
(864)638-2727

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

**I. APPLICANT**

A. Name of Organization Oconee Heritage Center  
B. Address 123 Brown's Square Dr.  
PO Box 395 Kithalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 8,836.00  
B. How will ATAX Funds be used? OHC marketing (2 locations)  
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 OHC Marketing Campaign  
B. Description of project The OHC will purchase ad space across several different outlets that reach tourists planning/visiting Oconee County.  
C. Who will benefit from this project? The OHC will see increased visitation at both locations during our peak seasons and other attractions, restaurants and lodging will see residual impact from those visits.

**IV. DATES OF PROJECT**

Beginning Spring 2016 Ending Fall 2016

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date May 1999  
 Ectemosynary Organization under IRS Code: IRS # 31-1663047  
 Date of Determination Letter January 2010



## OHC Marketing Campaign – ATAX Grant Application

### II. Itemized Budget

<i>Advertising Medium</i>	<i>Ad Size/Type</i>	<i>Duration</i>	<i>Cost</i>
<b>SC Living Magazine</b>	<b>Web banner ad</b>	<b>April – September</b>	<b>\$1,500</b>
<b>Mountain Lakes CVB Visitor's Guide</b>	<b>Full page ad</b>	<b>Fall 2016</b>	<b>\$1,000</b>
<b>Discover Upcountry Visitor's Guide</b>	<b>1/3 page ad (includes bonus featured website listing and banner ad for 1 year)</b>	<b>Annual publication</b>	<b>\$1,650</b>
<b>Fairway Billboards</b>	<b>3 full billboards located in Oconee along major entrance routes</b>	<b>8 weeks</b>	<b>\$4,686</b>
<b>TOTAL</b>			<b>\$8,836</b>

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

Oconee Heritage Center has never before purchased tourism-oriented advertising space. However, over the past several years we have established new branding by developing a new logo, color and font scheme, tag line and high resolution photos. Our branding is in line with the new "rustic elegance" that the Destination Oconee initiative calls for. We have also greatly expanded our visiting hours and feel ready to begin more aggressively attracting tourists to our site. We are normally listed among other attractions in the basic listings in many area visitors guides, but these listings do not convey an adequate picture of all the OHC museums have to offer. The OHC feels that its 2 museum locations (Walhalla and Westminster) are significant heritage tourist attractions in Oconee County and should be advertised as such. Heritage tourism travelers statistically spend more and stay longer than other leisure travelers, particularly in South Carolina. Oconee offers a broad range of attractions and 42% of visitors to OHC museums are already tourists. We think that more professional and aggressive marketing can improve our overall visitation totals and tourist numbers in particular. We would like to begin by advertising in the very well-established visitors guides, along with SC Living Magazine, all of which have excellent distribution across the state. We want to include space on billboards so that tourists entering the County for their visits are reminded of us and directed to our museum locations. All of this marketing will fall within our peak Spring and Fall seasons for maximum impact.

**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?  
2015 = 3,513    2016 = 4,215 (20% projected increase at 2 locations)

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 1,924 (2 locations)  
This Year 1,708

C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year: do not track  
This Year: \_\_\_\_\_

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
visitor's guides advertisements

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) visitor guest logs with zip code reporting (upon request)

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 guest logs with zip codes as well as "how did you hear about us?" responses (written + oral)

**VII. AUDIT**

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

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

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

A. Contact Name: Leslie White Title Director / Curator  
Signature [Signature] Date 2-12-16  
Address PO Box 295 Waltham, SC 29094  
Email info@oconeeheritage.com Fax No. 804-635-2224  
Phone Number (s) 804-635-2224

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

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

**I. APPLICANT**

A. Name of Organization South Carolina Apple Festival  
*"Named on of the top 100 events in the Nation by the ABA"*

B. Address P.O. Box 206 Westminster SC 29693

**II. FUNDS REQUESTED:**

A. ATAX Funds Requested \$ 4000.00

B. How will ATAX Funds be used?

The funds will be used to pay for TV ads and ads in Living in SC Magazine

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

100%

D. Funds furnished by your organization \$6000.

Matching grant \$ \_\_\_\_\_ Source \_\_\_\_\_

Other Funding \$ \_\_\_\_\_ Source: SCAF

D. Provide an itemized budget for your event **and** for allotted funds. **THIS IS REQUIRED**, attach on a separate sheet. Attached

### III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: South Carolina Apple Festival

B. Description of project:

The South Carolina Apple Festival is held yearly in Westminster to promote the South Carolina apple heritage. The festival will be celebrating its 55th year and is one of the longest running festivals in the state of South Carolina. In 2013 the South Carolina Apple Festival was named one of the Top 100 events in the Nation by the American Bus Association.

C. Who will benefit from this project?

The residents will benefit from increased tax revenue that is spent while people are visiting our area. The stores, restaurants, motel, campgrounds, bed and breakfast inns, and gas stations enjoy increased revenue.

### IV. DATES OF PROJECT

Beginning September 6 Ending September 10,2016

### V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 1961

Eleemosynary Organization under IRS Code: IRS # 52-1663016

Date of Determination Letter September 1, 1961

### VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The project brings visitors to our area based on zip code studies

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

20,000 over the two day festival

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

43 % of the people surveyed were from beyond a 50 mile radius.

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

Of the people surveyed, a total of 27% stayed overnight as a direct result of the South Carolina Apple Festival surveys.

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

Radio ads, Newspaper ads, Television ads, and magazine ads to promote the South Carolina Apple Festival in areas outside the 50 mile radius requirement.

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)

Letters of support from merchants and pictures from the 2015 Festival.

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)

There were zip codes collected during the Quilt Show hosted by the chamber. We keep monthly records at the Chamber of Commerce about our website hits. A copy of the website hits chart is in this packet.

**VII. AUDIT**

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

Name of the Auditor H& R Block

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

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project and that all information required for final reporting MUST be detailed when project is complete.*

A. Contact Name Brian White Title President

Address P.O. Box 206 Westminster SC 29693

E-mail gidesignsc@gmail.com

Phone Number (s) 864-364-9347

Signature Brian White Date 2-12-16

B. Alternate Contact Sandra Powell Title Chamber Director

Address P.O. Box 206 Westminster SC 29693

E-mail wcoc@nuvox.net

Phone Number (s) 864-647-5316

Fax No. 864-647-5013

Signature Sandra Powell Date 2/11/16



# SCAF Website Info 2015

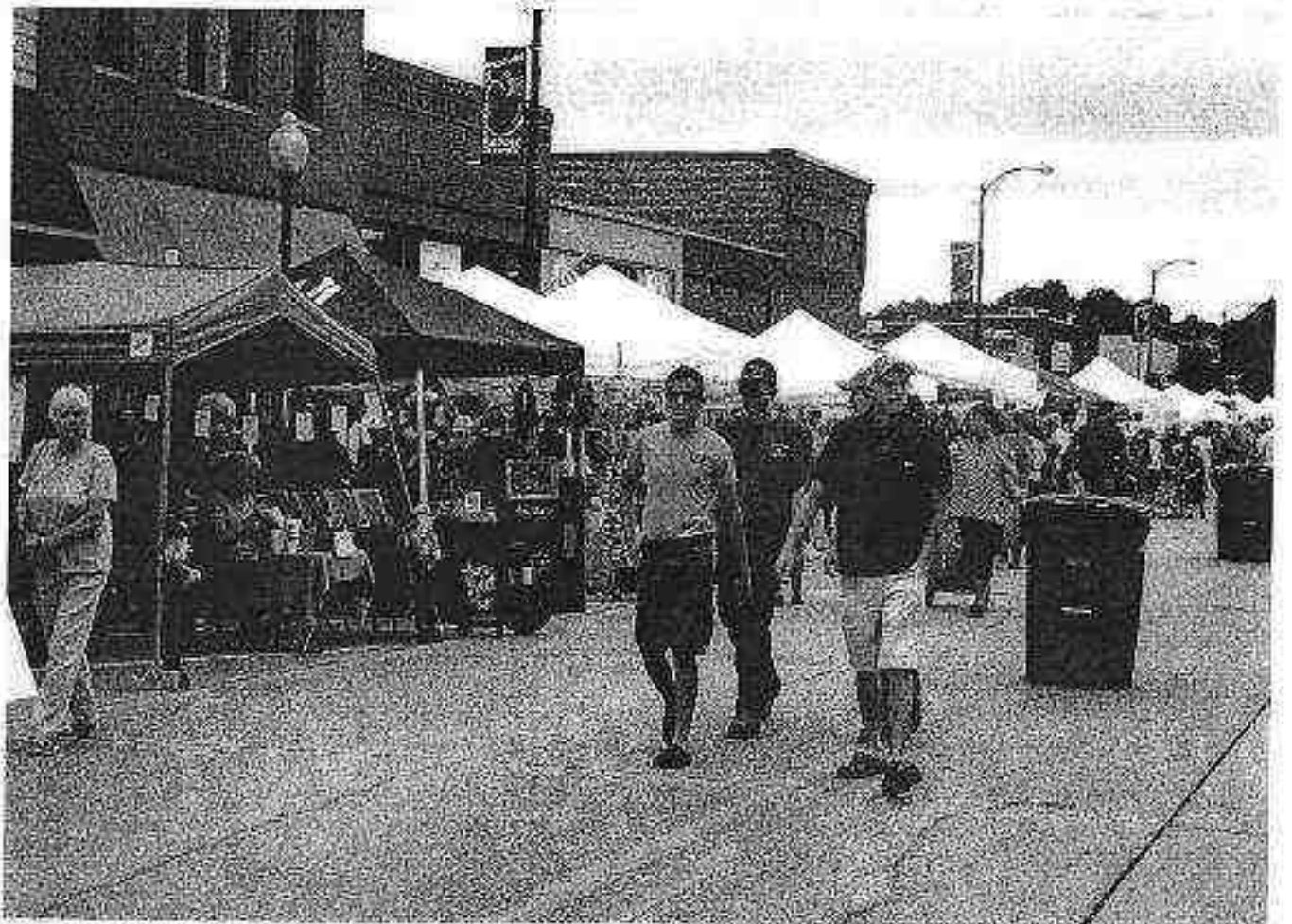
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	3,784	6,689	23,233	60,483	2.55 GB
Feb 2015	3,732	6,209	17,502	47,731	1.99 GB
Mar 2015	3,905	7,859	37,248	82,801	4.32 GB
Apr 2015	4,807	7,770	39,784	83,197	4.96 GB
May 2015	4,530	6,973	14,174	73,644	4.45 GB
Jun 2015	4,031	6,426	14,831	63,616	4.28 GB
Jul 2015	4,063	7,041	16,350	61,546	5.07 GB
Aug 2015	4,016	6,437	15,916	65,210	4.00 GB
Sep 2015	4,473	7,188	18,062	68,754	4.93 GB
Oct 2015	3,729	6,343	15,654	51,107	3.35 GB
Nov 2015	3,051	5,501	13,653	40,747	3.23 GB
Dec 2015	3,058	5,184	15,417	42,482	3.85 GB
Total	47,179	79,700	221,174	745,328	47.46 GB



2015 SCAF Crowds



2015 SCAF crowds



2012 ZCAF Grounds

Chamber Visitors

SCAF  
Dultskow  
9-11-15

NAME	ADDRESS	CITY/STATE
Becky Hetherington	515 Hillside Rd	Seneca
Claudia Spearman	200 August St	Westminster
Jackie Anderson		Seneca
Carol Oates	<del>Summerton</del>	
Joyce Kuresh		Columbia, SC
Sandy & Lynn Ingram		Mauldin, SC
Greg, Sarah, Karol Houck		Seneca/Hemison, SC
Brantley Saylor		Pendleton
Bryleigh Saylor		Pendleton
Jody Saylor		"
Renea Saylor		"
Rose Smith		Westminster
Amanda Smith		Westminster
Annie Belushka	Beautiful quilts!	✓
Louise Gould		New Jersey
Rozanne Akerson	3167 Greenwood Drive	Columbia, SC
Jerry & Kristin Owen	<del>part of orange</del>	SC
Lynn & Russ Landis		Salina SC
Fontaine McNamara	101 Lake Vista Dr	Chapin, SC 29036
Katrina Williams		Tallahassee, FL 32309
Debbie Hartel	Westminster SC	Westminster, SC
Rebecca HARTEL	Hillshora IL	
John & Sally Ploggy	3461 Normandy Rd	Poplar Bluff, MO



February 08, 2016

Mr. Phil Shirley  
415 South Pine Street  
Westminster, SC 29693

Dear Mr. Shirley:

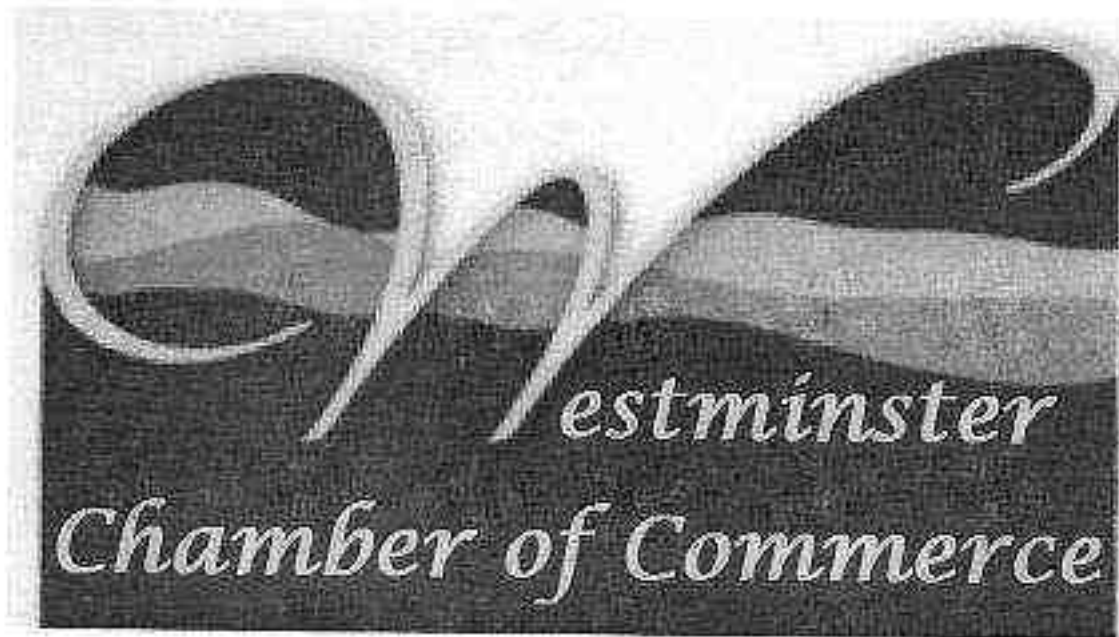
The South Carolina Apple Festival, held each September in downtown Westminster, is one of the highlights of the year. As a merchant for over thirty years the foot traffic generated by the festival is a boom to our business. We have tremendous business during the two days of the festival. Numerous times we get return business from the festival during the Christmas season. Customers will say I came in during the festival and decided to come back and shop during Christmas. I strongly support the efforts of the South Carolina Apple Festival in their endeavors each year as a business owner. Please give their grant proposal your consideration.

Thank you,

Jimmy Powell

Owner

Dad's and Lad's Store



February 08, 2016

Mr. Phil Shirley  
Oconee PRT Director  
415 S Pine Street  
Walhalla, SC 29693

Dear Committee Members:

One of the elements of the Greater Westminster Chamber of Commerce's motto is advancing cultural welfare in our area. The South Carolina Apple Festival is a shining example of promoting cultural welfare of our city. In 2013 the festival was voted one of the top 100 festivals in the United States. This honor is greatly appreciated and well deserved. The festival, which will be celebrating its 55<sup>th</sup> year, is a time for Westminster to welcome the world and share all it has to offer.

The chamber supports this worthwhile endeavor each year.

We respectfully request that you give this your consideration.

Sincerely,  
Sandra Powell

  
Westminster Chamber Director

SC Apple Festival 2013 Ad Budget

<b>TV</b>	<b>Radio</b>	<b>Print</b>	<b>Totals</b>
WYFF Greenville	\$4,000	WGOG and affiliates	\$1,000
Northland Cable	\$1,000	WESC	\$1,000
		West News	\$500.00
		Living in SC	\$1,300.00
		Brochures	\$700.00
<b>Totals</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$3,000.00</b>
			<b>\$10,000</b>



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

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D. Funds furnished by your organization \$6000.

Matching grant \$ \_\_\_\_\_ Source \_\_\_\_\_

Other Funding \$ \_\_\_\_\_ Source: SCAF

D. Provide an itemized budget for your event **and** for allotted funds. **THIS IS REQUIRED**, attach on a separate sheet. Attached

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C. Who will benefit from this project?

The residents will benefit from increased tax revenue that is spent while people are visiting our area. The stores, restaurants, motel, campgrounds, bed and breakfast inns, and gas stations enjoy increased revenue.

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How will the project influence tourism in Oconee County?

The project brings visitors to our area based on zip code studies

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

20,000 over the two day festival

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

43 % of the people surveyed were from beyond a 50 mile radius.

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

Of the people surveyed, a total of 27% stayed overnight as a direct result of the South Carolina Apple Festival surveys.

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

Radio ads, Newspaper ads, Television ads, and magazine ads to promote the South Carolina Apple Festival in areas outside the 50 mile radius requirement.

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)

Letters of support from merchants and pictures from the 2015 Festival.

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)

There were zip codes collected during the Quilt Show hosted by the chamber. We keep monthly records at the Chamber of Commerce about our website hits. A copy of the website hits chart is in this packet.

**VII. AUDIT**

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

Name of the Auditor H& R Block

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

*I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project and that all information required for final reporting MUST be detailed when project is complete.*

A. Contact Name Brian White Title President

Address P.O. Box 206 Westminster SC 29693

E-mail gidesignsc@gmail.com

Phone Number (s) 864-364-9347

Signature Brian White Date 2-12-16

B. Alternate Contact Sandra Powell Title Chamber Director

Address P.O. Box 206 Westminster SC 29693

E-mail wcoc@nuvox.net

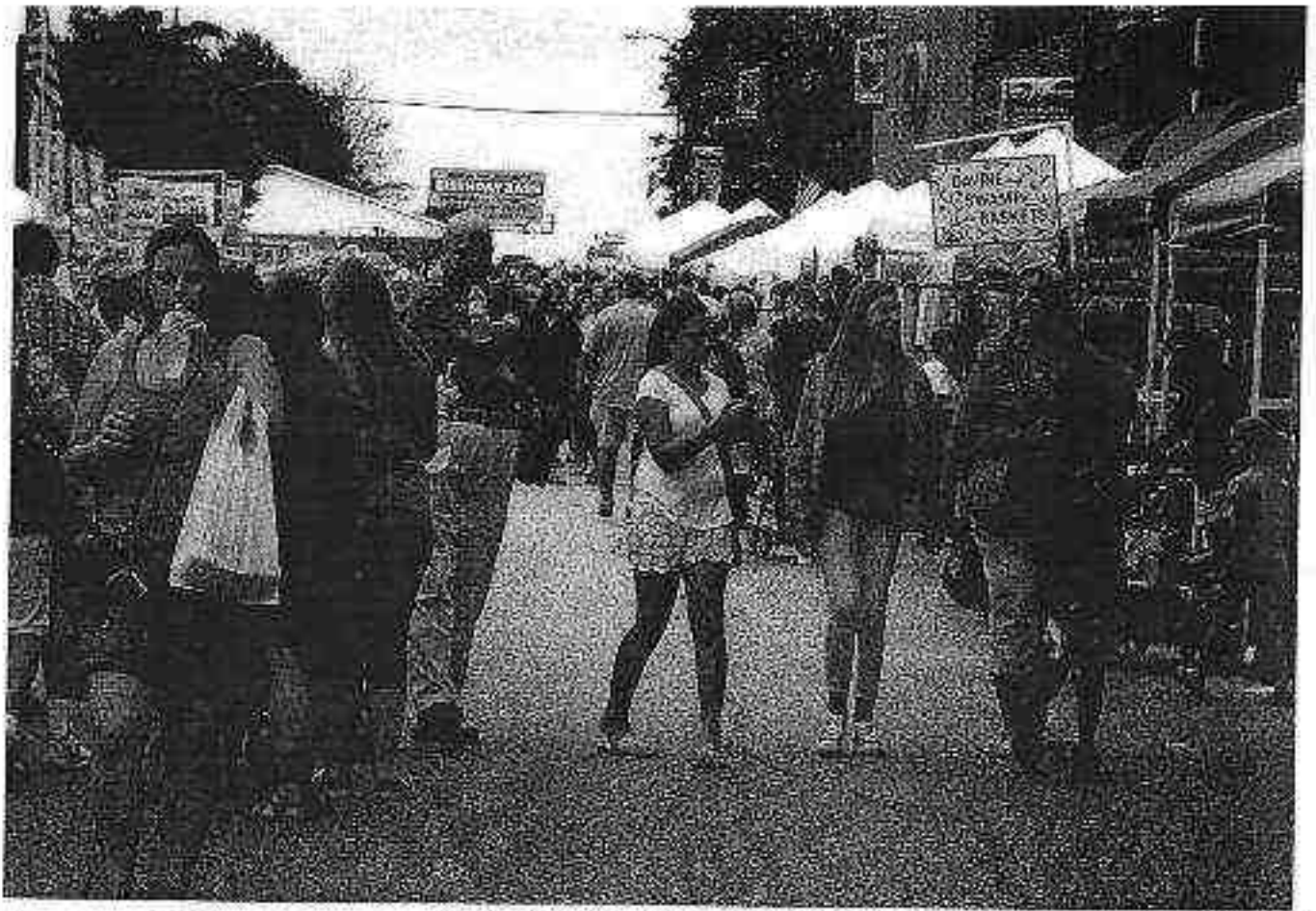
Phone Number (s) 864-647-5316

Fax No. 864-647-5013

Signature Sandra Powell Date 2/11/16

# SCAF Website Info 2015

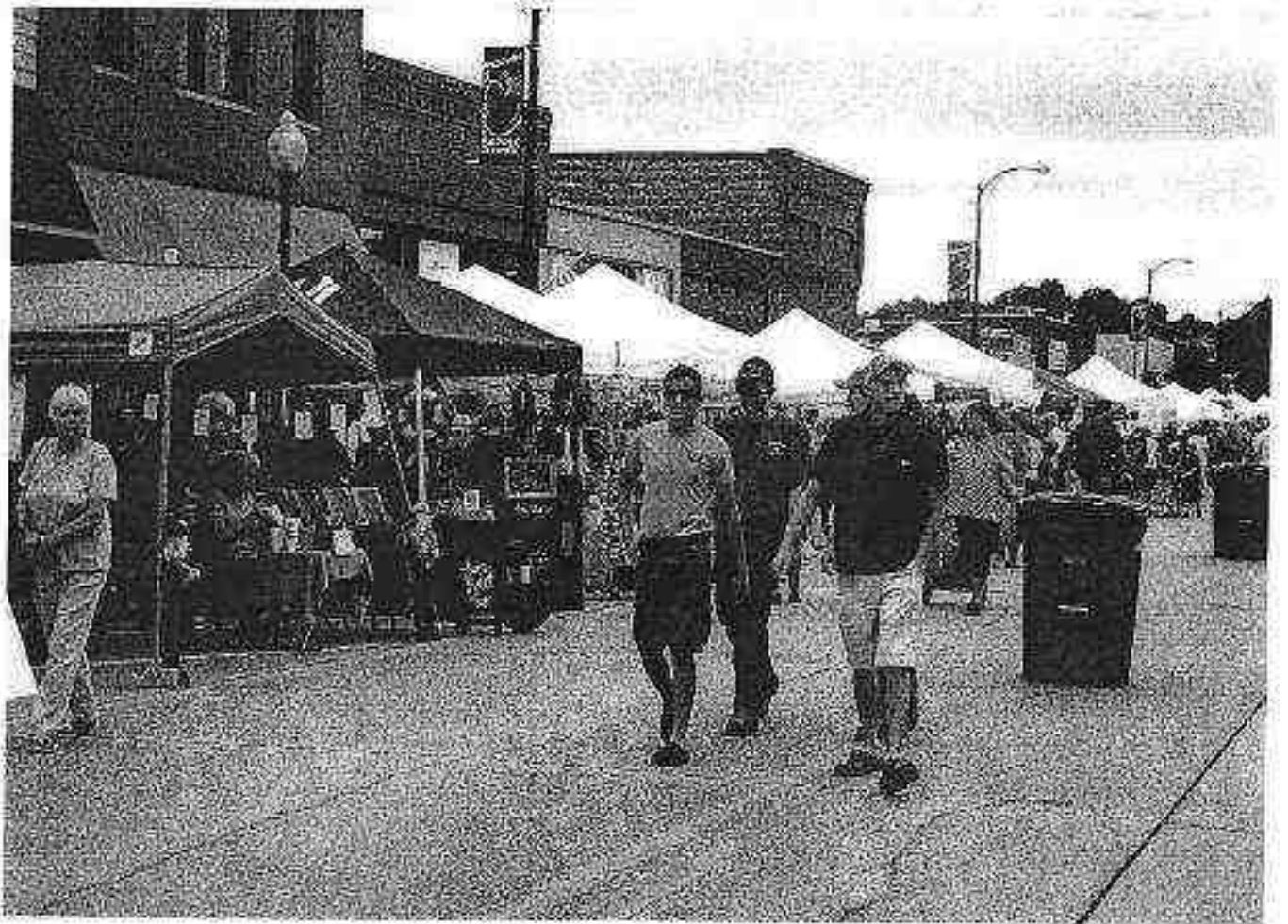
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	3,784	6,689	23,233	60,483	2.55 GB
Feb 2015	3,732	6,209	17,502	47,731	1.99 GB
Mar 2015	3,905	7,859	37,248	82,801	4.32 GB
Apr 2015	4,807	7,770	39,784	83,197	4.96 GB
May 2015	4,530	6,973	14,174	73,644	4.45 GB
Jun 2015	4,031	6,426	14,831	63,616	4.28 GB
Jul 2015	4,063	7,041	16,350	61,546	5.07 GB
Aug 2015	4,016	6,437	15,916	65,210	4.00 GB
Sep 2015	4,473	7,188	18,062	68,754	4.93 GB
Oct 2015	3,729	6,343	15,054	51,107	3.35 GB
Nov 2015	3,051	5,501	13,653	40,747	3.23 GB
Dec 2015	3,058	5,184	15,417	42,482	3.85 GB
Total	47,179	79,700	221,174	745,328	47.46 GB



2015 SCAF Crowds



2015 SCAF crowds



2012 ZCAF Grounds



Chamber Visitors

SCAF  
Daultskow  
9-11-15

NAME	ADDRESS	CITY/STATE
Becky Hetherington	515 Hillside Rd	Seneca
Claudia Spearman	200 August St	Westminster
Jackie Anderson		Seneca
Carol Oates	<del>Summerton</del>	
Joyce Kuresh		Columbia, SC
Sandy & Lynn Ingram		Mauldin, SC
Greg, Sarah, Karol Houck		Seneca/Hemison, SC
Brantley Saylor		Pendleton
Bryleigh Saylor		Pendleton
Jody Saylor		"
Renea Saylor		"
Rose Smith		Westminster
Amanda Smith		Westminster
Annie Belushka	Beautiful quilts!	✓
Louise Gould		New Jersey
Rozanne Akerson	3167 Greenwood Drive	Columbia, SC
Jerry & Kristin Owen	<del>part of orange</del>	SC
Lynn & Russ Landis		Salina SC
Fontaine McNamara	101 Lake Vista Dr	Chapin, SC 29036
Katrina Williams		Tallahassee, FL 32309
Debbie Hartel	Westminster SC	Westminster, SC
Rebecca HARTEL	Hillshora IL	
John & Sally Ploggy	3461 Normandy Rd	Poplar Bluff, MO



February 08, 2016

Mr. Phil Shirley  
415 South Pine Street  
Westminster, SC 29693

Dear Mr. Shirley:

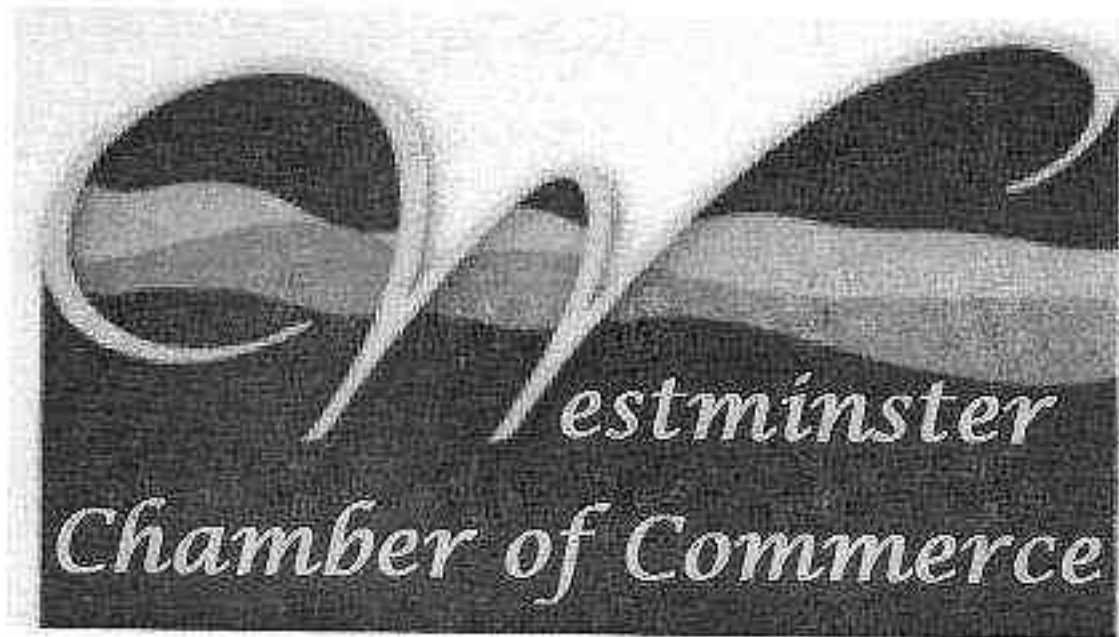
The South Carolina Apple Festival, held each September in downtown Westminster, is one of the highlights of the year. As a merchant for over thirty years the foot traffic generated by the festival is a boom to our business. We have tremendous business during the two days of the festival. Numerous times we get return business from the festival during the Christmas season. Customers will say I came in during the festival and decided to come back and shop during Christmas. I strongly support the efforts of the South Carolina Apple Festival in their endeavors each year as a business owner. Please give their grant proposal your consideration.

Thank you,

Jimmy Powell

Owner

Dad's and Lad's Store



February 08, 2016

Mr. Phil Shirley  
Oconee PRT Director  
415 S Pine Street  
Walhalla, SC 29693

Dear Committee Members:

One of the elements of the Greater Westminster Chamber of Commerce's motto is advancing cultural welfare in our area. The South Carolina Apple Festival is a shining example of promoting cultural welfare of our city. In 2013 the festival was voted one of the top 100 festivals in the United States. This honor is greatly appreciated and well deserved. The festival, which will be celebrating its 55<sup>th</sup> year, is a time for Westminster to welcome the world and share all it has to offer.

The chamber supports this worthwhile endeavor each year.

We respectfully request that you give this your consideration.

Sincerely,  
Sandra Powell

  
Westminster Chamber Director

SC Apple Festival 2013 Ad Budget

TV	Radio	Print	Totals
WYFF Greenville	\$4,000	WGOG and affiliates	\$1,000
Northland Cable	\$1,000	WESC	\$1,000
		West News	\$500.00
		Living in SC	\$1,300.00
		Brochures	\$700.00
Totals	\$5,000	\$2,000	\$3,000.00
			\$10,000

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

**I. APPLICANT**

Name of Organization Oconee Conservatory of Fine Arts/dba Upstate Heritage Quilt Trail (UHQT)

Address 201 North College Street

Walhalla, SC 29691

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$2000.00
- B. How will ATAX Funds be used? Marketing UHQT with State and Regional audiences.
- 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  | <u>\$</u> _____  | Source | _____  |
| Other Funding  | <u>\$3000.00</u> | Source | <u>TBD: Pickens County, Anderson County ATAX and other fund raising efforts.</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 Advertisement Plan
- B. Description of project: Promotion of Oconee County by following the Upstate Heritage Quilt Trail. To encourage people to visit the UHQT and other points of interest, to dine, shop and stay in Oconee County. Place advertisements in regional publications that are read by heritage and cultural arts tourists.
- C. Who will benefit from this project? Area businesses and tourist destination sites visited throughout Oconee County and the Upstate.

**IV. DATES OF PROJECT**

Beginning March 2016

Ending October 2016

**V. APPLICANT CATEGORY**

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

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

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

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



**V1. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County? The UHQT exposure through printed media distributed throughout the state, region and nation is attracting individuals and groups interested in history, the arts, scenic adventures, small town explorations as well as quilting enthusiasts The UHQT efforts are to promote local history through quilts and quilting related activities but also highlight the destination points of interest while touring the UHQT. The travelers who visit the UHQT sites often stop and tour the sites or locations.

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

This is a very difficult figure to derive because the UHQT is a self-guided tour.

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 2015/16

Web site visits	5990
Face Book likes	875
Average Face book organic views per month	3500
UHQT organized quilt shows	360/223>50 Miles
Maps	10,000/6761>50 miles
Tours	135>50 miles
Help with travel	15>50 miles
Walhalla Studio visits	45>50 miles
Presentations attendance	205/155>50 miles

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

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

This Year: \_\_\_\_\_

C. How do you plan to advertise this event beyond a 50mile radius of Oconee County? Our web site visits and Face Book friends and views have shown increased interest though out the United States and foreign counties, with clustering from NC, FL, GA, TN and KY, Proposed contact through suggested monthly outlets is 165,000 per month.

**2015/16 UHQT Proposed Advertising Sites**

Through monitoring of our web site, Facebook and visitors through our studios and site locations we have observed interest from surrounding states. We believe that by promoting to these, we will encourage visitors to spend more time in the Upstate and enjoy the UHQT sites and many attractions in the area.

**The Country Registers** are state specific newspaper published every two months. They are all targeted to audiences with interests in Crafts, Antique shops, Quilting as well as shows and events. The papers are free to readers

- *The Carolinas Country Register* has a distribution of over 10,000 papers that are distributed through our advertising retailers, event locations and shows, plus 17 Visitors/Welcome Centers in both Carolinas.
- *The Country Register of GA* publishes 21,000 copies per issue. The paper is distributed at all GA Welcome Centers, many local CVB and Chamber of Commerce visitor centers, large antique malls and shows, events, restaurants and other local businesses, and at all advertisers places of business, as well as to our growing list of subscribers.

- *The Country Register of Florida* is distributed through all advertising shops and events. Circulation currently is 25,000 per issue.
- *The Country Register of Kentucky & Tennessee* is distributed through all advertising shops and events. Circulation currently is 9,000 per issue.

**Carolina Arts** is an electronic arts newspaper which is published monthly covering the visual arts in North and South Carolina. The paper is published monthly and is uploaded on the first day of the month. Circulation: Constantly changing, averaging over 100,000 most months.

**UHQT Rack Card** will be used for distribution at regional quilt shops, quilt guilds, tourist information centers, regional and national quilt shows.

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

E. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) The Quilt Trail will monitor distribution of rack cards and source of requests for additional information, Web site visits, Face Book contacts and views of posts as well requests for additional information will be monitored. Guest logs will be kept at community based events the UHQT is sponsoring or participants.

**VII. AUDIT**

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

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

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

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

A. Contact Name: Martha File Title Chair, Upstate Heritage Quilt Trail  
 Signature Martha File Date 2-9-16  
 Address P.O. Box 333, Walhalla, SC 29691  
 Email info@uhqt.org Fax No. \_\_\_\_\_  
 Phone Number (s) 864-723-6603 or 904-874-1975

B. Alternate Contact Name: Judy Goodwill Title Treasurer, Upstate Heritage Quilt Trail  
 Signature Judy Goodwill Date 2-9-16  
 Address P.O. Box 333, Walhalla, SC 29691  
 Email info@uhqt.org Fax No. \_\_\_\_\_  
 Phone Number (s) 864-723-6603 or 864-419-8148

## 2016 Promotion Budget for the Upstate Heritage Quilt Trail

Promotion Item	Description		Costs
The Country Register,	FL, TN, KY, NC, SC, GA	4 issues	\$3,536.00
Carolina Arts		12 issues	\$420.00
UHQT Rack Card printing & postage		5000	\$300.00
Design work	6 ads developed and reformatted for various publication specifications		\$1,300.00
		<b>Total costs</b>	<b>\$5,556.00</b>





MOUNTAIN LAKES

CONVENTION AND VISITORS BUREAU

'Destination of a Lifetime'

NATIONAL GEOGRAPHIC

---

July 29, 2015

Martha File  
Upstate Heritage Quilt Trail  
PO Box 333  
Walhalla, SC 29691

Dear Ms. File,

It is my pleasure to write this letter of support for your grant request for A-Tax funding to support the necessary updating, production and distribution of the trail map/brochure and your marketing efforts. The progress that you have made over the last few years is impressive and inspiring. The Mountain Lakes CVB is proud to be a sponsor and supporter of this amazing organization.

With well over 100 quilts completed and installed, the Upstate Heritage Quilt Trail is a tourism draw in Oconee County for the leisure traveler and our group bus tours. What is most impressive to me is the fact that all of the work has been done with a very minimal budget and a tremendous amount of volunteer labor. In an effort to further develop your marketing reach to the education and special interest groups, which will result in increased tourism in our county, I encourage Oconee County's A-Tax Commission to provide you with the much needed funding that you are requesting.

Thank you for all the hard work that you and all of the other volunteers have put into the Upstate Heritage Quilt Trail. Please let me know if there is anything the CVB can do to further assist you in your efforts.

Kind regards,

Ken Sloan  
President & CEO  
Mountain Lakes CVB



*The Greater*

*Walkalla Area Chamber of Commerce*

July 30, 2015

To: The Drowee County ATAX Commission

RE: Upstate Heritage Quilt Trail ATAX Grant Request

Dear Commission:

I write this letter in support of the ATAX grant request by UHQT. Their grant will have two parts attached. The first is to revise their current marketing materials including updated maps with the newest addition of quilt squares, not only in our area, but throughout the upstate. The second part will broaden their market area to a regional and national art audience. This particular marketing approach will focus on small group travels, with an interest in heritage and culture, which will strategically include other attractions in the area in addition to the quilt trail.

I consistently draw visitor's attention to the UHQT maps when they ask, "What should we do while we're in your area?" This map always raises eyebrows with amazement that the art of quilting is still revered in our area. I recently had a group of Ladies (sisters and a niece) come in from Lakeland, Florida and they told me they were on the quilt trail. We had a wonderful conversation about the panels they had seen and they were very anxious to continue their trek.

While this quilt trail is something that is present in the Upstate, the stories of the quilt patterns extend across the country and around the world. I am personally having a quilt square created from a quilt my maternal grandmother and great grandmother did when I was a child. This quilt square will be placed in front of my home, with pride, for all the see. The quilt was very present in my childhood home and brings many good memories. Others see these patterns on houses, barns, historic buildings throughout our area and are taken back in their memory to a happy time and the people in their lives. No doubt, that brings a smile to their face.

Thank you for your consideration of the grant. I hope you support it 100%.

Sincerely,

Vanessa Penton  
Executive Director

306 North Catherine Street

Walhalla, SC 29691

July 30, 2015

Mr. Phil Shirley

Department of Parks and Recreation

South Pine Street

Walhalla, SC 29691

Dear Mr. Shirley:

*Martha File has asked me to write a letter supporting her grant for advertising materials (brochures) and marketing the Upstate Heritage Quilt Trail nationally and regionally. I am happy to do so.*

*When told that Old St. John's Meeting House and Wedding Chapel had received a grant for a quilt block on the building, I was ecstatic, having long admired the many blocks presented throughout Oconee and the connections that the blocks were creating. The family of a deceased lady, Alberta Bowers, was asked to lend the quilt to the "block makers" in order to create the image needed.*

*The pattern was "Storm at Sea," an outstanding piece of work in gorgeous blue and white with a red heart in the center. She had labored long sewing the hundreds of pieces together in a manner needed to create the sea waves, and to give her heart to her eldest son. She was making quilts for her children and grandchildren. Laughing, when she said it, "This quilt is driving me crazy." I can easily understand why.*

*The Quilt Trail for Oconee and the Upstate has revived interest in the old skill of quilt making, and brought the use of fabric as an art medium forward when previously there was only the utilitarian aspect. Quilt making is nationwide, so the UHQI should be marketed nationwide, especially considering the thrust that Oconee is presently experiencing in the tourist trade.*

*Ms. File and her cadre of volunteers will make great use of the brochures and the project should be funded as soon as possible.*

*Sincerely,*

*Maxie W. Duke*

Westminster Chamber of Commerce  
P.O. Box 155  
Westminster, SC 29693  
864-647-5316  
[wcc@buxus.net](mailto:wcc@buxus.net)

"Advancing the economic, industrial, professional, cultural, and, civic welfare of Westminster"

July 29, 2015

Mr. Phil Shirley  
Oconee PRT Director  
415 South Pine Street  
Walhalla, SC 29693

Dear Mr. Shirley:

One portion of the Westminster Chamber of Commerce's mission is advancing cultural welfare in our area. Upstate Heritage Quilt Trail and the chamber have partnered in the past on quilt shows and other arts shows. We currently have plans to do more in the future.

The chamber has partnered with UHQT on several painted quilt blocks here in our area. There are blocks on city hall, the depot, the public library, Dad's and Lad's Store, and numerous private home. We have tour groups coming through town to see these and your funding will assist in the promotion of the blocks so that others can learn about them. We also host a quilt show each year during the SC Apple Festival which brings many visitors to the depot.

We respectfully request that you give this your consideration.

Sincerely,

Sandra Powell  
Director

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

**I. APPLICANT**

A. Name of Organization Greater Walhalla Area Chamber of Commerce  
B. Address 105 West South Broad Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2294.00  
B. How will ATAX Funds be used? Purchase rack cards, TV ads and promotion on Facebook  
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 2016 Mayfest Art of Living  
B. Description of project Spring festival with arts, crafts, food vendors, music and a classic car show  
C. Who will benefit from this project? The community, merchants, restaurants, hotels, B&Bs, vendors, county and state parks.

**IV. DATES OF PROJECT**

Beginning 5/13/2016 Ending 5/14/2016

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date April 20, 1992  
 Eleemosynary Organization under IRS Code: IRS # 34015769-1  
 Date of Determination Letter: May 2, 1985



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Promotion of the area to bring guests from outside 50 miles of city limits. We will be adding the Foothills Pregnancy 5K Race to this year's event. This event brings about 250 to 300.

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

1800/2015 2500/2016

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

Last Year 20%

This Year 25%

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

Last year: 15

This Year: 25

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

TV ads, rack cards in local visitor centers and social media including a promotional ad on Facebook.

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

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 trends,

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor: H&R Block-Helen Westmoreland

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: Vanessa Penton Title Executive Director

Signature Vanessa Penton Date 2/8/16

Address 105 West South Broad Street, Walhalla, SC 29691

Email director@walhallachamber.com Fax No. \_\_\_\_\_

Phone Number (s) 864-638-2727

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

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

Address \_\_\_\_\_

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

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

Greater Walhalla Area Chamber of Commerce  
Mayfest 2016 Budget

Mayfest Income:

ATAX Grant	2,294.00
Booth Fee	3,000.00
Car Show	350.00
Sponsorsh	1,500.00
Sponsorsh	500.00
Sponsorsh:	300.00
Sale of bee	500.00
Total Mayfest	<u>\$8,444.00</u>

Mayfest Expenses:

Bike Parade	300.00
Printing Solutions	200.00
SC Law Enforcement/DC	35.00
Ralph's Trophy Shop	45.00
Bountyland The Wall of I	200.00
Action Septic	250.00
STATE OF SC Dept. of f	30.00
Vista Print	117.97
EC Publishing, Inc	225.00
WSPA-TV	1,400.00
WYCW-TV	100.00
Facebook Promo ad	451.00
WRBN- SKY 104	187.50
WGOG	375.00
WNEG	187.50
Miscellaneous expenses	150.00
Entertainment	<u>2,500.00</u>

Total Mayfest Expense \$6,753.97

# EC Publishing, Inc

FESTIVAL MAGAZINES

North Carolina, South Carolina, Virginia

Keith Robinson, Publisher

PO Box 845 Abingdon, Virginia 24212

BUS: (800) 357-0121

FAX: (276) 739-0015

Email: publisher@ecpub.net

# PROPOSAL

**PROPOSAL #1118REV**

**DATE:** 2/2/16

**PO #:**

**DESCRIPTION:**

Mayfest Art Of Living

**BILL TO:**

Vanessa Penton  
Walhalla Area Chamber Of Commerce  
105 W. S. Broad St  
Walhalla, SC 29691

This invoice constitutes a legally binding contract.

AD SIZE	RATE	INSERTIONS/ EDITIONS	ISSUES	DESCRIPTION	NET AMOUNT
1/4 4C	\$225.00 ea	1-SC	<input type="checkbox"/> JAN/FEB _____ 2016	<input checked="" type="checkbox"/> CALENDAR _____	\$225.00
			_____	<input checked="" type="checkbox"/> MAP _____	
			<input checked="" type="checkbox"/> MAR/APR/MAY _____	<input checked="" type="checkbox"/> CLASSIFIED _____	
			_____	<input type="checkbox"/> MARKET _____	
			<input type="checkbox"/> JUN/JUL/AUG _____	<input checked="" type="checkbox"/> DISPLAY _____	
			_____	<input type="checkbox"/> WWW _____	
			<input type="checkbox"/> SEP/OCT/NOV/DE _____	<input checked="" type="checkbox"/> ARTICLE _____	
			_____	<input checked="" type="checkbox"/> PHOTO _____	
<b>TOTAL DUE:</b>					\$225.00


NOTES: OK EK

**NOTICE:** Without prior written permission, all unpaid balances will be forwarded for collection after ninety (90) days.

Payment is due upon receipt. Please include invoice number on check and remit to:

EC Publishing Inc • P.O. Box 845 • Abingdon, VA 24212





**Mayfest**  
 ART OF LIVING  
*Arts • Crafts • Food*

**May 13 May 14**  
 10 am - 5 pm 10 am - 5 pm

Walhalla, SC

<p>Classic Car Show          Live Music          Sleppin' in the Park</p>	<p>Footbills Pregnancy's          5K Night Run          Kids Bike          Safety Parade</p>
---	--

Vendor information: [www.walhallamayfest.webs.com](http://www.walhallamayfest.webs.com) or (864) 638-2327

Sponsored by Walhalla Area Chamber of Commerce



Hi Vanessa,

Attached is a schedule very similar to the campaign we ran last year for the Walhalla Chamber Mayfest Art of Living Festival. Let me know if the sponsors/logos we have in the current commercial are accurate. When you confirm, I'll have our team revise the dates as well. You shared with me that this year's event dates are May 13 and 14.

The proposed schedule:

- Will have an unduplicated reach of 335,889 for Persons 18+ or 20.9 for your target
- Will Reach 160,764 Persons 18+ 3 or more times
- Will Achieve 698,828 Impressions
- Will have an average frequency of 2.1

All this for an investment of \$1500.00

Thanks so much,  
Rachel Skweres  
WSPA/WYCW  
rskweres@wspa.com  
864-587-4479

Name: Rachel Skweres  
Phone: 864-587-4479



WALHALLA 2016

Author: RACHEL SKWERES

Proposal ID: 24702  
 Schedule Date: 5/2/2016 - 5/14/2016  
 Spot Length(s): :30

Acct. Exec: Rachel Skweres  
 Phone #: 864-587-4475

Flight Dates: 5/2/2016-5/14/2016

Program Time	Spot Length	MY	MY	DMA P18+ RTG	DMA P18+ 000	W K C	Spots
<b>WSPA</b>							
7 NEWS DAYBREAK ROTATION	:10	1	1	2.1	33,602	2	2
GRPs/Impressions				4.2	87.2		
CPM/CPH				\$35.71	\$2.23		
Mo-Fr 5:00a-6:00a							
7 NEWS DAYBREAK @ 6a	:10	3	3	2.2	35,183	2	6
GRPs/Impressions				13.2	211.1		
CPM/CPH				\$54.55	\$3.41		
Mo-Fr 6:00a-7:00a							
<b>WYCW</b>							
7 NEWS DAYBREAK @ 7AM ON CW62	:10	9	9	0.3	5,430	2	18
GRPs/Impressions				5.4	97.7		
CPM/CPH				\$16.67	\$3.52		
Mo-Fr 7:00a-9:00a							
<b>WSPA</b>							
7 NEWS EARLY EVENING ROTATOR	:10	1	1	4.2	67,208	2	2
GRPs/Impressions				8.4	134.4		
CPM/CPH				\$28.57	\$1.79		
Mo-Fr 5:00p-7:00a							
<b>WYCW</b>							
7 NEWS @ 10P ON CW62 M-SU	:30	5	5	1.2	18,857	2	10
GRPs/Impressions				12.0	198.4		
CPM/CPH				\$25.00	\$1.59		
Mo-Su 10:00p-10:35p							

Total Cost: \$1,500.00

Signature \_\_\_\_\_

General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPM	CPH	Reach	Prog	Eff Reach	Net Reach
WSPA	10	\$1,110.00	25,800	411	\$43.02	\$2.60	14.5	1.7	5.2	139,655
WYCW	28	\$390.00	17,400	285	\$22.91	\$1.26	7.0	2.8	3.6	115,070
GREENALL-SPART-ASHLEY	38	\$1,500.00	41,200	699	\$39.72	\$2.15	20.3	2.1	16.0	335,889



Hi Vanessa,

Attached is a schedule very similar to the campaign we ran last year for the Walhalla Chamber Mayfest Art of Living Festival. Let me know if the sponsors/logos we have in the current commercial are accurate. When you confirm, I'll have our team revise the dates as well. You shared with me that this year's event dates are May 13 and 14.

The proposed schedule:

- Will have an unduplicated reach of 335,889 for Persons 18+ or 20.9 for your target
- Will Reach 160,764 Persons 18+ 3 or more times
- Will Achieve 698,828 Impressions
- Will have an average frequency of 2.1

All this for an investment of \$1500.00

Thanks so much,  
Rachel Skweres  
WSPA/WYCW  
rskweres@wspa.com  
864-587-4479

Name: Rachel Skweres  
Phone: 864-587-4479

### Review Your Order

Ad Name	Mayfest Art of Living - Event Responses
Audience	Your audience includes people: <ul style="list-style-type: none"> <li>• Location: Traveling to           <ul style="list-style-type: none"> <li>- United States, Wichita Falls to South Carolina</li> </ul> </li> <li>• Exclude Connections:           <ul style="list-style-type: none"> <li>- Exclude people who are going to Mayfest Art of Living</li> </ul> </li> <li>• Age:           <ul style="list-style-type: none"> <li>- 18-64+</li> </ul> </li> </ul>
Campaign	Mayfest Art of Living - Event Responses
Ad Set	Only to 18+ (New Ad Set)
Optimize For	Event Response
Bidding	Impression (CPM)
Bid	Automatic
Daily Budget	\$11.00 per day
Duration	5:48:00 PM 1/27/2016 to 2:01:00 PM 2/2/2016 (United States, New York)

64/31 <sup>100</sup>

**A**

Order

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities, including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not use personal information for advertising. Targeting you choose for targeting your ad does not reflect the personal beliefs, opinions, or values of users. Facebook may use the data you provide to help improve the Self-Serve Ad Terms and the Advertising Guidelines may result in a variety of consequences, including the potential of suspending your account and the removal of your account. You understand that you are responsible for how you present your business on the Online Goods. You are advertising through Facebook, Inc. Otherwise, you are contracting solely with Facebook, Inc. In some countries, certain laws may apply to your advertising with Facebook, a third company, such as your local advertising law. If applicable to you, you can find special provisions applicable to your Order from Facebook, Inc.

We agree to the Facebook Statement of Rights and Responsibilities, including your obligation to comply with the Self-Serve Ad Terms and the Facebook Advertising Guidelines. We do not use personal information for advertising. Targeting you choose for targeting your ad does not reflect the personal beliefs, opinions, or values of users. Facebook may use the data you provide to help improve the Self-Serve Ad Terms and the Advertising Guidelines may result in a variety of consequences, including the potential of suspending your account and the removal of your account. You understand that you are responsible for how you present your business on the Online Goods. You are advertising through Facebook, Inc. Otherwise, you are contracting solely with Facebook, Inc. In some countries, certain laws may apply to your advertising with Facebook, a third company, such as your local advertising law. If applicable to you, you can find special provisions applicable to your Order from Facebook, Inc.

Account # 1406-5252-0979

**Order Details** | Order # 1FR8W-N3A95-0W0

Order Date: 1/19/2016 10:56 AM

Estimated Date of Arrival: 1/29/2016

Order Status: Processing

**Shipping Address**

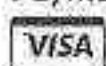
Vanessa Penton  
105 W. South Broad Street  
Wahala, 29691  
United States of America  
8646382727  
Wahala Chamber of  
Commerce

**Billing Address**

Vanessa Penton  
105 West South Broad Street  
Wahala, 29691  
United States of America  
8646382727

**Delivery Speed**

Economy

**Payment Information**

 \*\*\*\*0943  
Exp. 8/2017
**Order Total**

Product Total \$104.98

Shipping & Processing  
Economy Est. Arrival Jan 29 ~~\$12.99~~

You Paid

**\$117.97****VistaprintCash™**

✓ **Earned** - You earned \$20.00 with this order. Come back to redeem 2/11/2016 - 2/26/2016. (We'll send you a reminder.)

**Rack Cards**

Mayfest

Status: Processing

Qty 1000

Base Price ~~\$150.00~~ \$74.99Color Back Side 1000 ~~\$40.00~~ \$29.99

Glossy Stock INCLUDED

Item Total **\$104.98**

- I. Applicant  
A. Name of Organization: **Walhalla Civic Auditorium, Inc.**  
B. Address: **PO Box 523, Walhalla, SC 29691**

- II. Funds Requested  
A. ATAX Funds Requested **\$22,620.00**  
B. How will ATAX funds be used? **To effect repairs/renovate the windows in the WCA facility (see photos)**  
C. Estimated percentage of costs directly attributed to attracting or serving tourist **100%**  
D. Funds furnished by your organization **50%**  
Matching Grant                      Source

III. Narrative Project Description

- A. Project Title **WCA Window Restoration Project**  
B. Description of Project **The windows in the WCA are in need of repair/refurbishing. There is broken glass, rotted wood, leaks and damaged plexi-glass throughout our 112 year old building.**  
C. Who will benefit from this project? **This project will protect our facility from future damage and make it possible for us to continue to provide quality entertainment in a safe environment for our patrons**

- III. Dates of Project  
Beginning **April 1, 2016**      Ending **June 30, 2016**

IV. Applicant Category

- X. Non-profit Organization: Incorporation date **June 16, 2003**

- VI. How will the project influence tourism in Oconee County **38% of the WCA audience is from outside 50 miles from our location. Keeping our facility in good working condition enables us to produce the over 71 performance dates we hold here each season thereby enabling us to continue to promote and encourage more tourist participation.**

How many visitors/participants attended the event last year and are anticipated this year.  
LY **11,630**      TY **13000**

- A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? **LY 38% or 4419, TY 40% or 5200**  
B. How many overnight stays were created by this event last year and are anticipated this year? **LY 167 TY 198**  
C. How do you plan to advertise this event beyond the 50 mile radius of Oconee County. **The WCA promotes all their events in print, radio, cable TV, email blasts, social media (facebook, twitter), posters, press releases and magazines. We place ads in the Greenville News, Asheville Citizen-Times, Athens Banner newspapers and various radio stations in NE Georgia, Western Carolina and Greenville/Spartanburg, SC.**  
A. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? **The WCA is a destination venue that has the capability of drawing patrons within a 100 mile radius of Walhalla. Last season we produced 66 performance dates that generated revenue of approximately \$181,456.00. For venues such as ours the historical multiple factor is for every dollar our patrons spend with us they spend three times that amount at our local restaurants, shops, hotels and convenience stores. Using that number our economic impact for Oconee County was \$544,368.00 last season.**

RECEIVED  
8-05-16

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Using the same formula for our current season we are planning 71 performance dates that will generate \$202,000.00 in revenues for us and in turn will generate an additional \$606,000.00 for our local economy. Tourism's economic impact will account for 40% or \$242,400.00 of that total.

- B.
- C. What records will be kept during this event to obtain the above demographic data?
- D. For our type of venue attendance/ticket sales is the measure we use to track our success. We keep detailed records of our attendance for each show we produce. This includes general admission sales, season ticket sales and comps. We budget for each show based on our expected costs and anticipated receipts. We use a greeter at all our shows who is responsible for obtaining the zip codes of all attendees as they enter our facility. This provides us with a tracking mechanism to determine where our patrons are coming from. It will also position us to track the success of this seasons marketing campaign in increasing our out of county attendees.

#### Audit

- Does your organization perform an independent audit? No
- V. 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: Bill Chiusano Title: Executive Director  
Signature: [Signature] Date: 2/4/16  
Address: PO Box 523, Walhalla, SC 29691  
Email: walhallaactiv1744@bellsouth.net Fax: 864 638-5277  
Phone Number: 864 628-5277

B. Alternate Contact Name: Harold Wilson Title: Board Member  
Signature: [Signature] Date: 2/4/16  
Address: 114 Penny Drive  
Email: harold@wilson.com Fax:  
Phone number: 864 903-1183



PO Box 1021  
Westminster, SC 29683

864.710.4000

**Estimate**

# Medlin Roofing & Repair, LLC

For: Waihalla Civic Auditorium C/o Harold Gibson  
Waihalla, SC 29681  
864.903.1185

Estimate No: 10085  
Date: Jan 22, 2016

## Description

## Amount

Refurbish and repair all 78 windows at the WCA.  
-Work to include replacing all plexiglass window with glass  
-Repair all worn molding and refinish all window trim

\$22,620.00

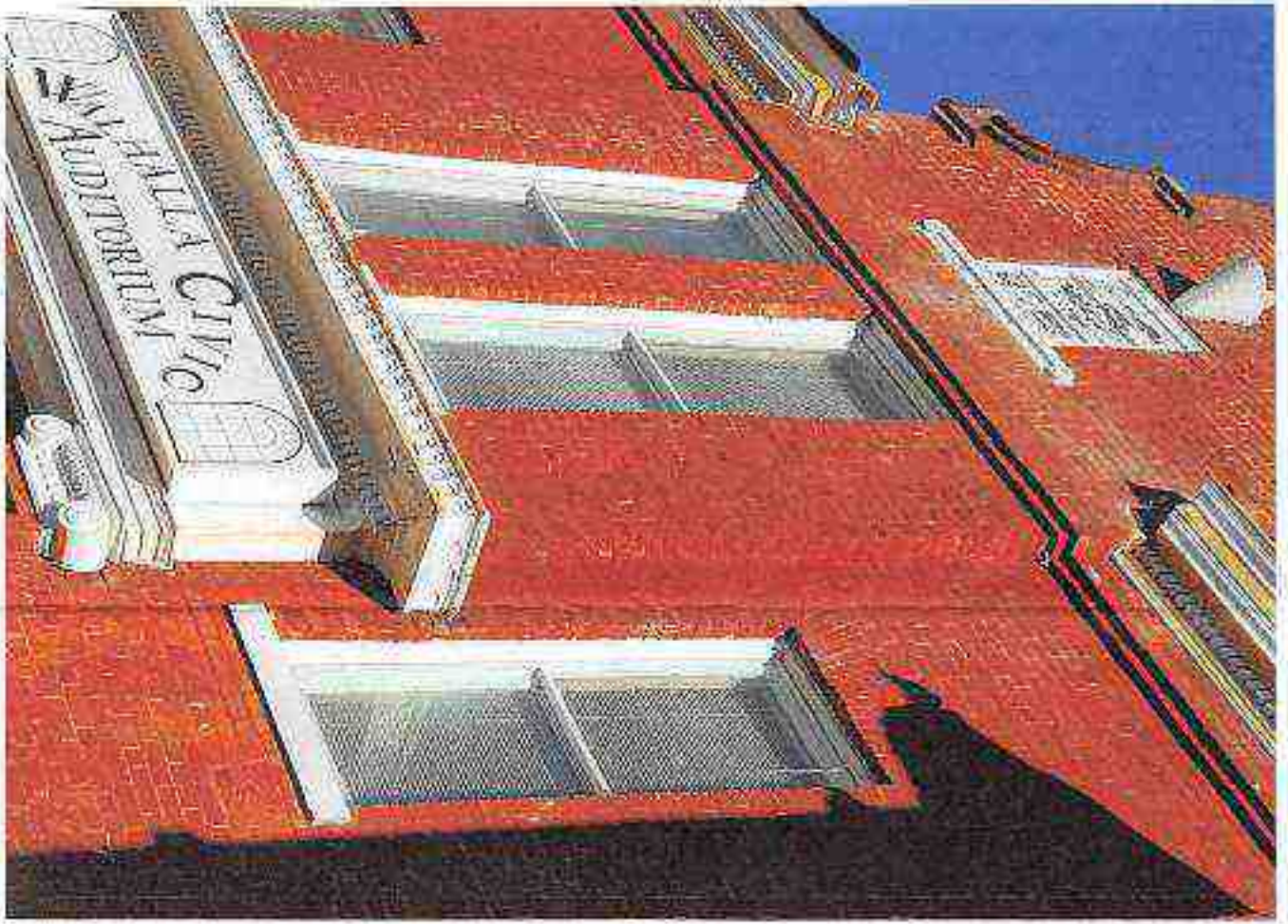
\*Includes non-taxable items

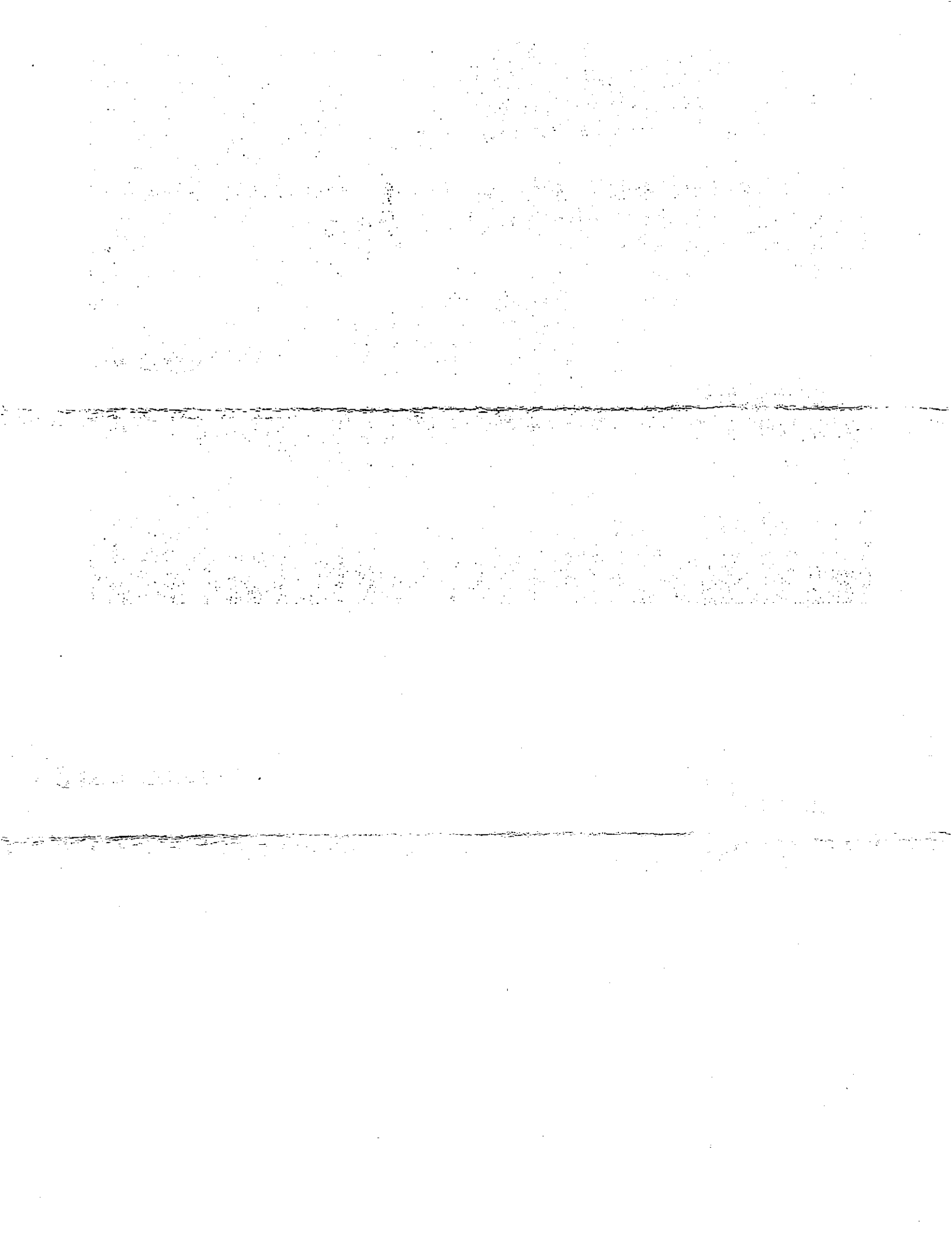
We look forward to serving you!

Subtotal \$22,620.00  
TAX (0.00%) \$0.00

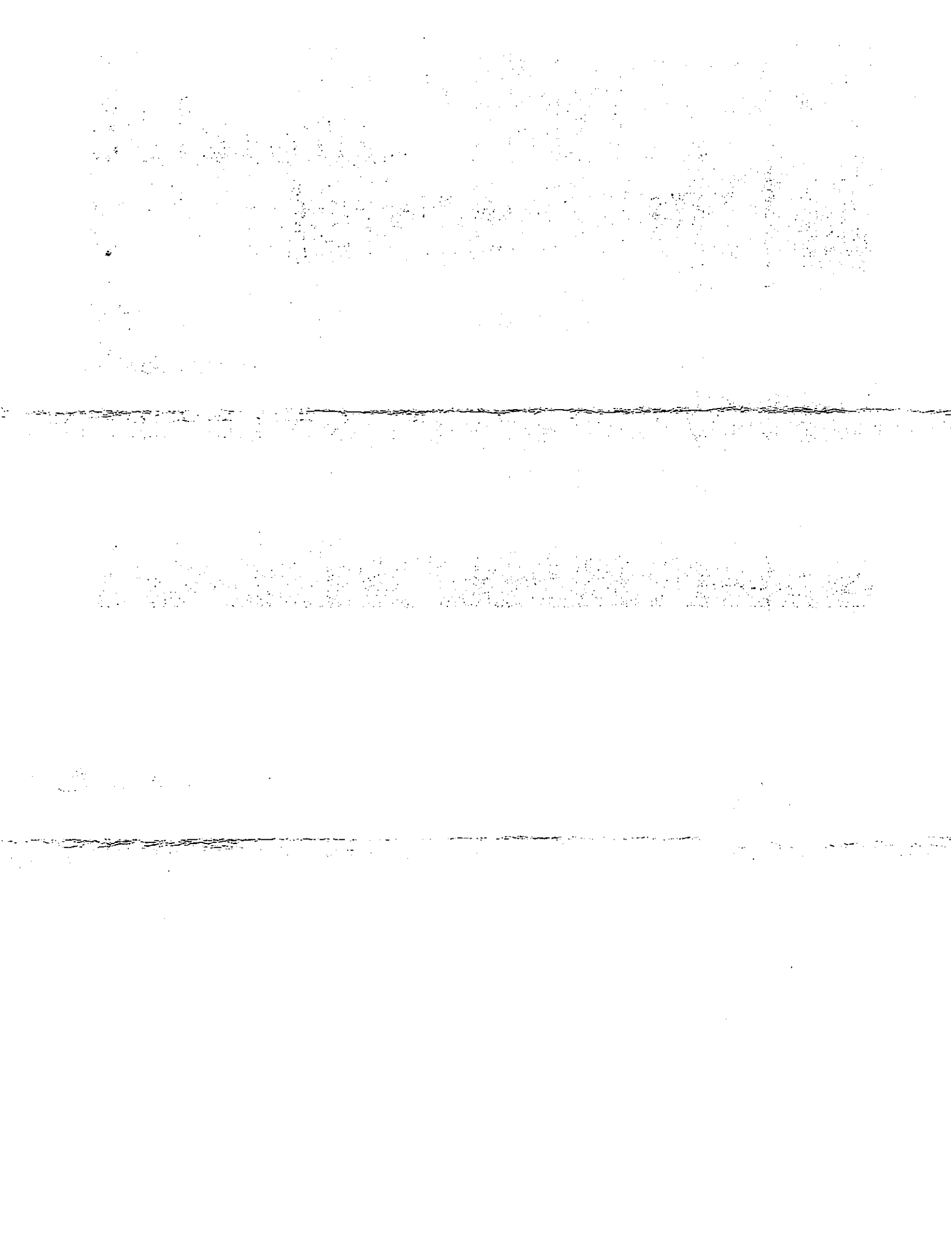
**Total \$22,620.00**



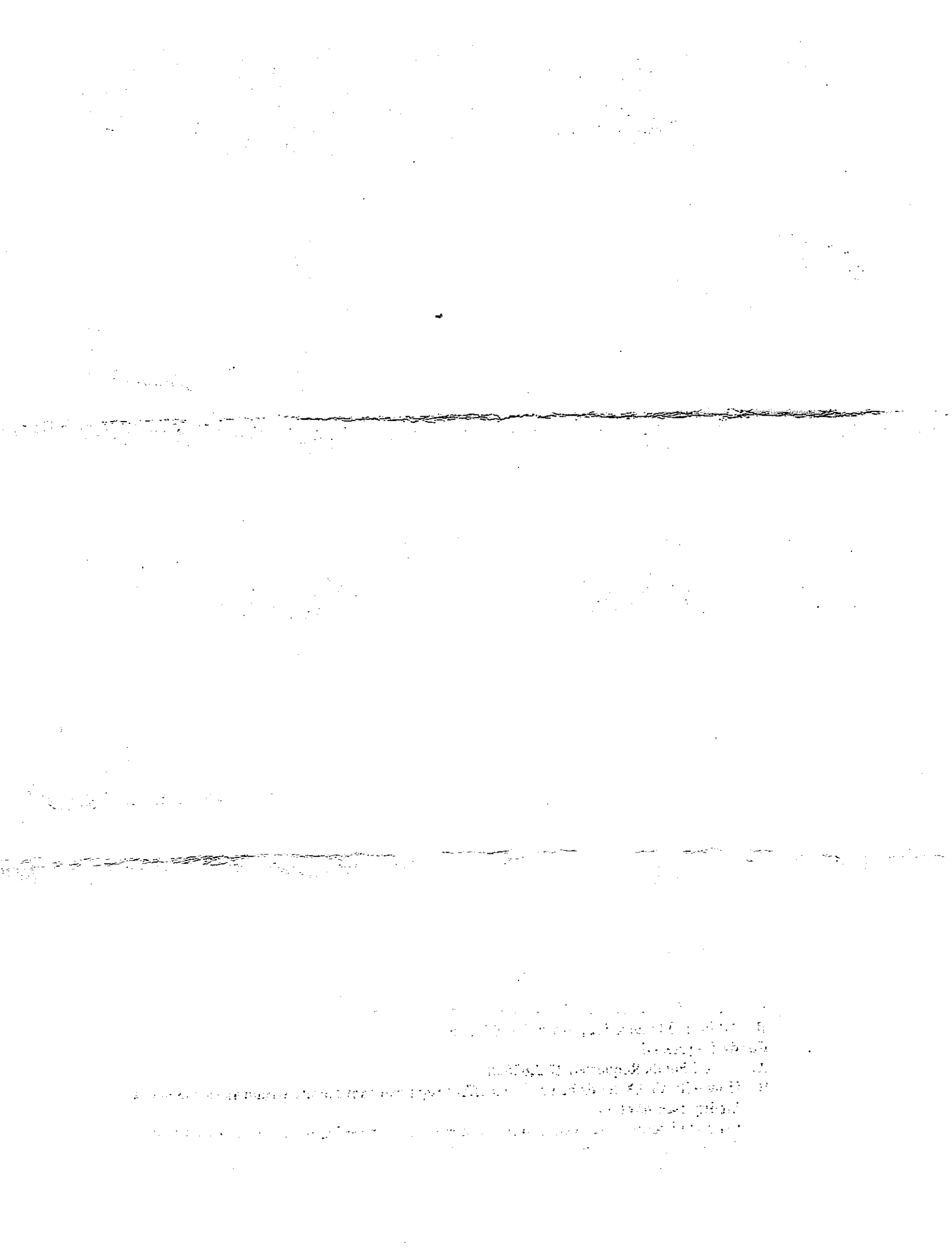














# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization: Walhalla Oktoberfest

B. Address: PO Box 6, Walhalla, SC 29691

## II. FUNDS REQUESTED

A. ATAX Funds Requested: \$5,000.00

B. How will ATAX Funds be used?

Printing of promotional brochure, advertisements placed in *South Carolina Living*, *Southern Living*, *Blue Ridge Country*, and SC Mountain Lakes CVB Visitors Guide. A Facebook advertising campaign will also be conducted to increase Fan Page Likes and create awareness.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 37%

D. Funds furnished by your organization \$9,500.00

Matching Grant	_____	Source	_____
Matching Grant	_____	Source	_____
Other Funding	<u>\$9,500.00</u>	Source - Admissions from Walhalla Oktoberfest	_____
Other Funding	_____	Source	_____

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

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Advertising and Promotions for 38<sup>th</sup> Annual Walhalla Oktoberfest

B. Description of project: The Walhalla Oktoberfest was founded in 1979 and begins on the third Friday in October each year and continues through the weekend. The mission of the Walhalla Oktoberfest is to celebrate the history and heritage of Walhalla that was founded by a German Colonization Society from Charleston, SC in 1850. The festival is also a vehicle that helps to spotlight the numerous attractions, events, and other resources in the greater Walhalla community in order to benefit the area year round.

C. Who will benefit from this project?

Attracting approximately 24,000 people to the community during a three-day period will positively impact numerous businesses and organizations in Walhalla and Oconee County. Lodging properties, restaurants and gas stations will see increased revenues. A large number of the vendors at the event are local businesses. Several churches, civic and service organizations participate in the festival to raise funds that benefit the area through their efforts. Retail stores will also see increased business due to the event.

## IV. DATES OF PROJECT

Beginning 7-1-16

Ending 10-28-16

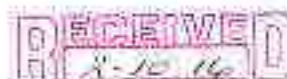
## V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 3-7-14

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

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



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Approximately 90% of the advertising that will be done for the Walhalla Oktoberfest will be targeted to audiences that range from 50 to 200-mile radius of Walhalla. The festival is a mechanism to attract new visitors to Walhalla and expose them to not only the event, but to the other wonderful attractions and activities in the area.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
22,292 in 2015. Projected 24,521 in 2016.
- B. How many of the visitors/participants were from beyond a 50-mile radius of Oconee County last year and are anticipated this year?  
Last Year – 9,418 This Year – 10,360
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 2951 This Year – 3,246
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

Advertising will be placed in publications that reach a 50 to 200-mile radius of Walhalla such as *Blue Ridge Country*, *Southern Living* and *Smoky Mountain Living*. Also, digital marketing campaigns will target geographic markets in the 50 to 300-mile radius.

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

Admission is charged for Walhalla Oktoberfest at Sertoma Field, therefore we know the exact attendance. In 2015, there were 13,292 participants. In addition, an estimated 9,000 attendees visited the events held in the downtown 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)

On-site surveys will be administered at the festival that will gather valuable information including origin of visitor, spending data, and will also ask how they heard about the event. Website statistics will also be gathered and provided.

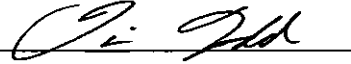
## VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Renita Owens, CPA

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

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

- A. Contact Name: Tim Todd Title: Chair, Marketing Committee  
Signature:  Date: February 10, 2016  
Address: PO Box 6, Walhalla, SC 29691 Email: walhallaoktoberfest@gmail.com  
Phone Number: 864-280-1880

# Walhalla Oktoberfest

## Budget for 2016

### Income:

Admissions	\$55,000.00
Carnival	\$9,000.00
Booth Rental	\$12,000.00
Souvenir Sales	\$2,000.00
Grants	\$9,000.00
Total Income:	\$87,000.00

### Expenses:

German Band	\$6,000.00
Security	\$7,000.00
Souvenirs/T-shirts	\$2,500.00
Advertising	\$23,500.00
Fireworks	\$6,500.00
Tent	\$4,500.00
Garbage/Litter Pickup	\$2,000.00
Portable Toilets	\$1,500.00
Parking Staffing	\$750.00
Gate Staffing	\$1,000.00
Disc Jockey	\$450.00
Electrician/Electrical Repairs	\$1,250.00
Electricity	\$1,000.00
Banners & Signs	\$500.00
Sertoma Field maintenance/restoration	\$4,000.00
Event Coordinator	\$9,000.00
Volunteer meals	\$1,500.00
ASCAP/BMI License Fees	\$250.00
Community Luncheon	\$750.00
Liability Insurance	\$4,500.00
Phone, Internet and Office Expenses	\$1,500.00
Accounting Services	\$1,000.00
Total Expenses:	\$77,450.00
Net Profit (Loss)	\$6,050.00

# Walhalla Oktoberfest

## Advertising Budget for 2016

### Spring/Summer

Brochures	\$1,000.00
South Carolina Living	\$2,000.00
Southern Living - Georgia	\$2,500.00
Smoky Mountain Living	\$2,000.00
Festival News Magazine	\$1,000.00
SC Mountain Lakes CVB - Visitors Guide	\$2,500.00
Facebook Advertising	<u>\$3,500.00</u>
<b>Total</b>	<b>\$14,500.00</b>

### Fall

Heart Media (Radio)	\$2,500.00
WHLC Radio - Highlands, NC	\$500.00
WYFF Television - Greenville, SC	\$1,000.00
WHNS Television - Greenville, SC	\$1,500.00
The Greenville News - Greenville, SC	\$1,000.00
Spartanburg Herald-Journal - Spartanburg, SC	\$1,000.00
The State - Columbia, SC	<u>\$1,500.00</u>
<b>Total</b>	<b>\$9,000.00</b>

Estimate of Economic Impacts

***2015 Walhalla, SC Oktoberfest***

Completed by:

Dr. Robert Brookover

Clemson University

Department of Parks, Recreation, and Tourism Management

Clemson University Department of Parks,  
Recreation, and Tourism Management



# Background

- Data was collected during the 2015 Oktoberfest event using an iPad based survey.
- While the response rate was low, data collected reflect expenditure patterns consistent with other studies conducted on festivals and events throughout South Carolina.
- Economic impacts were calculated using multipliers generated by IMPLAN Economic Modeling software.



# Results

Data		Impacts	
Total Attendance	13,292	Direct Expenditures	\$554,788
Out of Town Visitors	4,918	Jobs Supported	15.03
Average Length of Stay	1.2	Local Government Revenues Generated (taxes and fees)	\$19,681
Total Expenditure Days	5,902	Total Output	\$715,676
Average Daily Expenditure	\$94		



Sep 1, 2015 - Dec 31, 2015

# Audience Overview

All Sessions  
106,563

## Overview



<b>Sessions</b> 5,966	<b>Users</b> 4,963	<b>Pageviews</b> 11,326
<b>Pages / Session</b> 1.90	<b>Avg. Session Duration</b> 00:01:09	<b>Bounce Rate</b> 55.73%
<b>% New Sessions</b> 83.19%		



Country	Sessions	% Sessions
1. United States	5,358	89.81%
2. (not set)	176	2.95%
3. Russia	67	1.12%
4. Austria	45	0.75%
5. China	43	0.72%
6. Germany	34	0.57%
7. Japan	24	0.40%
8. United Kingdom	21	0.35%
9. Netherlands	19	0.32%
10. Brazil	17	0.28%