

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

I. APPLICANT

A. Name of Organization Seneca Fest 2017
B. Address Signilliat Community Center
And Field

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 9550.⁰⁰
B. How will ATAX Funds be used? Advertising on WYFF
C. Estimated percentage of costs directly attributed to attracting or serving tourists? _____
D. Funds furnished by your organization: 80K
Matching Grant 25K Source HAT Funds from Seneca City
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 11th Seneca Fest
B. Description of project Concerts / Talent show / Wrestling
C. Who will benefit from this project? Restaurants / Hotels / Campsites

IV. DATES OF PROJECT

Beginning 12-1-16 Ending 5-27-17

V. APPLICANT CATEGORY

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

RECEIVED
2-14-17

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Destination Oconee for Memorial Day Weekend

- A. How many visitors/participants attended the event last year and are anticipated this year?
15-20K
- 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 5090
This Year 7590
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: _____
This Year: _____
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
TV - WYFF - Proposal Attached
- 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) Web visits - Photos - zip codes - Hotel docs.
- 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 Funds from the city - Seneca

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

A. Contact Name: Riley Johnson Title Events Coordinator
Signature [Signature] Date 2-14-17
Address 221 E. N. 1st Street Seneca SC 29679
Email _____ Fax No. _____
Phone Number (s) _____

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



SENECAFEST 2017

Author: VICKY CRENSHAW

Proposal ID: 20788
 Schedule Date: 5/1/2017 - 5/26/2017
 Advertiser: CITY OF SENECA
 Product: AAT Circus/Fair/Festival|22706
 Spot Length(s): :10,:15

Acct. Exec: Vicky Crenshaw
 Phone #: 864-240-5227
 FAX #: 864-240-5234
 Email: vcrenshaw@hearst.com

Flight Dates: 5/1/2017-5/26/2017

Program Time	Spot Length	MY 1	MY 8	MY 15	MY 22	W k s	Spots
WYFF							
WYFF 4 COUNTDOWN CLOCK Mo-Su 5:00a-11:35p	:10	--	--	--	28	1	28
WYFF 4 5A-136A Mo-Fr 5:00a-1:36a	:15	5	5	10	10	4	30
WYFF 4 production Mon 5:00a-1:36a	:15	--	--	--	1	1	1
MOVIES CDC Mo-Su 5:00a-12:00a	:10	--	--	--	15	1	15
WYFF 4 DOT COM Mo-Su 5:00a-1:36a	:15	--	--	--	1	1	1

Total Cost: \$9,550.00 Signature _____

General Summary (DMA P21+ D.RTG)

Name	Spots	Cost
WYFF	75	\$9,550.00

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

I. APPLICANT

A. Name of Organization City of Walhalla
B. Address 206 N. Church St. Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 12,500.00
B. How will ATAX Funds be used? Funds will be used upgrade parking and access area to Stumphouse Tunnel (Tourism Related Facility Category)
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization \$ 0.00
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding _____ Source _____
 Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Upgrade Stumphouse Tunnel Parking/Access
B. Description of project Project will produce improved access to Stumphouse Tunnel thereby making it easier for visitors to enjoy this wonderful tourism asset.
C. Who will benefit from this project? Citizens of Oconee as well as visitors to the facility.

IV. DATES OF PROJECT

Beginning Spring 2017 Ending Spring 2017

V. APPLICANT CATEGORY

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

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

- A. How many visitors/participants attended the event last year and are anticipated this year?
Approx 30,000
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year _____
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : N/A
This Year: N/A

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

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) Iron Guard will be used to measure visitors to the facility.

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: Danny Edwards Title Mayor
Signature _____ Date 8/11/2016
Address _____
Email cityofwalhalla@bellsouth.net Fax No. N/A
Phone Number (s) 864-638-4343

B. Alternate Contact Name: Nancy Goehle Title City Administrator
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) 864-638-4343

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

I. APPLICANT

- A. Name of Organization Fresh Start SC
DBA Sabar Charities-Mountains to Main Street Triathlon and the Bear Crawl at Keowee
- B. Address * 330 East Coffee Street

Greenville Sc 29601

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 6200
- B. How will ATAX Funds be used?
\$3200 to Purchase Eight (8) (\$400 each 6.5 foot, tear drop) water safety swim buoy markers to enable a new annual swim event at South Cove Park-the Bear Crawl. These buoys come with interchangeable logo sleeves . Suggested logos could include: Mountain Lakes Convention and Visitor's Bureau, M2M, Oconee County Park Recreation and Tourism, South Cove Park, SaBaR Charities, YMCA, and future sponsorship logos. M2M offers to share these buoys with South Cove Park for other charitable events.
- \$3000 Video production by Upstate Aerial drone videography and production: 3 marketing videos. one (1) 30-45 sec video promoting the Bear Crawl at Keowee; one (1) 90-120 sec M2M video including Oconee County as sponsor; and one (1) 30-45 video promoting South Cove Park.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization: \$168,000 (Budgeted for Mountains to Main Street with a \$5000 set-aside to initiate the Bear Crawl at Lake Keowee.

Matching Grant <u>\$5000</u>	Source <u>City of Greenville A-Tax</u>
Matching Grant <u>\$7500</u>	Source <u>Greenville County A-Tax</u>
Other Funding <u>\$140,000</u>	Source <u>Registrations</u>
Other Funding <u>\$8,500</u>	Source <u>Other race related sales</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: The Bear Crawl at Lake Keowee;
Mountain Lakes Convention and Visitor's Bureau & South Cove Park Videos



B. Description of project

The Bear Crawl at Keowee is a spring swim safety event and water sports demo day at Lake Keowee. The event will host local water sport businesses demonstrating SUP, kayaks, water sports equipment and safety gear for the public. Bear Crawl participants will enjoy a protected 1.2 and expand to include 2.4 mile swim in beautiful South Cove Park on Lake Keowee. SaBaR will collaborate with local YMCAs and non-profits to have swim safety class sign ups at the event. A portion of net profits will be donated to a local non profit offering low or no-cost swim classes.

Mountains to Main Street requests funds to purchase: \$3200 Eight (8) \$400 each 6.5 foot, tear drop water safety swim buoy markers to enable the event. The markers have clear marketing pouches on each side and can feature logos from Mountain Lakes CVB, South Cove Park, and future sponsors.

Mountains to Main Street is open to sharing these buoys with South Cove park to enable more community swim events at Lake Keowee.

The requested swim safety markers not only highlight the Mountain Lakes brand whiled for use in both the Mountains to Main Street Triathlon event but also for the purpose of enabling a second event, the Bear Crawl at Keowee. The Bear Crawl is a preview swim event and demo day that SaBaR charities and Mountains to Main Street plans to host annually at South Cove County Park. The event will host local water sport businesses demonstrating water sports equipment and water safety gear for the public. Participants will enjoy a protected 1.2 and 2.4 mile swim in beautiful Lake Keowee. SaBaR will collaborate with local YMCAs and nonprofits to have swim safety and class sign ups at the event. A portion of net profits will be donated to a local non profit offering low or no-cost swim classes.

Remaining funds will be allocated to M2M 2017 video production and post race marketing. Visit our website to see many beautiful shots featuring Oconee County in the 2017 Mountains to Main Street race video. In 2017, M2M will ensure inclusion of the Mountain Lakes CVB in its primary race video and also have two additional videos produced specifically to promote South Cove Park and the Bear Crawl at Lake Keowee.

In 2017 - 2018, Mountains to Main Street will continue to advertise in event related publications and include the Visit Oconee Mountains Lakes brand in our ad designs. Regional and state ad placements include the following publications: Pace, Endurance, Triathlete, Competitor, and the Official Greenville SC, Visitors' Guide. Additionally, the event has signed a two year sponsorship agreement with Community Journals, which will add multiple placements in TOWN, UBK, GJ, COLAtoday (Columbia) & CHtoday (Charleston). These placements include cross promotional mentions across the social media platforms of each publication and "community focus" and "must do" features prior to the race weekend. In 2016 our design team worked to develop the swim with the bear, bike with the eagle, run with the rabbit marketing concept, which will be paired with different "call to action", e.g., Are You Adventurous Enough! The primary goals of our marketing themes and ad placements are to encourage people to get out and get active in Upstate South Carolina!

Who will benefit from this project?

Sabar Charities mission promotes recreational tourism, engage active lifestyles and increase outdoor sport education by bring athletes to Oconee County, Lake Keowee for the Mountains to Main Street Triathlon and by inviting not only the event participants but also the community at-large to come out to the Bear Crawl, enjoy the water, and learn about water safety. Both events encourage the Upstate community to get out and get active! The majority of the workers for the event are volunteers and in 2016, \$5000 was donated to local non profit volunteer groups working the Mountains to Main Street event. M2M works closely with Oconee representatives to ensure maximum inclusion of local volunteer groups and local resources for all event needs.

DATES OF PROJECT

Beginning April 1, 2016

Ending June 1, 2018

V. APPLICANT CATEGORY

Government Entity:

X Non-profit Organization: Incorporation date Sept 30, 2016

Eleemosynary Organization under IRS Code: IRS # 501c3

Date of Determination Letter: SaBaR Charities is operating under umbrella recognized in July 22, 2011. M2M has filed its 501c3 application.

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The funds requested in the Grant will promote two separate events to be held at South Cove County Park. The Mountains to Main Street Triathlon Race Festival and the Bear Crawl at Keowee Sports Safety and Demonstration Day. Sabar Charities mission is to promote recreational tourism, engage active lifestyles, and encourage outdoor sports safety. Athletes and families will travel to Lake Keowee for the "Bear Crawl" to prepare for the M2M triathlon and practice at Lake Keowee. Race weekend athletes and families visit the area and drop off their bikes and gear at South Cove Park and return to participate and watch the swim start. The Bear Crawl at Keowee engages in active lifestyles with the sports demo day highlighting SUP and kayaks as well as water safety and demonstrations by local water safety personal.

Participants come to Oconee twice that weekend and are encouraged to eat local by our Hospitality Pass, which is distributed to all of our registrants. Many Seneca restaurants and Oconee destinations participated in the 2016 Hospitality Pass. Additionally, Oconee hotels are recommended on website.

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

Over 1000 M2M participants (600 athletes, 40 volunteers, 25 lifeguards, 25 kayakers, 350 spectators) visited South Cove Park on race day. Triathletes also visited Oconee County for equipment set-up on Saturday, prior to race day. In 2017, we estimated 1500 visitors to Oconee on account of the M2M event. Additionally, we anticipate that a significant number of M2M participants (63% live in South Carolina) will travel to Oconee for the Bear Crawl to prepare for the M2M triathlon, bringing family and friends to participate in the other demo-day activities.

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 97%

This Year 97%

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

Last year : 5%

This Year: 7%

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

In 2017 - 2018, Mountains to Main Street will continue to advertise in event related publications, e.g., Pace, Endurance, Triathlete, Competitor, Women's Running and add the Official Greenville SC, Visitors' Guide. Additionally, the event has signed a two year sponsorship agreement with Community Journals, which will add multiple placements in TOWN, UBK, GJ, COLA today (Columbia) & CHtoday (Charleston). These placements include cross promotional mentions across the social media platforms of each publication and "community focus" and "must do" features prior to the race weekend. In 2016 our design team worked to develop the swim with the bear, bike with the eagle, run with the rabbit marketing concept, which will be paired with different "call to action", e.g., Are You Adventurous Enough! The primary goals of our marketing themes and ad placements are to encourage people to get out and get active in Upstate South Carolina!

The Bear Crawl will be included in Triathlon related advertising and also directly to all Mountain to Main Street registrants.

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

- Registration records, including zip codes for all participants;
- Post-event survey, including answers related to hotel stays and eating out in Oconee County;
- Demographics recorded from social media advertising;
- Demographics provided by specific advertisers;
- Advertising examples: See attached ads and event equipment that including the Oconee Mountain Lakes brand. Please find the M2M event video featuring South Cove Park and many other Oconee locations at the following link: www.mountainstomainstreet.org. Additionally attached are examples social media advertising with reported engagements.

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

Registrations are the primary tracking method. Every event participant provides an address, including zip code upon registration. Event registrations include zip codes and provide a solid basis for assessing the project's efficacy in promotion of tourism. For the 2016 M2M Triathlon, 97% of the registrations in 2016 were from outside the Seneca zip codes. Since opening registration November 1st 2016, M2M has registered athletes from 14 states and launched ad campaigns targeting state advertising, e.g., PACE, TOWN, and NC Running, M2M markets in regional (Endurance Mag) and national (Triathlete Mag) publications. Because participants travel to between Oconee County, Pickens County and Greenville County for equipment set-up and for race day, all participants and a significant majority of spectators qualify as "tourists" who will take "trips outside their home communities" for this event.

Additionally, all registrants are sent the after-event survey that includes questions to inform our efforts to grow the impact of the Mountains to Main Street event weekend. 116 people replied to the 2016 survey question "How many people were in your traveling party?" Answers: 1 person-23%, 2 people-32%, 3-14%, 4-15%, 5-6%, 6 and over-10%. 74 people answered the survey question "How many nights did you stay in a local hotel," Answers: 1 night-54%, 2-23%, 3-15%, 4-5%, 5-3%. 5% of registrants reported staying in Seneca. 1% camped. The post survey noted that 39% of the participants ate a meal in Seneca area.

M2M also distributes a Hospitality Pass featuring local restaurants and activities to all participants. In addition to the demographic records listed in question E, above, Mountains to Main Street is planning a more detailed correspondence record with local business owners who participate in the Hospitality Pass.

VII. AUDIT

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

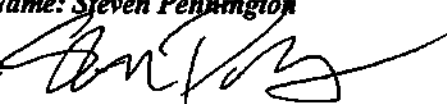
Name of the Auditor: The entity will pursue an independent audit when financially possible.

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: Steven Pennington **Title Sabar Charities ED**

Signature



Date 2/10/2017

Address 330 E Coffee Street

Email race@mountainstomainstreet.org

Fax No.

Phone Number (s)

B. Alternate Contact Name: Malinda McAleer Pennington

Title Sabar Charities Board

Signature



Date

Address 330 East Coffee Street

Email community@freshstartsc.com

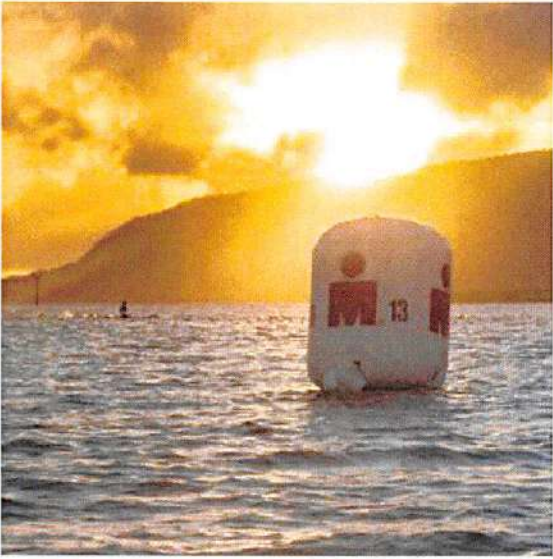
Fax No.

Phone Number (s) 864-593-1217

2/15/2017

5-orange-cube-300x300.png





SaBaR Charities 2016 Net

8:27 PM
07/30/16
Accrual Basis

Sabar Charities Profit & Loss September 1, 2015 through July 30, 2016

◊ Sep 1, '15 - Jul 30, 16 ◊

▼ Income	
501c3 Grants	
Grant Accomodation Tax, Oconee	2,500.00
Total 501c3 Grants	2,500.00
▶ Special Event M2M, Net	5,257.86 ◀
Total Income	7,757.86
Expense	0.00
Net Income	<u>7,757.86</u>

SaBaR Charities 2016 Income Detail

8:29 PM
07/30/16
Accrual Basis

Sabar Charities Profit & Loss September 1, 2015 through July 30, 2016

◊ Sep 1, '15 - Jul 30, 16 ◊

▼ Income	
▶ 501c3 Grants	2,500.00 ◀
Special Event M2M, Net	
M2M Bus Ticket Sales	4,749.57
▶ M2M Costs	-152,811.49
M2M Expo Booth Fees	600.00
M2M Expo Merchandise sales	1,239.00
M2M Food Sales	1,315.00
M2M Non-Expo Merchandise sales	760.00
M2M Registrations	
M2M Half Marathon	12,580.00
M2M Half Marathon Relay	150.00
M2M Half Triathlon	99,457.46
M2M Half Triathlon Relay	<u>10,490.00</u>
Total M2M Registrations	122,677.46
M2M Silent Auction	653.32
M2M Sponsors	
M2M Half Marathon Corp Sponsors	10,000.00
M2M Half Tri Corporate Sponsors	<u>15,675.00</u>
Total M2M Sponsors	<u>25,675.00</u>
Total Special Event M2M, Net	<u>5,257.86</u>
Total Income	7,757.86
Expense	0.00
Net Income	<u>7,757.86</u>

Special Event Fundraiser Costs Detail

8:38 PM
07/30/16

Sabar Charities Profit & Loss

September 1, 2015 through July 30, 2016

Accrual Basis

◦ Sep 1, '15 - Jul 30, 16 ◦

▼ Income	
▼ 501c3 Grants	
Grant Accomodation Tax, Oconee	2,900.00
Total 501c3 Grants	2,900.00
Special Event M2M, Net	
M2M Bus Ticket Sales	4,749.57
M2M Costs	
M2M Athlete Costs	
M2M Athlete Bags	-450.00
M2M Athlete Beer	-1,286.50
M2M Athlete Non Alcoholic Bev	-961.00
M2M Athlete Numbers	-962.04
M2M Athlete Pizza	-2,529.55
M2M Bag Labels	-200.00
M2M Finishers Medals	-5,446.68
M2M Finishers Shirts	-9,471.90
M2M Swim Caps	-965.10
Total M2M Athlete Costs	-21,672.77
M2M Awards, Marathon	-1,218.56
M2M Awards, Triathlon	-1,984.75
M2M Branding	
M2M Banners	-5,435.41
M2M Marketing	
M2M Advertising Expenses	-955.07
M2M Design Cost	-2,703.97
M2M EventMarketing Tent/Banners	-162.49
M2M Online Advertising	-1,724.90
M2M Print Adds	-3,820.00
M2M Printing and Copying	-1,057.49
M2M Sponsorship SalesCommission	-6,500.00
Total M2M Marketing	-16,923.92
Total M2M Branding	-22,359.33
M2M Committee Gear	-963.62
M2M Entertainment	
M2M Announcing	-1,800.00
M2M DJ	-300.00
M2M Sound	-252.84
Total M2M Entertainment	-2,352.84
M2M Hospitality, Food Pre Race	-58.66
M2M Hotel Rooms	-2,492.50
M2M Ice	-775.00
M2M Merchandise COG	-2,009.26
M2M Office / Expo / Misc	-1,769.23
M2M Organizational Meetings	
M2M Administration Meeting	-175.33
M2M Committee Meetings	-74.06
M2M First Year Meetings	-2,285.26
Total M2M Organizational Meetings	-2,544.65
M2M Permit Fee	
M2M Business Registration Fees	-434.94
M2M Permit Fee - Other	-258.00
Total M2M Permit Fee	-692.94

▼ M2M Race Production HR	
M2M Race Coordinator	-550.00
M2M Payroll Tax	-1,237.91
M2M Race Production Coord Coord	-4,112.50
M2M Race Production Expo Coord	-1,400.00
M2M Race Production HospitCoord	-2,045.88
M2M Race Production Music Coord	-268.19
M2M Race Production The TryGuys	-9,360.00
M2M Race Production VoluntCoord	-1,855.98
M2M Run Coordinator	-952.50
M2M Stess Production	-6,112.50
M2M Swim Coordinator	-737.69
M2M T2 Coordinator	-500.00
M2M Website Development	<u>-2,000.00</u>
Total M2M Race Production HR	-31,132.95
M2M Security	-1,705.02
M2M Shipping	-29.64
M2M Site Rental	
M2M Site Rental Courtyard Green	-2,650.00
M2M Site Rental Furman	-855.00
M2M Site Rental South Cove	-692.08
M2M Site Rental TO Stage, Wycho	-5,650.00
M2M Site Rental Trailblazer	-150.00
M2M Tent Rental	<u>-5,634.10</u>
Total M2M Site Rental	-15,631.18
▼ M2M Race Day Costs	
M2M Aid Station Supplies	-2,241.37
M2M Bus Rental	-4,032.50
M2M Hospitality, Food Race Day	-773.34
M2M Medical Safety Support	-4,075.00
M2M Mile Marker Signs	-1,561.86
M2M Motorcycles	-500.00
M2M Non-Bus Gasoline	-75.72
M2M Parking Staff	-40.00
M2M Portable Toilets	-2,104.48
M2M Race Day Police	
M2M Race Day Police Grul City	-1,531.04
M2M Race Day Police Grul County	-7,026.14
M2M Race Day Police Oconee	-1,036.00
M2M Race Day Police Pickens	-765.00
M2M Race Day Police TransRest	<u>-1,362.00</u>
Total M2M Race Day Police	-12,320.18
M2M RaceDay Life Guards	-875.00
M2M Trash Cans	-194.50
M2M Truck Rental	-1,244.25
M2M USAAT Officials	-837.97
M2M USAAT One Day Membership	-1,470.00
M2M USAAT Sanctioning Fee	-205.00
M2M Vehicle Decals	-242.25
M2M Water (Bike Course)	-434.26
M2M Water (Run Course)	<u>-300.00</u>
Total M2M Race Day Costs	-33,577.88
M2M Table Covers	-33.44
M2M Volunteer Donations	-4,185.00
M2M Volunteer Food & Beverage	-1,455.13
M2M Volunteer Appreciation	-488.34
Video Production	<u>-3,500.00</u>
Total M2M Costs	-152,611.49
M2M Expo Booth Fees	800.00
M2M Expo Merchandise sales	1,239.00
M2M Food Sales	1,315.00
M2M Non-Expo Merchandise sales	760.00
M2M Registrations	
M2M Half Marathon	12,580.00
M2M Half Marathon Relay	150.00
M2M Half Triathlon	99,467.46
M2M Half Triathlon Relay	<u>10,490.00</u>
Total M2M Registrations	122,677.46
M2M Scent Auction	653.32
M2M Sponsors	
M2M Half Marathon Corp Sponsors	10,000.00
M2M Half Tri Corporate Sponsors	<u>15,875.00</u>
Total M2M Sponsors	25,875.00
Total Special Event M2M, Net	<u>-5,257.86</u>
Total Income	7,757.66
Expense	<u>0.00</u>
Net Income	<u>7,757.66</u>

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

I. APPLICANT

- A. Name of Organization Historic Old Pickens Foundation (HOPF)
- B. Address 303 Old Pickens Church Rd., Seneca, SC
Mail: P. O. Box 149 Salem, SC 29676

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ \$299.98
- B. How will ATAX Funds be used? To place picnic tables at site of Historic Old Pickens Presbyterian church.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization : HOPF will pay applicable sales tax on purchase and shipping and will purchase anchoring devices to secure tables.
- | | |
|----------------------|--------------|
| 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 Convertible Picnic Tables
- B. Description of project Two picnic tables convertible to benches to be placed at site of Historic Old Pickens Presbyterian Church
- C. Who will benefit from this project?

Picnic tables will enhance the experience of visitors to Historic Old Pickens. Visitors often come to this pleasant site to visit and eat a quick lunch in their car, as do the security guards from Duke Power. The tables will be placed in the newly constructed kiosk/shelter which provides a shaded ambience, along with three impressive information panels explaining the significance of this historic site.

The hours of docent tours and event flyers are also posted there. The kiosk serves as a site for power-point presentations about Old Pickens for tour groups, thus the need for tables that convert to benches. The HOPF has funded the construction of the kiosk and the information panels. Financial assistance for the purchase of the picnic tables will allow HOPF to continue with plans for further landscaping improvements, while making visitors feel welcome to enjoy this special location.

HOPF will publicize this improvement on our website, Facebook, local newspaper, and will acknowledge in the kiosk that funding for these picnic tables has been provided by the Oconee County ATAX Committee through the Oconee County Council.

RECEIVED
2-06-17

IV. DATES OF PROJECT

Beginning 3/15/17

Ending 4/30/17

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 08/31/1999

Eleemosynary Organization under IRS Code: IRS # EIN 57-1084542

Date of Determination Letter 03/03/2000

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Picnic tables will enhance the attractiveness of this historic tourist site.

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

2016 = 443 2017 = 475

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 110

This Year 129

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

Last year : 75

This Year: 85

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

Website and Facebook, Brochures placed at State Line SC Welcome Centers and World of Energy, Upstate Heritage Quilt Trail, Newsletters

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

- 3 Weddings (photo)
- Musical event May 2016 Flyer,
- Tour- Pisgah Baptist Church, Brevard, NC

Tours already scheduled for 2017 March 4 – GOAL (Gathering on Appalachian Life) Ppt and tour
March 17 - Furman Olli Tour Group – 40+ visitors expected - Event scheduled: May 21

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

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

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

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 Parris Title Sec/Treasurer, HOPF
Signature _____ Date _____
Address 1158 E Preston McDaniel Rd. Pickens, SC 29671
Email maddystuart@msn.com Fax No. _____
Phone Number (s) 864-878-9966

B. Alternate Contact Name: Ben Gantt Title Vice-President, HOPF
> Signature Ben Gantt Date _____
Address 48 Mainsail Drive, Salem, SC 29676
Email ganttpb.a@charter.net Fax No. _____
Phone Number (s) 864-906-7246

Historic Old Pickens Foundation
Oconee County A-Tax Grant

2 Picnic Table/Benches	\$149.99 Ea.	\$299.98
SC Sales Tax		\$24.00
Shipping	TBD	
3 Cable Locks	\$16.99 Ea.	<u>\$50.97</u>
TOTAL		\$374.95

A-Tax Total Expenditure 2 Picnic Table/Benches \$149.99 Ea **\$299.98**

HOPF Expenditure SC Sales Tax \$24.00
Shipping TBD
3 Cable Locks \$16.99 Ea. \$50.97
HOPF Expenditure Total **\$74.97**

Historic Old Pickens

Kiosk/shelter with information panels

The picnic tables will be placed here.





Lifetime 60054 Convertible Bench / Table, Faux Wood Construction

by Lifetime

★★★★★ 282 customer reviews | 50 answered questions

Price: \$149.99 ✓Prime

In Stock.

Ships from and sold by Amazon.com

Eligible for [amazon smile](#) donation.

Size: 57L in.

Color: Brown

- Easy, one-person conversion from bench to table in seconds
- Durable, weather-resistant simulated wood. Designed for indoor and outdoor use
- Ultra stable in both positions; can be used with a second bench to create a full sized picnic table
- The beauty of wood without the maintenance: Will not fade, rot, crack, chip, or peel.
- Slats allow for quick water drainage; Backed by a 2-year limited manufacturer warranty
- Easy, one-person conversion from bench to table in seconds
- Durable, weather-resistant simulated wood. Designed for indoor and outdoor use

✕ Show more

[Compare with similar items](#)

New (13) from \$149.99 ✓Prime

[Report incorrect product information.](#)

This item's packaging will indicate what is inside and cannot be hidden.



Lifetime 60054

Convertible Faux Wood Bench

Creating the perfect place to enjoy a nice afternoon, the Lifetime Convertible Bench is the ideal addition to your yard. Constructed of weather-resistant polystyrene simulated wood, the bench easily converts to a table in seconds. The Lifetime Convertible Bench is UV-protected and will not fade, crack, chip, or peel. Unlike wooden benches, the polystyrene will not splinter or warp, and never needs to be painted or varnished. The steel frame has a powder-coated, rust-resistant finish to ensure that your bench will last for years.

- Powder-Coated Weather-Resistant Steel Frame
- Durable Weather-Resistant Polystyrene
- The Beauty of Wood Without the Maintenance
- Slats Allow for Quick Water Drainage
- Easy One-Person Conversion from Bench to Table in Seconds
- Ultra Stable in Both Positions
- Two Convertible Benches (Sold Individually) Can Be Placed Together to Create a Full-Size Picnic Table
- Easy Access In and Out of Seating Area

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Oconee Chamber of Commerce

B. Address 105 W South Broad Street Walhalla SC 296393

II. FUNDS REQUESTED

A. ATAX Funds Requested \$\$2500.00

B. How will ATAX Funds be used? Advertisement of Mayfest Art of Living

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

D. Funds furnished by your organization \$7500.00

Matching Grant _____

Source _____

Matching Grant _____

Source _____

Other Funding _____

Source _____

Other Funding _____

Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title 2017 Mayfest Art of Living

B. Description of project Spring festival with music, arts, and food and a car show.

C. Who will benefit from this project? The community, merchants, restaurants, hotels, vendors, and campgrounds.

IV. DATES OF PROJECT

Beginning 5/05/17

Ending 5/06/17

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 8/9/1906

Eleemosynary Organization under IRS 57-028687

RECEIVED
2-15-17

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This funding will be used to promote Oconee County outside the 50 mile radius.

Promotion will bring guests outside a fifty miles radius to Walhalla.

- A. How many visitors/participants attended the event last year and are anticipated this year?
B. 2500 in 2016 3000 in 2017
- 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 25% in 2016
This Year 35% in 2017
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: 25
This Year: 35
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
TV ads, rack cards in visitor centers, Carolina Festivals magazine ad, and social media promotional ads.
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) See attached.
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) guest logs, phone logs, website hits.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: 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: Sandra Powell Title Oconee Chamber Events Manager
Signature Sandra Powell Date 02/10/17
Address 105 W South Broad Street Walhalla SC 29691
Email west@oconeechambersc.com
Fax No. _____ Phone Number (s) 864-638-2727

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

Mayfest Art of Living AD Budget

Company	Cost
WSPA TV	\$1,500
WYCW	\$500
Rack Cards	\$275
EC Publishing	\$225
Total	\$2,500



February 09, 2017

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

Dear Mr. Shirley:

Mayfest Art of Living brings new people into Walhalla for the event. As a business owner I have increased traffic in my store and have gained some return business from the event. Please consider the Oconee Chamber's request for grant funding to enable advertng for this wonderful event.

Sincerely,

A handwritten signature in cursive script that reads "Kathy Black". The signature is written in black ink and is positioned below the word "Sincerely,".

Kathy Black
Strutting Peacock

February 10, 2017

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

Dear Mr. Shirley:

Mayfest Art of Living brings new people into Walhalla for the event. As a business owner I have increased traffic in my store and have gained some return business from the event. This is a wonderful event to promote Walhalla. Please consider the Oconee Chamber's request for grant funding to enable advertizing for this wonderful event.

Sincerely,

Melisa Underwood
Underwood Custom Embroidery

A handwritten signature in black ink that reads "Melisa Underwood". The signature is written in a cursive style with a large, looped initial "M".

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 \$1,500.00

B. How will ATAX Funds be used?

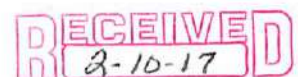
To purchase Internet advertising on Active.com, the event registration website, and Facebook. Please see Attachment 1 (Dual Source Documentation).

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 2 (Budget) and 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 \$28,000.00
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**



Please see Attachments 2 (Budget) and 3 (Publicity Budget) for this information.

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title:

Rally in the Valley 2017 - Bicycles, Barbecue, Beer and Bands (6th annual)

C. Description of project

Lake Jemiki is a beautiful setting adjacent to a private lake tucked back into the Blue Ridge Mountains. 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 and 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 27, 2017

Ending: May 27, 2017

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 over 200 cyclists in its fifth year (2016). As well as attracting cyclists and their families (a total of 298 paid participants in 2016), 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?

213 cyclists, 69 event only participants & 59 volunteers/vendors attended in 2016. The target for 2017 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: 128

This Year :175

In 2016, 213 cyclists participated in the event, 128 (or 55%) of whom were from out of state or South Carolinians from over 50 miles away. In addition, some of the event only participants who did not have to register for the event were from out of state as well as about 10% of the volunteers.

- 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; Facebook Boosts; and rack cards placed in bicycle and outdoor shops as well as on community bulletin boards. Please see Attachments 1 (Dual 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 attached letters from the Mountain Lakes CVB and the Oconee County Chamber of Commerce, a news article and a "Tell Willie" comment.

- 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; the Facebook boosts data; and hard copies of publicity materials, including but not limited to the rack cards and press releases.

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: Scott Park, Land Conservation Director

Joy Dickerson Upstate
Assistant Financial Director

Signature _____



2/10/17

Date _____

Address 507 Pettigru Street
Greenville, SC 29601

Email: spark@upstateforever.org

Fax: 864-250-0788

B. Alternate Contact Name: Emily Hitchcock, Oconee Forever

Signature /s/ Emily Hitchcock

Date February 10, 2016

Address- 295 Conley, Mountain Rest, SC 29664

Email emilyanddickey@gmail.com

Phone Number (s) 864-638-6350

OCONEE COUNTY ATAX GRANT

APPLICATION OF OCONEE FOREVER / UPSTATE FOREVER
ATTACHMENT 1

DUAL SOURCE DOCUMENTATION

Oconee Forever plans to use two sources for its paid internet advertising campaign. The first 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 2017. The second provider will be Facebook.

One of the services offered by the first provider, 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 and Oconee Forever will be charged only if a person clicks through the ad to the Rally in the Valley registration page. For example, Active reported in 2016 that Rally in the Valley had 269,908 impressions resulting in 1,283 clicks at an average cost per click of \$0.98. This advertising will target large metropolitan areas in North Carolina, South Carolina, Georgia, Florida and Tennessee.

The second provider will be Facebook. Oconee Forever will purchase advertising on Facebook known as "boosts" that will target Facebook users who are cyclists in large metropolitan areas in North Carolina, South Carolina, Georgia, Florida and Tennessee. In 2016, for a cost of \$200, the Facebook boost had a paid reach of 33,290, 1,101 actions, 439 link clicks, 80 page likes and 440 post likes.

With both Instant Ads and Facebook boosts, the text of the ad is abbreviated due to space limitations. However, if awarded a grant, the required grant language will be placed at the bottom of the registration home page. Thus, it will be seen by every person who goes to the registration home page, regardless of whether the person accesses the page through an Instant Ad, a Facebook boost or any other form of advertising, including word of mouth.

APPLICATION OF OCONEE FOREVER / UPSTATE FOREVER
ATTACHMENT 2

RALLY IN THE VALLEY 2017 BUDGET

<u>EXPENSES</u>	<i>Cash</i>	<i>Non-Cash Values</i>
Beer, includes permit	10.00	1,500.00
Contingency Funds	500.00	
Door Prizes		500.00
Insurance	900.00	
Logistics	600.00	850.00
Lake Jemiki (500)		
Bathrooms (550)		
Misc (400)		
Meal: Food & Supplies	2,500.00	1,000.00
Music	1,000.00	2,000.00
Publicity	2,000.00	3,000.00
Rack Cards (400)		
Internet Ads (4,000)		
Facebook Boost(600)		
Race Supplies	400.00	
Food (200)		
Misc (200)		
Registration Supplies	125.00	
T-shirts	2,250.00	
		TOTAL EXPENSES: \$19,135.00
<u>INCOME</u>		
In-kind donations		8,850.00
Cash Sponsors	8,500.00	
Registration Fees	10,000.00	
Donations (event day)	50.00	
Sale of Pork Butts	500.00	
ATAX Grant Funds	1,500.00	
Sale of t-shirts	100.00	
		TOTAL INCOME: \$29,500.00
		<u>PROJECTED NET INCOME: \$10,365.00</u>

**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		400.00		400.00
Active.com	1,000.00			1,000.00
Facebook Boost	500.00	100.00		600.00
Other Internet Ads			3,000.00	3,000.00
TOTAL PUBLICITY BUDGET: \$ 5,000.00				

Printed rack cards have played an important marketing role in Oconee Forever's advertising plan, and this year we will continue that program focusing on target locations outside of Oconee County. Rack cards will be distributed to the following locations in addition to areas within Oconee County. Types of distribution locations include trail heads, bike shops, REI stores, and outdoor related shops.

1. Pickens County
2. Anderson County
3. Greenville County
4. Northeast Georgia: Toccoa, Clayton, Hiawasee, Gainesville, Hambersham
5. Metro Atlanta
6. Western North Carolina: Franklin, Brevard, Asheville, Hendersonville

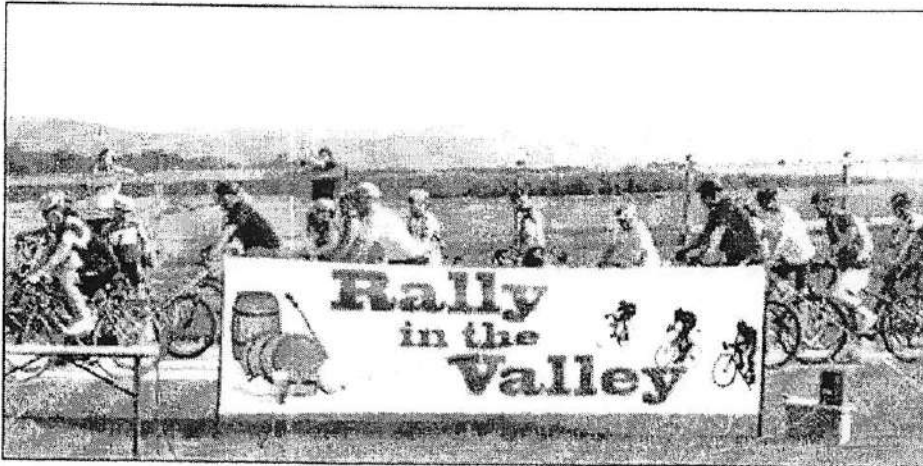
Additional marketing will focus on internet publicity through various social media platforms, as well as websites, bike club event calendars, Facebook and Active.com. This marketing push will include all of the areas mentioned above as well as the following target cities:

1. South Carolina- Columbia, Charleston and Myrtle Beach
2. North Carolina- Raleigh and Charlotte
3. Tennessee- Chattanooga, Knoxville and Nashville
4. Florida- Orlando and Jacksonville

The overall goal of the marketing plan is twofold. To succeed in our cap goal of 300 participants, and increase the general public's awareness of the Oconee Forever mission - enhancing Oconee's natural beauty through sensible growth and conservation.

2/10/2017

2017 ATAX app att 4 news article.jpg



Setting out at 8 a.m. and 9 a.m. Saturday morning, cyclists were ready for 30 or 60 miles of open road as part of the fifth annual Rally in the Valley.

Rally in the Valley event raises funds for Oconee Forever

BY STEPHANIE IADRNICZEK
THE JOURNAL

WALHALLA — More than 200 cyclists took to the roads Saturday for the fifth annual Rally in the Valley. Choosing between a 30- or 60-mile ride, participants left on an early departure from Lake Jemiki and headed toward the foothills of the Blue Ridge.

"Lake Jemiki is located about five miles west of Walhalla in the mountains," event coordinator Shea Airey said. "The bike riders go north in the county through the foothills, into the valleys and mountains, and they end up in Tamasee then come back down to the event site."

Live music, barbecue and craft beer awaited the returning cyclists — because a few hours after the bike riders set out on their adventures, the non-cyclists arrived to crank up the festivities.

"We had live music from three different bands, barbecue that had been slow-cooked all night, and all of our sides were locally prepared," Airey said. "Thomas Creek Brewery from Greenville and Oskar Blues Brewery from Brevard, N.C., came and poured beer. So between the music, a great meal, beer and a beautiful setting — it was a great event."

Rally in the Valley is Oconee Forever's main fundraiser. The local organization is an outreach group of Upstate Forever based in Greenville, a group dedicated to natural resource conser-

vation, sustainable development and clean air and water.

"Oconee Forever is made up of Oconee County citizens who focus on that same mission, but here locally," Airey said. "We're dedicated to projects such as keeping our working farms in Oconee County and preserving special natural areas and historic sites."

Five years ago, Airey held the first Rally in the Valley at his home in Tamasee. That's how the event got its name — because Tamasee is located in the Cheohee Valley, and the cyclists rode through the Cheohee.

"In that first year, we had about 65 to 75 people — it was a success. And my wife was very patient with me," Airey laughed.

The family-friendly event drew folks from neighboring North Carolina and Georgia over the weekend. Although the majority of participants and attendees were from the Palmetto State, some drove several hours to settle in for a day of fun at Lake Jemiki.

Airey said the event is a natural fit for Oconee Forever because it showcases the county's natural beauty.

"It is essential for Oconee County citizens to understand and treasure what we have here," Airey said. "Rally in the Valley is a beautiful demonstration of our natural resources and it encourages everyone in the county to continue to protect those natural resources."

2/10/2017

2017 ATAX app att 5 tell willie.jpg

Tell Willie

CALL 916-9749



Willie.
 I want to tell you what a fantastic bike ride I had recently. Oconee County has the most beautiful rural roads and views and rivals any other beautiful county in the U.S. I saw at least 20 different native plants blooming, two different milkweeds that support Monarch Butterflies, along with Mountain Laurel and rhododendron whose blooms were still persisting. Every car that had got caught up within the bike train was patient, courteous and respectful. I rode with Rally in the Valley folks, an event to support Oconee Forever — a great organization. The Journal had a very good article on it. On the same page, there was an article explaining how Clemson University/City of Clemson brought \$1.7 million into the local economy this spring by providing facilities and marketing spring break crew/rowing training on Lake Hartwell. I hope everyone realizes how much money the Rally in the Valley event brought into the local economy for the weekend. I talked with a handful of bikers on my ride. They were all from out of town, spent the night locally Friday night, ate meals and enjoyed a great ride and food Saturday. Two of them were spending Saturday night. I'll bet all of them filled their gas tanks in Walhalla on their way out of town. Hosting these kinds of events (can I amp them all into ecotourism?) brings money into the local economy without the county having to provide new infrastructure, tax credits, land purchases or taxpayer-supported spec buildings. I hope everyone supports more ecotourism in the county. I think it can bring just as much money into the county as industry does, but without taxpayer subsidizing.

Walhalla is sitting on a wonderful opportunity with Stumphouse Mountain. I have ridden my bike from Playground Road up the escarpment to the Middle Tunnel Trail and Stumphouse Tunnel. There are miles of old logging roads and trails on Stumphouse Mountain into a smaller version of Dupont Forest (one of the mountain biking/horseback riding meadows in Western North Carolina). I hope everyone will continue to support ecotourism in Oconee County.

Thanks for the Tell Willie forum!
Willie says:
 More and more folks like you (and me) seem to be getting on board with the value of ecotourism. The Oconee County Council and many towns and cities have bought into the Destination Oconee program, which encourages businesses to build or remodel their exterior appearance to reflect an outdoor/rustic look so the county has a recognizable "theme" for tourists to identify us with and remember Oconee County favorably for return visits. The recently renamed Mountain Lakes Convention and Visitors Bureau's website is programmed to pick up events and link them to its site.
 We're making progress, and the future is wide open.



MOUNTAIN LAKES
CONVENTION and VISITORS BUREAU
'Destination of a Lifetime'
NATIONAL GEOGRAPHIC

January 31, 2017

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, but it is also 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 a 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

Oconee County Chamber of Commerce

Advocating Business, Cultivating Community

February 01, 2017

Mr. Phil Shirley

415 South Pine Street

Westminster, SC 29693

Dear Mr. Shirley,

The Oconee Chamber of Commerce supports the Oconee Forever's event Rally in the Valley. This event brings visitors to our area as well as promotes preserving of our beautiful county. This event is a very worthwhile endeavor. Please consider their grant application.

Thank you,

Sandra Powell

Oconee Chamber of Commerce

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

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ ~~1600~~ 1500
B. How will ATAX Funds be used? To purchase full-page ad space in fall and spring editions of the Mountain Lakes Visitor's Guide
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization 0
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title OHC in Mountain Lakes Visitor's Guide
B. Description of project The OHC will purchase a full page ad space in the upcoming fall and spring editions of the Mtn. Lakes Visitor's Guides
C. Who will benefit from this project? The OHC will see increased visitation at our 2 museum locations, other attractions, restaurants and

IV. DATES OF PROJECT

Beginning Fall 2017 Ending Spring 2018

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date May 1999
 Eleemosynary Organization under IRS Code: IRS # 31-1663047
Date of Determination Letter January 2000

RECEIVED
2-14-17

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?
2016 = 3,119 2017 = 3,200
- 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 1,205
This Year 1,300
- 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?
visitors guide 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 and "how did you hear about us?" 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

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 2-14-17
Address PO Box 395 Walhalla, SC 29691
Email info@oconeeheritagecenter.org Fax No. _____
Phone Number (s) 804-838-2274
- B. Alternate Contact Name: _____ Title _____
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____

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?

2016 = 3,119 2017 = 3,200

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 1,205

This Year 1,300

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 guide 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 and "how did you hear about us?" 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

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 2-14-17
Address PO Box 393 Walhalla, SC 29691
Email info@oconeeheritagecenter.org Fax No. _____
Phone Number (s) 804-838-2224

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

OHC in Mountain Lakes Visitor's Guide – ATAX Grant Application

II. Itemized Budget

Mountain Lakes Visitor's Guide (fall & spring)	\$1600
--	--------

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

Oconee Heritage Center would like to continue participating in the Mountain Lakes Visitor's Guide as a paid advertisement sponsor because our branding needs to be more adequately conveyed in a way that is not possible with a generalized listing. Our branding is in line with the "rustic elegance" being promoted by initiatives like Destination Oconee and that this will contribute to the overall growth of tourism in Oconee. Statistically, if they can be attracted, heritage tourism visitors spend more and stay longer than other leisure travelers, particularly in South Carolina. Likewise, having a full-page ad will help the OHC continue to position itself as the leader in museums in Oconee County.

**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 \$ 4500.00

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 \$9510.00

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 56th 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, bed and breakfast inns, and gas stations enjoy increased revenue.

IV. DATES OF PROJECT

Beginning September 6 Ending September 10, 2017

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

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

Phone Number (s) 864-647-5316

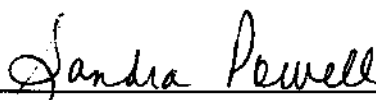
Signature  Date 2-14-17

B. Alternate Contact Sandra Powell Title

Address P.O. Box 206 Westminster SC 29693

E-mail wcoc@nuvox.net

Phone Number (s) 864-647-5316 Fax No.

Signature  Date 2-13-17

South Carolina Apple Festival Advertisement Budget 2012

Local	
Westminster News	1000
Daily Journal	1000
Toccoa Record/ Hartwell Sun	1000
WGOG	1000
Greenville Radio Stations	2000
Miscellaneous advertisement	2000
Total	8000

ATAX	
SC Living Magazine	1500
WYFF TV	4000
EC Publishing	510
Total	6010

Total Ad Budget	14010
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Oconee County Chamber of Commerce

Advocating Business, Cultivating Community

February 13, 2017

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

Dear Mr. Shirley:

The Oconee Chamber would like to show our support for the South Carolina Apple Festival Local Accommodations Tax Grant Application. The SC Apple Festival is a tradition for Oconee County and Westminster dating back to the early 1960's. It showcases our apple harvest. Visitors come from all over the United States to enjoy this wonderful festival. Please give their application serious consideration.

Please feel free to call me with any questions at 638-2727

Sincerely,



Vanessa Penton

Oconee Chamber

*Wishbrook Furnishings
204 East Main Street
Westminster, SC 29693*

February 10, 2017

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. We have participated with an outside booth over the last few years. 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,



Donald Campbell
Wishbrook Furnishings

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Town of West Union
 B. Address P.O. Box 129
West Union, SC 29696

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3000
 B. How will ATAX Funds be used? Advertising
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
 D. Funds furnished by your organization \$21,000
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding \$21,000 Source Hospitality tax
 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 Fun In the Sun
 B. Description of project Free community event featuring craft + food vendors, childrens activities + great musical entertainment
 C. Who will benefit from this project? Citizens of the county and surrounding areas

IV. DATES OF PROJECT

Beginning 6-10-17 Ending 6-10-17

V. APPLICANT CATEGORY

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

RECEIVED
2-14-17

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Stopping + buying gas, overnight motel stays for band + visitors, sightseeing before the event opens

A. How many visitors/participants attended the event last year and are anticipated this year?
approx. 1500

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 30%

C. How many overnight stays were created by this event last year and are anticipated this year?
Last year: 3
This Year: 3 - hopefully more

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

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

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) 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? 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: Linda Oliver Title Mayor
Signature Linda Oliver Date 2-14-17
Address 150 Schroder St West Union SC 29696
Email linda.oliver@westunion.com Fax No. 864-638-6593
Phone Number (s) 254-739-2323

B. Alternate Contact Name: Bethany James Title Event Planner
Signature Bethany James Date 2-14-17
Address 135 Schroder St West Union SC 29696
Email beanjames@westunion.com Fax No. 864-638-6593
Phone Number (s) 723-3781

Fun In the Sun
Budget 2017

Musicians:

Benton Blount	\$	3,000.00
Adam Carter	\$	1,000.00
Another musical guest	\$	8,000.00
Stage and lighting	\$	4,000.00
Superior Sound Productions	\$	600.00
Food/Beverages	\$	1,000.00
Porta Potties	\$	1,000.00
Tent Rental	\$	600.00

Children's Activities:

Childrens inflatables	\$	1,050.00
Thomas the Train	\$	750.00

Total	\$	21,000.00
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Atax Fund Budget

Newspapers:

The Journal	\$	1,600.50
Keowee Courier	\$	318.26

Radio:

WGOG	\$	320.00
Rock 101	\$	3,555.00

Billboards:

Fairway Outdoor	\$	1,600.00
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Total	\$	7,393.76
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THE JOURNAL

210 W North First Street • P.O. Box 547 • Seneca, SC 29679 • Ph: 864.882.2375 • Fax: 864.882.2381

Town of West Union Advertising Proposal 2017

Keep It Local Play. Shop. Dine.

Fun In The Sun 2017

Quarter Page Journal Ad with Full Color	
June 2, 2017	\$378.00
June 3, 2017	\$283.50
June 6, 2017	\$125.00
June 7, 2017	\$125.00
June 9, 2017	\$125.00

Quarter Page The Limited with Full Color	
June 5, 2017	\$30.00

Quarter Page Upstate Lake Living Magazine	
June 1, 2017	\$330.00

Spot Light on West Union

A weekly or bi-weekly promo featuring West Union and it's local businesses and good works within the community.

Quarter Page Journal ad in Black and White	\$189
Quarter Page The Limited in Black and White	\$15

Presented By Jane Schneider, Advertising Account Executive

UpstateToday.com

Gmail - prices from last years Sun Festival

Page 1 of 1



Linda Oliver <lindaoliver29696@gmail.com>

prices from last years Sun Festival

1 message

Ashton Hester <keoweecourier@bellsouth.net>

Thu, Feb 9, 2017 at 1:23 PM

Reply-To: Ashton Hester <keoweecourier@bellsouth.net>

To: "lindaoliver29696@gmail.com" <lindaoliver29696@gmail.com>

Hey Linda,

I looked back and ya'll ran a 1/4 page ad in the Courier...the cost was \$210.64 (per run) and it was black and white.

If you run it again this year the price will stay the same. For \$316.26 (per run), I can get it in both the Courier and the Westminster News.

Candi



RADIO ADVERTISING AGREEMENT

Post Office Box 10, Wethulla, SC 29891

(864) 638-3616 (864) 638-6210

www.wjnc.com

Page of

Date: February 6, 2017
 Business Name: Town Of West Union
 Authorized Employee: Linda Oliver
 Address: PO Box 128
West Union, SC 29696
 Phone: _____
 FAX: _____
 Email Address: _____
 Client No: 778
 Sales Executive: Gary Bryant

Agency: _____
 Discount: _____
 Co-Op: _____

Description: Fun In The SUN
 Start Date: Saturday, June 03, 2017
 End Date: Saturday, June 10, 2017
 Cart No: _____
 Length: :30

Special Instructions:

Advertising Schedule

	Date		Time		Days							Rate	Memo
	Start	End	Start	End	Mon	Tues	Wed	Thur	Fri	Sat	Sun		
1	06/03/17	06/10/17	6am	6pm	5x	5x	5x	5x	5x	5x		\$6	
2													
3													
4													
5													
6													
7													
8													

Add attachment page if additional schedule space is required.

Total Units: 40 Cost Per Unit: \$8.00 Gross: _____ Net: \$320.00

Terms: This advertisement order represents confirmation of the agreement between Agency/Client and station. Unless otherwise agreed to by the parties, full payment is required at time of order. When credit is approved, station will bill at end of month. Payment for all ads is due as broadcast and payable no later than the tenth calendar day of the month after the ads were broadcast or the services were provided. Client agrees to pay on time without regard to actions by other parties involved on their behalf. Client agrees to pay all cost of collection (including attorney's fees) and that necessary litigation will be in a court within a jurisdiction of radio station's license. Canceling the contract requires full payment of all amounts due. Upon cancellation, payment shall include the difference between the contracted value and the rate determined by the actual number of ads broadcast. Canceling will stop broadcasting but not change the contract obligation to pay the difference between the contracted value and the rate determined by the actual number of ads broadcast for all ads broadcast prior to cancellation. A 72 hour notice is required to cancel any advertisement. (Long-term agreements require 30 day notice to cancel.)

All scripts and programs will comply with applicable local, state and federal laws and regulations. The undersigned personally guarantees, unconditionally and at all times, the payment when due and all indebtedness of Agency/Client to the station. This agreement constitutes the full and complete agreement of the parties and supersedes all prior negotiations, proposals and agreements, either oral or written, between the parties.

If checked, the terms of this agreement contains a long-term commitment or a special discounted rate package. Should Agency/Client cancel before said term expires, a regular per spot rate of _____ will be retroactively applied to Agency/Client's account. This includes any past paid invoices which are part of this agreement.

The parties to this advertising agreement affirm that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminate in anyway on the basis of race or ethnicity.



Town of West Union

Fun in the Sun

5/29-6/10

- M-F 6a-7a: 11x per week (30s commercials)
- 6/3-6/4 Sa-Su 6a-7p: 10x (30s commercials)
- 6/10 Sa-6a-7p: 6x (30s commercials)
- *Total Commercials: 38 PLUS a matching streaming schedule!*
Meaning that every commercial that is played over the radio will also play over our internet stream
- ALSO, with the remote package you receive:
- Stoneman from Classic Rock 101.1 on-location for 2 hours
- 4x 60s LIVE Commercials during the broadcast from Stoneman
- 20x 15s promotion commercials leading up to the event
- *Extra 24 commercials for the Fun in the Sun event*

Total Cost: \$3,555 (This includes tech/talent fee)

BUSINESS NAME

ADDRESS

PHONE NUMBER

CLIENT APPROVAL

DATE

***Entercom Upstate requires a two-week written cancellation policy.**

From: **Marian Wooles** Marian.Wooles@fairwayoutdoor.com
Subject: **RE: Festival**
Date: **Feb 6, 2017, 12:20:00 PM**
To: **Linda Oliver** lindagailoliver@icloud.com

Linda

Hi. Great to hear from you. Hope you are doing well. I will check availability for the Seneca digital for May 15 - Jun 10th. Cost is \$1600 per period (28 days).

Thanks and have a great day!

Marian Wooles
Account Executive
Fairway Outdoor Advertising
3905 Clemson Blvd
Anderson, SC 29621
864-224-4000 (office)
864-305-4344 (direct)
864-356-4849 (cell)
864-231-8738 (fax)
www.fairwayoutdoor.com

Disclaimer follows signature:

The information transmitted in this email is intended only for the person or entity to which the email is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. PLEASE NOTE THE COMPANY DISCLAIMS ANY LIABILITY WHATSOEVER FOR ANY VIRUSES TRANSMITTED IN CONNECTION WITH THE EMAIL OR ATTACHMENTS HERETO. ANY ATTACHMENT TO THE EMAIL SHOULD BE SCANNED BY THE RECIPIENT FOR VIRUSES PRIOR TO OPENING SUCH ATTACHMENT.

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

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

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ \$2,551.00
- B. How will ATAX Funds be used? To promote the UHQT and Oconee County emphasizing its heritage, cultural and recreational points of interest.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization \$2,079.00
- | | |
|---------------------------------|---|
| Matching Grant _____ | Source _____ |
| Matching Grant _____ | Source _____ |
| Other Funding <u>\$4,346.00</u> | Source <u>ATAX monies from Anderson County and The City of Anderson; 2016 Pickens County ATAX funds</u> |
| Other Funding _____ | Source <u>ATAX application will be submit to Pickens County ATAX in February 2017 cycle.</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 2017 UHQT Promotion
- B. Description of project The Upstate Heritage quilt Trail is in the unique position for promoting Anderson, Oconee and Pickens Counties. Our promotion plan is being presented to local ATAX Commissions for support of our effort to promote tourist destination sites and points of interest that have quilt panels on the UHQT. The UHQT works closely with local communities to support their tourism objectives and involve community members in selection and production. Painted quilt panels replicate original cloth quilts and are installed on outdoor venues for tourists to see while walking or driving in the area. Currently there are 192 quilt panels on the Trail, 112 which are located throughout Oconee County and listed in our Trail Map and highlighted through other promotion efforts.
- C. Who will benefit from this project? The UHQT collaborates with other groups and activities to promote tourism in the Upstate area. We organize tours when requested by individuals or groups. We recommend local shops, restaurants and places to stay. Curate several fabric quilt displays in destination sites throughout the county and support local charities. Our intent is that visitors will stop and visit the sites that have a quilt panel, adding to their visitation numbers. Local vendors and freelance professional are utilized to the extent possible.

IV. DATES OF PROJECT

Beginning March 2017 Ending September 2017

V. APPLICANT CATEGORY

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



V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate Area has many attractive destinations for tourists to enjoy, from outdoor adventure, historical sites, art venues and quaint communities to explore. Over 112 quilt panels are located throughout Oconee County. The UHQT encourages travelers to get off the main roads and explore the back roads through our communities and make their own discoveries. Every quilt tells a story and every quilt leads to discovery. This project helps promote community pride and remembrances to local history from all walks of life. The UHQT promotion efforts complement and expand audiences reached through marketing efforts. In 2016 the UHQT web site had 11,966 visitors: 4862 USA, 1379 SC, 457 VA and 323 from NC. The UHQT Face book page has 1083 friends and 972 followers from throughout the United States.

- A. How many visitors/participants attended the event last year and are anticipated this year?
UHQT is a self-guided tour. Feedback received from destination sites indicated sites do have frequent visitors who found them by touring the Trail.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year _____
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : _____
This Year: _____

- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
The publications selected for advertisement each reach an audience that has interest in historic tourism and the arts. **Blue Ridge Country Magazine** is primarily a southeastern United States travel publication. We advertised in the January/February Travel issue and to date have received over 75 unique addresses to send follow up material (see follow up letter in Appendix A) **The Country Registers** is published in 46 states and 5 provinces in Canada. We plan to advertise in The Carolinas Country Register, Florida and add Georgia. Each paper has a wide distribution in their respective states through advertising retailers, events and shows, plus Visitors/Welcome Centers. They will include submitted at no charge with paid advertisement. **South Carolina Living** published monthly 573,000 subscriber families in South Carolina. Advertisement also appears in digital edition at www.SCliving.coop. Digital options that can be combined with printed campaign is Dedicated e-mail blast to 10,000 recipients; Travel e-newsletter with advertisement and story on web site. **American Quilters Society Magazine and digital options** The magazine is a standard in the industry, AQ is a front runner among quilting magazines. Distribution to over 71,000 members and 30 -40 thousands in newsstands and stores. **On Point digital Newsletter**, 203,000 opt-in email recipients, banner linked to blog story and UHQT web site. Banner will run monthly for a year. **QuiltWeek Program Booklet** this show is the most attended stand- alone consumer quilt shows in the world. AQS QuiltWeek in Paducah, Kentucky, 2016 Spring show attendance was 32,322 sold tickets in 2017 a second show in September expected attendance 18,000.

These printed advertisements along with the UHQT map and other community based activities promote Oconee County to an audience throughout the State and Tri-state area. An audience that is not focused on through other tourism efforts. The UHQT website had 11,966 visitors in 2016. Facebook likes 1083; Followers 972 on a regular base throughout the country.
See Appendix A Promotion Plan FY 2017

- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) See Appendix A
Promoting Oconee County through Upstate Heritage Quilt Trail and letter of support Appendix B.

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) . Web site hits and other social media usage will be monitored and evaluated.. Contact leads from advertisers will receive map and letter and communication logs maintained. Advertisements and other public outlets will be monitored for promotion effects or inquiries received. Requests for promotion materials and tour assistance will be recorded for location and quantity supplied.

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.

| Contact Name: Martha File Title President
| Signature Martha File Date 2-10-2017
| Address PO Box 333, Walhalla, SC 29691
| Email info@uhqt.org Fax No.
| Phone Number (s) 904-874-1975, 864-273-6603

| Alternate Contact Name: Judy Goodwill Title Treasurer
| Signature Judy Goodwill Date 2-10-2017
| Address PO Box 333, Walhalla, SC 29691
| Email info@uhqt.org Fax No.
| Phone Number (s) 864-273-6603



Upstate Heritage Quilt Trail
PO Box 333
Walhalla, SC 29691

864-723-6603
www.uhqt.org, email info@uhqt.org

February 10, 2017

Mr. Phil Shirley
South Cove Park
1099 South Cove Park Road
Seneca, SC 29672

Dear Mr. Shirley,

Enclosed is an ATAX application from the Upstate Heritage Quilt Trail (UHQT). The primary objective of this request is to support the promotion of the UHQT to independent and small group travelers nationally and regionally. The UHQT exposure through various media outlets distributed throughout the state, regionally and nationally attracts individuals and groups interested in the vast array of offerings the Upstate of South Carolina provides. We find travelers are coming for scenic adventures, small town and historic explorations along with 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 Upstate.

I would like to take this opportunity to thank you for your consideration of this request and would appreciate the opportunity to answer any questions you may have.

Sincerely,

A handwritten signature in blue ink that reads "Martha File". The signature is written in a cursive, flowing style.

Martha File

President, Oconee Conservatory of Fine Arts/dba Upstate Heritage Quilt Trail

2017 UHQT Promotion Plan

Budget Request for ATAX support from Oconee County February 2017

Promotion Activity	Total Cost	Oconee County ATAX Request
Tourism writer to assist in writing travel articles for submission	\$300.00	\$150.00
<i>South Carolina Living Magazine</i> Digital options to support promotion plan Dedicated E- Blast in September over 10k on database, 25% open rate and click through, names and contact information is provided for follow-up.	\$550.00	\$275.00
Travel e-newsletter, banner ad on site, contact information provided	\$450.00	\$150.00
American Quilters Society Advertising venues ½ page advertisement April/May	\$1,065.00	\$355.00
AQS Banner ad with a few descriptive sentences that would then link to an article with images on AQS Blog at On-Point Newsletter this advertising vehicle which is currently reaching 203,000+ unique, opt-in email addresses each week. Follow to contacts obtained from this site	\$1,000.00	\$333.00
AQS Paducah Fall Show Program Guide in Kentucky September 2017	\$575.00	\$225.00
The Country Register, FL, GA, NC/SC Sept/Oct 2017	\$640.00	\$213.00
Revise and update UHQT Map brochure preparing for fall printing date of 5,000	\$6,800.00	\$1,000.00
Total	\$11,380.00	\$2,551.00

Total 2017 Promotion Project Costs \$14,910.00

Funds Received to date:

\$600.00 City of Anderson ATAX 2016/17
\$2,596.00 County of Anderson ATAX 2017

Funding request pending

Oconee County ATAX February 2017 \$2,551.00
Pickens County ATAX February 2017 \$4,258.00
City of Clemson ATAX request \$600.00
Advertisement sell for 2017 UHQT Map \$2,400.00
Oconee County ATAX September Request \$1,905.00

**** Advertisements will be sold to help with production and distribution of map expenses.**

2017 Promotion Plan for the UHQT for which funds have been received

Publication	Total Cost	ATAX Funds to support Promotion
<i>2017 Needle Travel, Fiber & Fabric Travel Guide – full page advertisement</i>	(\$500 paid in 2016)	(\$500 Pickens 2016 ATAX & Anderson 2016 ATAX)
<i>The Quilt Shop Navigator, full page advertisement jointly sponsored with Anderson Quilt Show</i>	\$200.00	\$100 County of Anderson 2017 ATAX \$100 Anderson Quilt Show Funds
<i>The Country Register, FL, GA, NC/SC –May/ June advertisement jointly sponsored with Anderson Quilt Show</i>	\$443.00	\$199 County of Anderson 2017 ATAX \$244 Anderson Quilt Show Funds
<i>Blue Ridge Country Magazine, May/June 2017 Travel issue ¼ page ad and banner on web site</i>	\$1,450.00	\$1,150.00 Pickens 2016 ATAX \$300 County of Anderson 2017 ATAX
<i>South Carolina Living Magazine, June issue, 1/6 page ad, jointly sponsored with Anderson Quilt Show</i>	\$1,580.00	\$790 Anderson 2017 ATAX \$790 Anderson Quilt Show Funds
<i>American Quilters Society – Full page ad in Paducah Kentucky Spring Show Program Guide April 2017</i>	\$575.00	\$575 City of Anderson 2016/17 ATAX
<i>Design work for 3 ads in 4 formats for publications and Face Book</i>	\$560.00	\$535 Anderson County 2017 ATAX \$25 City of Anderson 2016/17 ATAX
	\$4,808.00	\$4,808.00
<i>Promotion expenses to be paid by UHQT</i>		
Face Book and Pintrest posts, UHQT email blasts	\$200.00	
Web Site: updates,	\$500.00	
Web Domain costs and email marketing UHQT	\$579.00	
Postage & envelopes to mail maps, rack cards	\$500.00	
Participating in local charity events or donating to their silent auctions	\$300.00	
UHQT Financial Contribution	\$2,079.00	
Total	\$6,887.00	
Other UHQT Contributions to Promotion:		
Public speaking engagements,		
Promoting destination sites through advertisement art copy, email blasts, articles submitted to local and regional publications		
Providing educational program to schools		
Curating Quilt Shows in the community and promoting them, i.e. Westminster Depot, Oconee Heritage Center, Patriots Hall		
Investigate opportunities on local and Regional to promote UHQT, web sites, newsletters, radio talk shows. Promote to directors of events, conference centers guided tours		

Appendix A

UHQT 2017 Promotion Plan and

Promoting Oconee County through Upstate Heritage Quilt Trail

UHQT Promotion Review and 2017 Plan

Throughout this past year the UHQT has reviewed the various activities and marketing venues employed to promote the Upstate through the UHQT. We are learning how to use social media more effectively but also see areas of improvement. As the project evolves we are moving toward marketing venues in which we can obtain greater exposure and obtain information on those interested in the Trail and provide opportunities for further contact with these individuals. Additionally, the UHQT continues to encourage opportunities to collaborate with destination sites or events to promote the Upstate. We have found these efforts mutually beneficial for all parties and maximizes promotion efforts. The table below shows the promotion contact points for the UHQT are growing. Promotion is impacting inquiries and interest in the Trail. The Trail maintains steady growth and interest locally and regionally continues to develop.

Promoting Anderson, Oconee and Pickens Counties via Upstate Heritage Quilt Trail

	2013/14	2014/15	2016
Web site visits	4,599	5,990	11,966: 4862 USA, 1379 SC, 457 VA, 323 NC,
Face Book likes	200	491	1083, Followers 972
Face Book posts reached		58,880	37,141 reached ; 3312 post clicked; 2700 Reactions
Organized Quilt Shows signed register	290	360/223>50 Miles	Collaborated with; 2016 Lake & Mountain Guild show to help promote show regionally, Coordinated quilt shows at Westminster Depot and Oconee Heritage Center, Patriots Hall-
UHQT Maps	7,500	10,000	5,780 mailed>50 miles 800 distributed <50 miles National Quilt Gathering, TN – 75, >50 miles Distribution at shows, talks and independent requests 250 >.50 mile 70 Interest requests from web high light, Blue Ridge Mag, Jan/Feb 2017 >50 miles
Tours	93	135	In development with Anderson Quilt Show Aug. 2017
Help with travel	6 >50 miles	12 >50 miles	10>50 miles
Studio visits	15/12 > 50 miles	35/30>50 miles	15>50 miles, 10< 50 miles
Presentations attendance	200/50>50 miles	205/155>50 miles	Charlotte NC, Quilt Guild – 90 Greenville TN, National Quilt Trail Gathering – 75 Walhalla Rotary – 20, Foothills Newcomers - 135 2017 March – Greenville, Piedmont Chapter of DAC, Simpsonville, & Piece Markers Quilt Guild
UHQT Rack Card Distribution	500	1000	9,500 mailed >50 miles 2,500 < 50 miles – local promotion
Other coverage Sources			National publication: <i>“Following The Barn Quilt Trail”</i> by Suzie Parron in 2016 Regional publications: Acreage Life Mag. 10/26/16 Blue Ridge Country Mag., Nov/Dec 2016 Newspaper coverage in Seneca, Westminster, Fair Play, Anderson and Pickens Noted on web sites local, regional and State organizations as well as the National American Barn Quilt Trail site

Article published in Country Registers in NC/SC and FL in Jan/Feb 2017 issue along with ad copy.

Trail Tales:

Learning the History Behind Historic Locations on the Upstate Heritage Quilt Trail

By Victoria Hurst

The Upstate Heritage Quilt Trail gives locals and visitors a guide by which to seek out some of the fascinating history of this region. Rather than displaying actual quilts, artists take inspiration from family heirlooms and paint the designs from a textile quilt square onto a piece of wood that can be mounted outdoors. There is much to discover beyond just the beautiful quilt squares themselves. The locations that choose to display these historically charged artworks are often local treasures, as well. Travelers can enhance their experience of the trail by learning the significance of the sites they are visiting along the way.

One location that takes travelers back to the beginnings of our upstate counties as we know them today is the Old Pickens Presbyterian Church in Seneca. Built in 1850, this building functioned as a church and meetinghouse for early Scotch-Irish and English immigrants. The church itself was built by townspeople, using bricks made from clay that they harvested from the banks of the nearby Keowee River. It is the last remaining building from the bygone town, Pickens Court House, which was the Pickens county seat from 1828-1868. A quilt square called "Courthouse Steps" adorns an information kiosk near the church building and contains elements of the natural wonders that make this area such a special destination.

The Oconee Heritage Center (OHC) in Walhalla features the "Rocky Mountain Road" square, which serves as the logo for the UHQT, and is also a great place to gain some context for the journey. Covering a wide span of time, from Native American History to the New Deal and the rise of the textile industry in this area, travelers can glean a lot about the trail from visiting this one location. There is also a Children's Corner, which makes this stop fun and educational for all.

About nine miles down the road on Main Street, Westminster, travelers will find a quilt square featuring a very popular design in the early 20th Century, "double wedding rings," adorning both sides of a sign for another interesting historic landmark. The General Store Museum (curated by the OHC), was built in 1908 and operated as an important center for local commerce for the entire 20th century. It ceased store operations in the 1980s but remains as a museum to display 100 years worth of ordinary items that are now quite extraordinary to see.

Within a two block radius from the OHC in Walhalla, travelers can find a few other historic stops on the trail. Old St. John's Meeting House, built in 1889 and moved twice in its lifetime, began as an Episcopal Church but was deconsecrated in 1957. It is now located in Kaufmann Square and serves as an event and meeting space (hence its current name). This last remaining example of Carpenter Gothic architecture in Oconee County features "Storm at Sea," quilted by Oconee county native Alberta Ramey Bowers for her oldest son, James.

Two other stops on the trail that are in walking distance from the OHC and Old St. John's Meeting House are The Cherokee Museum and Patriots' Hall. The Cherokee Museum, honoring a vital part of this region's history, displays a very special quilt square that serves as the "Oconee Flag." Composed of Native American symbols for "water" and "land" or "mountains," the design featured on this quilt square has been certified and approved by the Tribal Council of the Eastern Band of the Cherokee Nation as being the legitimate Native American symbol for Oconee County. Just down the street from The Cherokee Museum lies Patriots' Hall Veterans Museum, which was built in 1933 and offers visitors a look at the rich history of American veterans, free of charge. A beautiful square, "Yellow Ribbon," serves to honor all veterans in Oconee County and beyond.

Traveling the Upstate Heritage Quilt Trail is about more than just beautiful patterns and nostalgic pictures. It is entirely possible to just enjoy the visual delights of the trail, giving little thought to what formed the works. However, it is but a starting point to learn so much more about the rich culture and history of this region and the stories of the people who lived it. Visit our website, www.uhqt.org, for a full list of quilt trail stops, interactive maps, and suggested itineraries.

Victoria Hurst is a writer, traveler and Clemson native who is now based in Charleston, SC.

Funded through Oconee County ATAX Commission



Explore & Discover

Handing Down & Passing On Traditions

Follow the Upstate Heritage Quilt Trail Self-Guided Tour
through Oconee • Anderson • Pickens Counties SC

See our interactive map at www.uhqt.org

Painted Quilt Squares can be found on
Art Centers • Museums • Homes • Businesses • Farms • Historic Sites • Parks



Anderson Arts Center

Museum of the Cherokee in SC • Walhalla



Hagood Mill • Pickens



Split Creek Farm • Anderson



Table Rock State Park Visitor's Center



For guided group tour information or general inquiries write: PO Box 333, Walhalla, SC 29691 or 1.864.723.6603
email: info@uhqt.org web site: www.uhqt.org Facebook: Upstate Heritage Quilt Trail

Sponsored by Anderson, Pickens and Oconee AT&T Commissions



Sample reply letter being sent with
UHQT Map to internet requests from
Blue Ridge Country Jan/Feb Travel issue.

January 20, 2017

Thank you for your interest,

The Upstate Heritage Quilt Trail brings local traditions to the forefront for travelers and residents alike. Displaying quilt patterns on hand-painted panels, over 190 of this region's homes, barns, churches, community buildings, and historic sites participate in showcasing the colorful stories and generations of craftsmanship that contribute to this region's rich history. With endless opportunities for learning and engaging with the treasures of the upstate, the UHQT provides enjoyment for people of all ages and backgrounds. Visit our website for more information on locations, routes, and the stories behind the quilts. www.uhqt.org.

Additional tourism information about the Upstate can be obtained from the following:

Anderson County	<i>Visit Anderson,</i> http://www.visitanderson.com/	<i>Anderson Area Chamber of Commerce,</i> http://www.andersonscchamber.com/
Oconee County	<i>Mountain Lakes CVB,</i> http://www.scmountainlakes.com/	<i>Oconee County Chamber of Commerce,</i> http://www.oconeechambersc.org/
Pickens County	<i>Visit Pickens County,</i> http://www.visitpickenscounty.com/ <i>Easley Chamber of Commerce,</i> http://www.easleychamber.net/	<i>Greater Pickens Chamber of Commerce,</i> http://www.pickenschamberofcommerce.com/ <i>Clemson Area Chamber of Commerce,</i> http://www.clemsonareachamber.org/
Upcountry South Carolina	http://www.upcountrysc.com/	

We are always happy to answer questions or assist you in developing a tour focused on your interests. Looking forward to hearing from you,

Martha File, President Upstate Heritage Quilt Trail
info@uhqt.org
894-7223-6603
Face Book *Upstate Heritage Quilt Trail*

UHQT Sites in Oconee County

112 installed locations, 5 in production

Number	Quilt Name	Location	Address	City
01	South Carolina Block	Fair Play Welcome Center	185, Exit One	Fair Play
02	Crazy Quilt	Fair Oak Elementary	1964 Oak Way Rd	Westminster
03	Double Wedding Rings	Oconee Heritage Center General Store Museum	126 East Main St.	Westminster
04	Card Trick	Westminster Library	112 W. North Ave.	Westminster
05	Flower Basket	Residence	210 Adams St.	Westminster
06	Rocky Mountain Road	Oconee Heritage Center	123 Brown Square Drive	Walhalla
07	Goose on the Pond	Oconee Conservatory of Fine Arts	101 East North Broad St.	Walhalla
08	Star in Star	Oconee County Public Library	501 W. South Broad St.	Walhalla
09	Dresden Plate	Residence	2498 Blue Ridge Hwy.	Walhalla
10	Compass Rose	Keowee Elementary School	7051 Keowee School Road	Seneca
11	Original Design	Residence	210 Crestview Ct.	Seneca
12	Mohawk Trail	Residence	607 Lighthouse Ct.	Seneca
13	Fusion Star	Residence	514 Beacon Shores Drive	Seneca
14	Star	Residence	729 Navigators Pointe	Seneca
15	The Tulip	Tokeena Angus	3057 Pine Grove Rd.	Seneca
16	Grandmother's Flower Garden	Red Door	120 Ram Cat Alley	Seneca
17	Star with Cats	Ran Cat Alley	106 Ram Cat Alley	Seneca
19	Log Cabin	Blue Ridge Arts Council	111 E. South Second St.	Seneca
20	Double T's	Ballenger House	212 E. Third St.	Seneca
21	South Carolina Star	Seneca Public Library	300 E. South Second St.	Seneca
22	Jackson Star	Blue Ridge Elem	995 South Oak St.	Seneca
23	Ohio Star	Residence	14072 S. Radio Station Rd.	Seneca
24	Cather's Maze	High Fall Park	671 High Falls Rd.	Seneca
25	Log Cabin	The World of Energy	7812 Rochester Hwy	Seneca
30	Carolina Mystery Pattern	Dads & Lads Store	224 E. Main Street	Westminster
31	Nine Patch & Double Irish Chain	Residence	Adams Street	Westminster
32	Eagle Ridge Star	Residence	476 Fire Tower Rd.	Seneca
33	All -A- Loon in the Mist	Residence	307 Valley View Drive	Seneca
34	Peace	Residence	200 Adams Street	Westminster
35	Oconee Flag	Cherokee Museum	70 Short St.	Walhalla
37	Friendship	OCPL - Salem Branch	5-B Park Avenue	Salem
41	Fusion Star	Residence	116 Pinnacle Pointe Dr.	Seneca
42	Cross Canoes	Academy at Wildwater	1251-A Academy Rd.	Long Creek
44	Crazy Quilt	DAR Thrift Store	9695 N Hwy 11	Tamassee
45	Double Wedding Rings	James M. Brown Elementary	225 Coffee Road	Walhalla
46	Starlight's	FOLKS	4065 Keowee School Rd.	Seneca
49	Mountain and Lakes	Historic Earle House	105 West South Broad Street	Walhalla
51	Drunkards Path	Residence	135 Cloverdale Dr.	Seneca
52	Bowtie	Residence/workshop	235 Jumping Branch Road	Tamassee
53	Eagle	Community Center Building	5 A Park Avenue	Salem
54	Saw Blade	Community Center Building	5 A Park Avenue	Salem
58	Mozart's Star	Hamilton Career Center	100 Vocational Drive	Seneca
59	Fan	Residence	712 Tall Oak Trail	Seneca
62	Stargazing	Toussaint Law Firm	10131 Clemson Blvd.	Seneca
63	Fenced in Dahlia	Fair Play Presbyterian Church	201 Fair Play Church Road	Fair Play

Number	Quilt Name	Location	Address	City
64	Par 3	Blue Ridge Golf Center	2499 Blue Ridge Blvd	Walhalla
65	Hot Cotton	Residence	301 Jaynes Street	Walhalla
66	Strom at Sea	Old St. John's Meeting House	200 S. Catherine Street	Walhalla
68	Yellow Ribbon	Patriots' Hall	13 Short Street	Walhalla
72	Rolling Landscape - Lake and Mountains	Devils Fork State Park	161 Holcombe Circle	Salem
73	Blue Horizon	Arnold Building	10612 Clemson Blvd.	Seneca
75	Hearts and Gizzards	Chattooga Belle Farm	454 Damascus Church Road	Long Creek
76	Hearts and Stars	Chattooga Belle Farm	454 Damascus Church Road	Long Creek
82	Railroad Crossing	Westminster Chamber	135 East Main Street	Westminster
83	James River Blues	Residence	103 S. John Street	Walhalla
84	Flower Basket	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster
85	Caesar's Crown	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster
86	Cactus Blossom	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster
88	Tulip	Oconee State Park	624 State Park Road	Mountain Rest
89	Presidents Wreath	Oconee Community Theater	8001 Utica Street	Seneca
92	My Blue Ridge	Residence	650 Deer Creek Lane	Fair Play
93	School House	Rosenwald School	150 Pleasant Hill Cir	Westminster
94	Hawaiian Patch	Dental Practice	10229-A Clemson Blvd.	Seneca
95	Stars	Residence	517 W. Main Street	Walhalla
96	Tsunami Relief	Brown-Oglesby Funeral Home	101 E.N. Second Street	Seneca
97	Log Cabin	End of the Road Studio	255 E. Bear Swamp Road	Walhalla
98	Texas Star	Residence	202 Augusta Street	Westminster
99	Autumn Star	Residence	301 W. Abbey Street	Westminster
a100	Friendship Garden	Westminster City Hall	100 E Windsor Street	Westminster
a109	Carolina Lilly	Residence	306 N. Catherine Street	Walhalla
a110	Dutch Doll	Residence	560 Theo Martin Road	Westminster
a111	Building Blocks	Oconee County Administration Bldg.	415 S. Pine Street	Walhalla
a112	Flags	Boat Dock/ Lake Cherokee	235 Jumping Branch Road	Tamassee
a113	Crossroads	Tamassee Salem Middle/High School	4 Eagle Lane	Salem
a114	Fan	Tamassee Salem Middle/High School	4 Eagle Lane	Salem
a115	Native Birds	Residence	202 Chartwell Point Road	Seneca
a116	Holiday Splendor	Lorraine Harding Real Estate	10898 Clemson Blvd.	Seneca
a117	Momo's Tuffet	Residence	10623 Long Creek Hwy	Westminster
a122	Nine Patch	Lila Doyle at Oconee Medical Center	101 Lila Doyle Drive	Seneca
a123	Bouillabaisse	Residence	645 The Bear Blvd.	Tamassee
a125	Scenes from Mountain Rest	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest
a127	Butterfly	Residence	6515 Toccoa Highway	Westminster
a128	North Star	Tamassee Elementary School	9950 N. Hwy 11	Tamassee
a129	Grandmothers Choice	Tamassee Salem Middle/High School	4 Eagle Lane	Salem
a131	Bible Blocks	Mountain Rest Baptist Church	9915 Highlands Hwy	Mountain Rest
a132	Blue Birds	Hopewell United Methodist Church	Methodist Drive & Jenkins Bridge Rd	Westminster
a135	Crazy Quilt	Cheohee Community Building	See Directions	Tamassee
a138	Orchard of Learning	Orchard Park Elementary	600 Toccoa Highway	Westminster
a139	Dogwood	Residence	507 Willow Branch Lane	Seneca
a142	French Rose	Residence	833 White Oak Hill Drive	Seneca
a143	Crazy Tie Quilt	Residence	101 Augusta Street	Westminster
a144	Josephine's Knot	Residence	200 Augusta Street	Westminster
a146	Faith n Grace	Faith and Grace Open Air Market	13843 Long Creek Hwy	Mountain Rest
a161	Prairie Star	Hospice of the Foothills	390 Keowee School Road	Seneca

Number	Quilt Name	Location	Address	City
a162	Grandmother's Garden	Residence	302 South College Street	Walhalla
a166	The Starke 1834 Baby Quilt	Residence	302 Chattooga Lake Road	Mountain Rest
a169	A Bridge to a New Beginning	Walhalla High School- Inside	4701 N. Hwy 11	Walhalla
a170	Courthouse Steps	Old Pickens Presbyterian Church	E.Pickens Hwy, SC 183 at Old Pickens Church Road	Seneca
a171	Quilted Tulips	Residence	112 Nardellas Circle	Westminster
a172	Angel	Mt. Carmel Church	2 Old Flat Shoals Road	Salem
a174	Lone Star	Sandifer Funeral Home	512 East Main Street	Westminster
a175	Thai Memories of Saffron and Silk	Moon's Drug Store	132 Main Street, on Hwy 123 side of building	Westminster
a179	Grandmothers' Quilt	Residence	309 Pleasant Acres Drive	Seneca
a181	On My Farm	Residence	11261 Long Creek Highway	Westminster
a182	Sun Bonnet Sue	American Legion Post 107	205 Lucky Street	Westminster
a183	Blue Heron	Keowee Fire Department	115 Maintenance Road	Salem
a184	Winter Cardinal	Residence	202 Winterberry Lane	Seneca
a185	Carpenters Wheel	Residence	110 Cornelia Avenue	Westminster
a186	Cathedral Window	Residence	899 Rocky Fork Road	Westminster
a187	Color Wheel	Residence	418 Cornelia Avenue	Westminster
a188	Mariners Compass	Workshop	880 Cartee Road	Seneca
a192	Gardeners' Delight	Residence	112 Nardellas Circle	Westminster
		Below are in Production		
a212	The Cross	Westminster Baptist Church	212 East Windsor	Westminster
a213	Mountain Scenes	South Cove Park	10310 South Cove Road	Seneca
a217	Tes Belle Fleurs	Residence	119 N. Wynward Pointe Drive	Salem
a219	Grandmothers Flower Garden	Residence	175 Newman Road	Salem
a503	Cathedral Window	Residence	124 Tyler Lane	West Union

Appendix B
Letter of Support

Oconee County Chamber of Commerce

Advocating Business, Cultivating Community

February 9, 2017

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

Re: Upstate Heritage Quilt Trail Grant Application

Dear Mr. Shirley:

The Oconee County Chamber of Commerce would like to show our support for the Upstate Heritage Quilt Trail Local Accommodations Tax Grant Application. The Quilt Trail has added a unique opportunity to promote the families in Oconee County through the quilt trail. This gives a glimpse of the history of our county and provides a wonderful opportunity for tourism. Please give their application serious consideration.

Please feel free to call me with any questions at 638-2727

Sincerely,



Vanessa Penton

Oconee County Chamber of Commerce

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 **\$39,671.00**
- B. How will ATAX funds be used? **To purchase advertising in print/radio in Greenville, SC, Asheville, NC, Athens, GA and Spindale, NC. To print both our event and playbill brochures to be distributed at welcome centers in the Upstate. This marketing program is designed to stimulate and increase tourism and participation via attendance and to continue our very successful Weekend Entertainment Package promotion.**
- 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 2017/18 Performance Season Marketing**
- B. Description of Project **To promote our 2017/18 season of shows and Weekend Entertainment Packages from 9/1/17 through 6/30/18. These funds will be used to purchase advertising in Western NC, NE Georgia and Greenville, SC and print our 2017/18 brochures to be distributed at SC Welcome Centers and Chambers of Commerce.**
- C. Who will benefit from this project? **Increasing our of county attendance for all our events will directly contribute to increases in tourism dollars spent in Oconee county hotels, restaurants, retail shops and convenience stores.**

III. Dates of Project

Beginning **9/1/17** Ending **6/30/18**

IV. Applicant Category

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

VI. How will the project influence tourism in Oconee County All ATAX funds will be used to advertise our shows and Weekend Entertainment Packages outside of Oconee County. Approximately 39% of our audience would now be classified as 'tourist' by the 50 mile radius definition. Through this marketing program we hope to increase our tourism percentage to 40%. We are planning 59 performance dates for our 2017/18 season.

How many visitors/participants attended the event last year and are anticipated this year.
LY **13,200** TY **14,100**

- A. How many visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? **LY 39% or 5148 , TY 40% or 5640**
- B. How many overnight stays were created by this event last year and are anticipated this year? **LY 209 TY 225**
- 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 52**

RECEIVED
2-03-17

performance dates that generated revenue of approximately \$189,644.00. 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 \$568,932.00 last season.

Using the same formula for our upcoming season we are planning 59 performance dates that will generate \$198,000.00 in revenues for us and in turn will generate an additional \$594,000.00 for our local economy. Tourism's economic impact will account for 40% or \$227,600.00 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 by 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: 6/22/15
Address: PO Box 523, Walhalla, SC 29691
Email: walhallaciv1744@bellsouth.net Fax: 864 638-5277
Phone Number: 864 628-5277

- B. Alternate Contact Name: _____ Title: Board Member
Signature: [Signature] Date: 1/25/17
Address: 114 Perry Daves Rd. Walhalla, SC 29691
Email: halbiz56@gmail.com Fax: _____
Phone number: 864-903-1185

ATAX Grant advertising detail by media (rate documentation for each media is attached).

2016/17 WCA Brochure/Playbill

6000 printed and distributed to all SC Visitors Centers and area Chambers of Commerce \$890.00

4000 2017/18 Playbills distributed to SC Chambers of Commerce centers and all attending patrons
\$4321.00

Greenville News

(40) - ¼ page ad in full color in Weekly Entertainment section @ \$243* each \$9720.00
*includes daily web site listing for all ads.

Asheville Citizen Times

(40) – ¼ page ads in full color weekly entertainment section @ \$302.50 each \$12,100.00

Athens Banner Herald


(40) – 1/8 page ads in full color in entertainment section @ \$265.00 \$10,600.00

WNCW Radio in Spindale, NC

3 spots for two weeks on targeted show @ \$30 each \$2040.00

Three weeks of 'live' Calendar listings @ \$160 for 3 weeks


Total advertising expense \$39,671.00

Minuteman Press
3308 North Main Street
Anderson, SC 29621
Phone: 864-224-9115 / Fax: 864-224-7012
Web: www.anderson.minutemanpress.com
E-mail: anderson@minutemanpress.com

QUOTATION 1/17/2017

<p>Bill to: Waihalla Civic Auditorium Inc Bill Chiusano PO Box 523 Waihalla, SC 29691</p> <p>Phone: 864-638-5277 Mobile Phone: 864-710-5539 Email: wchiusano@gmail.com</p>	<p>Ship to: Waihalla Civic Auditorium Inc Bill Chiusano PO Box 523 Waihalla, SC 29691</p> <p>Phone: 864-638-5277 Mobile Phone: 864-710-5539 Email: wchiusano@gmail.com</p>
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**WE OFFER
A WIDE VARIETY OF
MAILING SERVICES**

4000 2017-2018 Playbill - 28 pages plus 4/4 Cover (Job ID 105005)	Total: \$4,320.61
3000 2017-2018 Playbill - 28 pages plus 4/4 Cover (Job ID 105002)	Total: \$3,356.61
6000 2017 - 2018 Season Brochure - 8.5 x 14 - Parallel Fold (Job ID 105000)	Total: \$890.08
Salesperson: Laura Sears	Order Total: \$8,567.30

Taxes are not included.
Quote valid for 30 days.
Thank you. _____ Estimate based on

Terms: Net 10 days





Walhalla Civic Auditorium

From: Bennewitz, Thomas <thomas.bennewitz@onlineathens.com>
Sent: Monday, January 23, 2017 8:41 AM
To: Walhalla Civic Auditorium
Subject: RE: rate quote for 2017-18 season

Hi Bill,

Sure thing!

The rates for this year are a little different. Please see below:

1/8th page ad black and white rate (\$2,500 Volume commitment level): \$180 per ad
1/8th page ad full color rate (\$2,500 Volume commitment level): \$280 per ad

1/8th page ad black and white rate (\$5,000 Volume commitment level): \$165 per ad
1/8th page ad full color rate (\$5,000 Volume commitment level): \$265 per ad

Please let me know if you have any questions.

Thanks!



TOM BENNEWITZ

Multimedia Sales Consultant

thomas.bennewitz@onlineathens.com | 706.255.9606
1 Press Place, Ste. 104, Athens, GA 30601

Websites, Social Media, Search Engine Marketing & Optimization, Targeted Digital Advertising, Specialized Print Programs, Native Content Advertising, Video Display



2012, 2015

From: Walhalla Civic Auditorium [mailto:walhallaaciv1744@bellsouth.net]
Sent: Friday, January 20, 2017 8:20 PM
To: Bennewitz, Thomas
Subject: rate quote for 2017-18 season

Tom, I am preparing a grant application for our 2017-18 season and I need a rate quote for our normal sized ad using the same frequency as this season (26 times I think). Please email that info as soon as you can

Thanks,
Bill Chiusano
864 638-5277

January 23, 2017

Bill Chiusano
Business Manager
Walhalla Civic Auditorium
101 E. N. Broad Street
Walhalla, SC 29691

Re: 2017 Season

The Walhalla Civic Auditorium has a contracted rate for 26 times per year to run a 15" color ad (3 columns x 5 inches) in the EGreenville publication for \$218/ad.

There is an additional \$25/per ad charge for OwnLocal which is an enhancement that will digitize the print ad, place it on the Business Directory of GreenvilleOnline.com and optimize it for search engines, across all platforms.

Let me know if you need anything further.

Thank you,
Karyn Woods
Multimedia Account Executive
The Greenville News Media Group
305 South Main Street
Greenville, SC 29601

ADVERTISING COMMITMENT

This Advertising Commitment, entered into by and between [The Asheville Citizen-Times Media Group] ("Publisher") and [Walhalla Civic Center] ("Advertiser"), is subject to the terms of the Advertising Services Agreement between Publisher and Advertiser dated as of 6/27/2016. (the "Agreement"). Advertiser and Publisher hereby agree to the following Commitment during the period indicated below ("Commitment Term"). If, during or at the conclusion of the Commitment Term, Advertiser desires to make a new Commitment with Publisher, the parties will separately execute a new Advertising Commitment that will supersede this Advertising Commitment and will be incorporated into this Agreement by reference. Capitalized terms used in this Advertising Commitment and not defined herein will have the meanings ascribed to such terms in the Agreement.

Commitment Term (insert dates): 9/1/2016 to 5/31/2017. *Extended thru 2018*

Total Spend (where applicable): 24x minimum commitment in the Asheville Scene

Rates: In connection with Advertiser's agreement to the Commitment described below, the parties agree that the rates set forth herein will apply to Advertiser's purchases of the Services described herein during the Commitment Term. Following the Commitment Term, unless the parties execute a new Advertising Commitment describing a new Commitment, all Services purchased by Advertiser will be billed at Publisher's then-current Standard Rate for such Services.

1. Print ROP & Preprint Advertising Rates (Addendum A). The Advertiser has hereby agreed to the following (size, frequency, PCI):

Asheville Scene - 1/4 Page @ \$302.50 per ad. *Color included in rate

2. Digital Display Rates (Addendum A). The Advertiser has hereby agreed to the following (impressions, CPM, CPD, sponsorship):

N/A

3. Digital Marketing Services Rates (Addendum B). The Digital Marketing Services Rates outlined herein are based upon the Company's Digital Marketing Services Rate Card (SEO, PPC, email, social and web development):

N/A

4. Other Advertising Rates (Specialty Magazine, We Print, Post its, etc.). The Other Advertising Rates outlined herein shall be earned based upon fulfillment of the Advertising Commitment:

N/A

GENERAL NOTES:

AGREED AND ACCEPTED:

PUBLISHER

By: _____
Name: _____
Title: _____

ADVERTISER

By: _____
Name: _____
Title: _____

AGENCY

By: _____
Name: _____
Title: _____



Underwriting/ Program Sponsorship Rates:

WNCW-FM Profile:

Frequency: 88.7 Spindale, 92.9 Boone, 90.9 Wilkesboro, 97.3 Greenville, SC,

Estimated Weekly Cume: 100,000

Format: Americana/AAA Music/Eclectic Music Format with NPR's Morning Edition & News Headlines

Standard Radio Day-Parts:		For Profit	Non Profit
Morning Drive Time:	6am-10am	\$45.00	\$30.00
Mid-day:	10am-3pm	\$30.00	\$20.00
Afternoon Drive Time:	3pm-7pm	\$45.00	\$30.00
Evening:	7pm-Midnight	\$26.00	\$20.00
Overnight:	1am-5am	\$12.00	\$8.00
Weekend Programming:	7am - Midnight (Sat & Sun)	\$30.00	\$20.00

Specified Time: (Specific Time Slot Requested)	\$35.00	\$30.00
Goin' Across the Mountain: 11AM – 7 PM (Saturday)	\$35.00	\$30.00
The Grateful Dead Hour: 8 pm – 9 pm (Wednesday)	\$35.00	\$30.00
Run of Schedule (ROS) 6 AM–Midnight (Monday-Sunday)	\$20.00	\$15.00
Weekday Plan: 6 AM – 7 PM, (Monday-Friday)	\$25.00	\$20.00

Rates are per mention. Maximum 40 words.



Live Music Calendar Listing

WNCW offers a Live Music Calendar listing of area concerts, musical events, and festivals.

Good Things to Know:

- Calendar Format: “Promoter or Business Name” presenting “Official Event Name” featuring “Up to 3 Artists” “Venue” “City” “Date” “Time”
- Prerecorded and Aired 6am to 12am; No Sundays.
- Split and Rotating Calendars.
- Calendars will Air 8 Times per Day; Your Event will Air 4 Times Per Day.
- Notice required 5 business days before desired airdate; 2 weeks before the actual event date (Due to prerecording.)
- Contract Agreement must be signed and returned before airdate.
- NO REDUCED PRICES for Partial Weeks.
- No phone numbers, websites, directions, descriptions, call to actions
- **Orders for Live Music Calendar Packages received before 11 AM weekdays will begin within 5 business days.**
- Event sponsor names may be included in the underwriting credit only if the name is part of the official title of the event.
- Current rates effective as of July 01, 2012. Promoters will be notified of rate changes in advance of the changes taking effect.

FOR-PROFIT (PER EVENT)

Seating Capacity	Weekly Rate	Additional weeks
Up to 100 Seats	\$75.00	\$37.50
101 - 300 Seats	\$100.00	\$50.00
301 - 600 Seats	\$125.00	\$62.50
601 - 1000 Seats	\$150.00	\$75.00
1001 - plus Seats	\$175.00	\$87.50

NON-PROFIT (PER EVENT)

Seating Capacity	Weekly Rate	Additional weeks
Up to 100 Seats	\$55.00	\$27.50
101 - 300 Seats	\$80.00	\$40.00
301 - 600 Seats	\$105.00	\$52.50
601 - 1000 Seats	\$130.00	\$65.00
1001 - plus Seats	\$155.00	\$77.50

Media Sponsorship Rates

1. Underwriting Spots = \$15 vs. \$20 (ROS Only)
\$30 vs. \$35 (Specified Times)

FOR-PROFIT (PER EVENT)

<u>Seating Capacity</u>	<u>Weekly Rate</u>	<u>Additional weeks</u>
Up to 100 Seats	\$75.00	\$37.50
101 - 300 Seats	\$100.00	\$50.00
301 - 600 Seats	\$125.00	\$62.50
601 - 1000 Seats	\$150.00	\$75.00
1001 - plus Seats	\$175.00	\$87.50

NON-PROFIT (PER EVENT)

<u>Seating Capacity</u>	<u>Weekly Rate</u>	<u>Additional weeks</u>
Up to 100 Seats	\$ 55.00	\$27.50
101 - 300 Seats	\$ 80.00	\$40.00
301 - 600 Seats	\$ 105.00	\$52.50
601 - 1000 Seats	\$130.00	\$65.00
1001 - plus Seats	\$155.00	\$77.50

Added Value:

Web Site Rotation - \$50/wk

Trade Tickets: Retail Ticket Price = Retail Spot Price

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization : Westminster Music Association

B. Address : 101 West Main Street, Westminster, SC 29693

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000

B. How will ATAX Funds be used? Building maintenance, specifically HVAC. The air condition unit is not working and must be repaired immediately. Estimates for replacement and repair average \$15,000. The additional funds will be used for signage on Hwy 123 behind the Music Hall that will include a lighted marquis that will display upcoming events.

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

D. Funds furnished by your organization \$40,000

Matching Grant _____	Source: _____
Matching Grant _____	Source: _____
Other Funding <u>\$25,000</u>	Source: <u>Sponsorships</u>
Other Funding <u>\$15,000</u>	Source: <u>Facility Rentals</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 Westminster Music Centre

C. Description of project:

The Westminster Music Hall was established as a sole proprietorship in 2013 as a destination for world class music and family entertainment. In 2016, the management of the venue was transferred to a non-profit organization called the Westminster Music Association (WMA) doing business as the Westminster Music Centre. The goal of the WMA is to not only continue the original vision of great entertainment, but to also include a much stronger emphasis on local community interests. The WMA has recently hired a part-time Director to manage the activities that includes booking shows, renting the facility for local community events, development of a new website, creating and launching a social media strategy, marketing and operations. It is the expectation of the WMA Board of Directors to reopen the doors in March of 2017 with the objective of booking at least two shows per month.

Our Mission Statement is as follows:

The Westminster Music Centre is a non-profit, community focused music venue in downtown Westminster, SC. We are proud to host the region's finest musicians, artists, & performers on our state-of-the-art stage. Fostered by our small town warmth and hospitality, The Westminster Music Centre provides the Upstate and beyond with music as it's meant to be...Up Close And Personal!

During the process of assuming the new non-profit management of the facility, it was understood by the Board that there were certain building updates that needed to be remedied such as replacement of the HVAC. Additionally, there is much needed funding to assist with marketing the venue as a



destination for the City of Westminster that will include signage on the back side of the building facing Hwy 123 (West Windsor Street) to promote the venue as a vibrant (and visible) part of the city. To that end, each member of the Board has made a personal financial donation to show our commitment and confidence in the future of this venue. We have secured other sponsorships from local individuals and organizations. The Board is also committed to a continual effort to solicit additional sponsorship funding and grants. It is the desire of the Board to become a great partner with the City of Westminster and to create a venue that will help make the city a destination of choice.

D. Who will benefit from this project?

Residents of and visitors to the City of Westminster and Oconee County. The city and county will benefit from the economic impact from lodging, food and retail.

IV. DATES OF PROJECT

Beginning April 1, 2017

Ending March 30, 2018

V. APPLICANT CATEGORY

Government Entity: 501 C 3

Westminster Music Association, Inc. dba Westminster Music Centre

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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

This is a new non-profit entity recently acquired from a sole proprietorship and the former owner does not have valid reports from last year. Based on research, we intend to book 24 shows with an average attendance of 150 for a total of 3600 visitors/participants this year.

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

Last Year: n/a

This Year: 1,800 (Estimate based on 50% of the anticipated 3600 visitors.

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

Last year : n/a

This Year: 540 (estimate based on 24 shows with an average attendance of 150 for a total of 3600 patrons. Estimated 15% staying overnight for a total of 540 overnight stays.

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

A new website has been created that will include all upcoming events with online ticket purchases. Social media including FaceBook, Pinterest and Instagram. Each patron will be asked to subscribe a monthly newsletter.

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

At this time there is no documentation from the previous owner. However, based on the performance of other similar venues in the area, it is well know that this type of entertainment draws in a high percentage of visitors outside of a 50 mile radius.

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)

Moving forward records will be kept from ticket sales, website SEO and social media fan based tracking. Surveys will be taken onsite and online for customer feedback.

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: Bill Callahan Title Chairman
Signature William Callahan Date 2/14/17
Address 101 West Main Street, Westminster, SC 29693
Email wmcdds@bellsouth.net Fax No. _____
Phone Number (s) 864-267-9616

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

The poster is framed in yellow and contains the following elements:

- Top Left:** Westminster Chamber of Commerce logo with the word "Presents" in a script font above it.
- Top Center:** "Music On Main" in a large, bold, serif font.
- Top Right:** "Friday June 3" in a blue serif font.
- Second Row:** "1st Fridays thru October" on the left, a diamond-shaped logo for "WESTMINSTER" in the center, and "6:30 - 9:00pm" on the right.
- Third Row:** "Music, Food, Drinks and a GREAT time!" in a blue box on the left, "Featuring..." in a script font in the center, and "The City Street Band" in a white box on the right.
- Bottom Left:** A photograph of a green classic convertible car with its hood open at a cruise-in.
- Bottom Center:** A circular logo for "MEAT 'N' THE MIDDLE" featuring a cactus and a burger.
- Bottom Right:** A photograph of five people (four men and one woman) sitting on a bench outdoors.





