

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

**I. APPLICANT**

A. Name of Organization Seneca Fest 2018  
B. Address Cignilliat Community Center  
+ Field

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 9550.<sup>00</sup>  
B. How will ATAX Funds be used? Ads on WYFF - Proposal  
schedule is attached.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
D. Funds furnished by your organization 80K  
Matching Grant \$25K Source HAT Fund  
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 12<sup>th</sup> Annual Seneca Fest  
B. Description of project Concerts - Wrestling Event -  
C. Who will benefit from this project? Restaurants / Hotel / Camp ground  
Local Businesses

**IV. DATES OF PROJECT**

Beginning 3-1-18 Ending 5-26-18

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
2-15-18

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Destination Oconee - We want tourism for the entire week end

- A. How many visitors/participants attended the event last year and are anticipated this year?  
5000 - 10,000
- 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 4070  
This Year 6070
- 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?  
WUPF Ad schedule - Schedule 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 from ticket sales

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

**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

*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 2-15-18  
Address 221 E N 15th St  
Email RJohnson@conee.org Fax No. 864-885-2771  
Phone Number (s) 864-885-2700
- B. Alternate Contact Name: \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_



SENECAFEST '18 TERRI CLARK/KENTUCKY HEADHUNTERS/GOLDEN CORNE... Author: VICKY CRENSHAW

Proposal ID: 22516  
 Schedule Date: 5/1/2018 - 5/25/2018  
 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: 5/1/2018-5/25/2018

Program Time	Spot Length	MY 1	MY 7	MY 14	MY 21	Wks	Spots
<b>WYFF</b>							
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	--	10	10	10	3	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

**SENECA FEST - FISCAL YEAR 2018 ITEMIZED BUDGET**

<b>Entertainment</b>	<b>\$ 50,000.00</b>
<b>Stage</b>	<b>\$ 8,000.00</b>
<b>Sound</b>	<b>\$ 16,000.00</b>
<b>Food</b>	<b>\$ 3,000.00</b>
<b>Advertising</b>	<b>\$ 5,500.00</b>
<b>Construction/Septic</b>	<b>\$ 3,500.00</b>
<b>Accommodations</b>	<b>\$ 5,750.00</b>
<b>Temp Labor</b>	<b>\$ 1,500.00</b>
<b>Security</b>	<b>\$ 5,500.00</b>
<b>Merchandise</b>	<b>\$ 5,750.00</b>
<b>TOTAL</b>	<b>\$ 104,500.00</b>

# Oconee County ATAX Grant Application Form

## For Tourism Related Projects

### I. Applicant

A. Name of Organization: Devils Fork State Park

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

### II. FUNDS REQUESTED

A. ATAX funds requested \$4,005.74

B. Funding will be used to rehabilitate heavily used areas of the park.

C. One hundred percent of the requested amount (\$4,005.74) will directly attribute to attracting guest and serving tourists. This project will be funded by ATAX funds only. There will be no matching grants or other funding for this project.

### III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Site Rehabilitation

#### B. Description of Project

Devils Fork State Park receives heavy use on spring and fall weekends and throughout the duration of the summer season. Because of this, the impact pads of the campsites have become worn and need to be refurbished. Fine stone will be added to tent impact pads to replenish and level pads that have been depleted due to erosion and such heavy use. Charcoal grills that have rusted and deteriorated over time with heavy use will be replaced.

RECEIVED  
2-12-18

### **C. Project Benefits**

This project directly benefits guests visiting Devils Fork and Oconee County. Devils Fork is a popular tourist destination for numerous guests entering the Golden Corner. Many of these visitors stay at the park as they enjoy the abundant sites and opportunities within Oconee County. This proposed project will improve the overnight camping at Devils Fork by protecting the campground from the impact of tents being placed in non-designated areas, and provide campers with a more comfortable and level location to place their tent. This grant will also provide funding to replace grills that have deteriorated over the years due to heavy use. New grills will provide park guests with a way to cook meals with friends and family. A restoration project such as this will entice patrons to continue visiting the park.

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

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

Depending on the approval of the requested funds and when they are released, the project will begin after April 1, 2018 and completed by March 1, 2019.

### **V. Application category**

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

### **VI. Demographic Data**

The proposed project will serve to strengthen Devils Fork's influence on tourism in Oconee County by rehabilitating parts of a heavily used park, thus making the park an even more desirable destination. Prior to opening in 1991, no appreciable overnight accommodations providing lake access were available to people visiting Lake Jocassee. The park operates 20 mountain villas, 13 boat access only primitive campsites, 59 paved sites with water and electric hook-ups, and 25 rustic tent sites. The park also operates a Ranger Station/Park Store that provides area information and brochures. Since opening in 1991, Devils Fork State Park has steadily become a popular destination for visitors to the Golden Corner. The park staff routinely refers individuals to local restaurants, bed and breakfast, private cabin rental and county campgrounds when Devils Fork is full. The park has seen its attendance increase by providing well-maintained quality facilities from which visitors can enjoy picturesque Lake Jocassee. The proposed project will improve the quality of the campground at Devils Fork, thus maintaining the high standards repeat guests and new guest have come to expect.

- A.** In 2017, there were 213,912 visitors to Devils Fork throughout the year; it is anticipated that the attendance numbers will be the same or greater for 2018.
- B.** A total of 6,734 overnight reservations were made in 2017 with a total of 20,040 nights stayed. 17,797 of these nights were from reservations made by guests beyond a 50 mile radius of Devils Fork/Oconee County.
- C.** In the calendar year 2017, there were 6,734 overnight reservations made at Devils Fork State Park. Since 2012, there has been an average increase of 219 reservations per year. The number of overnight reservations is predicted to be around the same or higher in 2018.
- D.** SouthCarolinaParks.com is the website for the South Carolina State Park Service and South Carolina as a whole. Not only is it a website for reserving campsites and cabins, it serves as a tourism guide as well. This website is connecting people all over the World Wide Web and throughout the United States with South Carolina. There are also printed material, brochures, television commercials and other advertisements currently circulating.
- E.** With the increasing popularity of social media, the South Carolina State Park Service has increased its presence on such sites as, Facebook, Twitter, Youtube, Instagram, and Pinterest. There are currently over 106,100 people following SC state Parks on Facebook, over 23,000 on Instagram, and over 14,000 followers on Twitter. Many park guests post pictures and comments to these social media sites.
- F.** Reserve America, which is the reservation service utilized by South Carolina State Parks, also serves as a marketing tool with Active Network. Statistical reports to break down the number of reservations made by individuals based on their home county and state can be generated through the Active Network Active Works program.

## **VII. Audit**

Does your organization perform independent audit? Yes X

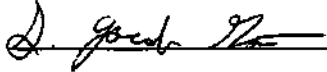
Name of the Auditor: Frances Miley, Capital Project and Grants Manager,  
SC Department Of Parks Recreation and Tourism, and the State Budget Office

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

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

A. Contact Name: Jacob Gantt

Title: Park Ranger II

Signature  Date 2/12/18

Address: 161 Holcombe Circle Salem, SC 29676

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

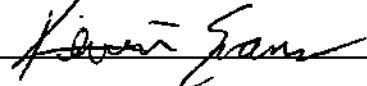
Phone Number (s) Office: 864-944-2639

B. Contact Name: Kevin Evans

Title: Park Manager

Address: 161 Holcombe Circle Salem, SC 29676

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

Signature  Date 2/12/18

Phone Number(s) 864-644-2639



**Rehabilitation Budget**

Fine Stone Screenings for impact pads (80 tons) \$1,116.00 estimated Tax \$66.96.....\$1,182.96

Charcoal Grills (20) \$2,591.00 estimated Tax \$155.46.....\$2,746.46

Quikrete mix to secure grills (20 bags) \$72.00 estimated Tax \$4.42.....\$76.32

**Total Budget: \$4,005.74**

STATEMENT

**Frank Bibb**

Stone • Fill Dirt • Topsoil

394 Black Jack Road • Westminster, South Carolina 29693

864-647-6421 • Cell-864-903-9266

DATE 1/26/2018

Devil's Fork STATE PARK

DETACH AND MAIL WITH YOUR CHECK YOUR CANCELLED CHECK IS YOUR RECEIPT.

DATE	DESCRIPTION	CHARGES	CREDITS	BALANCE
	80 Ton Screenings @ 13.95 per Ton		\$ 1,116	00
<i>FLB</i>				
<i>Thank You</i>				
PAID BY CHECK NO				

## **Devils Fork State Park**

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**From:** Jacob Gantt  
**Sent:** Tuesday, January 30, 2018 11:52 AM  
**To:** Devils Fork State Park  
**Subject:** Fw: Bid for quarry dust

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**From:** Randy Cobb <[randycobbgrading00@gmail.com](mailto:randycobbgrading00@gmail.com)>  
**Sent:** Tuesday, January 30, 2018 11:40 AM  
**To:** Jacob Gantt  
**Subject:** Re: Bid for quarry dust

80 tons of quarry dust at 16 a ton would be 1,280 dollars  $16 \times 80 = 1,280$

---

**From:** Randy Cobb <[randycobbgrading00@gmail.com](mailto:randycobbgrading00@gmail.com)>  
**Sent:** Tuesday, January 30, 2018 11:20 AM  
**To:** Jacob Gantt  
**Subject:** Bid for quarry dust

On the quarry dust I get 16 dollars a ton delivered thank you and God bless

LBM Industries Inc.  
P.O. Box 40  
Sapphire, N.C. 28774  
Phone: 828-986-4545  
Fax: 828-862-8619

**LBM  
Industries**

<b>To:</b> J Gantt	<b>From:</b> James Alexander
<b>email:</b> Jgantt@scprt.com	<b>Pages:</b> (1/1)
<b>Phone:</b> 944-2639	<b>Date:</b> 1/30/2018
<b>Re:</b> Devils Fork State Park	<b>CC:</b>

[www.mcneelycompanies.com](http://www.mcneelycompanies.com)

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**MATERIALS**

**DELIVERED PRICE**

Fines

23.50/TON

**Price does not include sales tax**

**WE APPRECIATE THE OPPORTUNITY TO PRICE THESE MATERIALS, PLEASE FEEL FREE TO CALL WITH ANY QUESTIONS YOU MAY HAVE OR IF YOU NEED ADDITIONAL INFORMATION.**

Thanks,  
James Alexander

Salem Stone  
864-944-7625

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Review Cart: 118381EM-2

ESTIMATED QUOTE AMOUNT:

\$2,591.00

Number of items: 20

**Pilot Rock**

RJThomas Mfg. Co., Inc.

PO Box 946

Cherokee, IA 51012-0946

customerservice@rjthomas.com

Fax: 712-225-5796

Phone: 1-800-762-5002

## Customer Information

**ORGANIZATION TYPE** State Government  
**FIRST NAME** Jacob  
**LAST NAME** Gantt  
**TITLE** Park Ranger  
**ORGANIZATION NAME** Devils Fork State Park  
**ADDRESS 1** 161 Holcombe Circle  
**ADDRESS 2**  
**CITY** Salem  
**STATE** SC  
**ZIPCODE** 29676  
**PHONE** 8649442639  
**FAX**  
**EMAIL** jgantt@scprt.com  
**SHIP TO ZIPCODE** 29676  
**WILL THE SHIP-TO DESTINATION BE A RESIDENTIAL ADDRESS?** No  
**DO YOU REQUIRE LIFTGATE (UNLOADING) SERVICE FOR FREIGHT SHIPMENTS AT THE DESTINATION?** No

## Configurable Items

Type / Model #	Item Price	Qty	Total
H-16 Series Charcoal Grill	\$107.10	20	\$2,142.00
H-16-B6			
• B6 Embedded Base (\$0.00)			

## RFQ Notes

RJ Thomas Mfg. Jan 2 2018 3:39PM:  
 Delivery: will ship (21) days After  
 Receiving Order (ARO) by truck freight  
 to a commercial/business address (not

Estimated Quote Amount: **\$2,591.00**Number of items: **20**Total Items Cost: **\$2,142.00**Sales Tax: **\$0.00**

residential). Someone at the destination must inspect, sign for and unload the freight.

Shipping Cost:	<b>\$449.00</b>
Final Cost:	<b>\$2,591.00</b>



Keywords or Item #

SAVE AN EXTRA 10%\*

START FREE 30-DAY TRIAL!

QUICK ORDER | ORDER STATUS | SIGN-UP FOR EMAILS | SG CLUB VISA CARD

Sign In

Wish List

Cart

Shop By <b>Department</b>	Today's Deals	Guide Outdoors Blog	Buyer's Club	Brands
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**POST HOLIDAY CLEARANCE SALE! SAVE HUGE!**

**FREE SHIP \$49 MIN! CLUB ONLY. CODE SH1921**

Home / Home & Gifts / Food Processing / Grills & Smokers / Pilot Rock Heavy-Duty Multi-Level Park Grill



**Key Features**

- Firebox is made of strong 3/16" plate steel
- Swivels 360°
- Black enamel finish
- Theft-proof base attachment
- 250 sq. in. grill surface

*Made of heavy-duty welded steel!*

**Pilot Rock Heavy-Duty Multi-Level Park Grill**

Item # WX2-122669

5 (30)

[Write a review](#)

<b>Buyer's Club</b>	<b>\$125.99</b>
<b>Non-Member</b>	<b>\$139.99</b>



Additional Shipping fees/restrictions apply >

Quantity -  +

**ADD TO CART**

ADD TO WISH LIST

✓ **SATISFACTION GUARANTEE**  
\$ **LOWEST PRICE GUARANTEE**

📦 **EASY RETURNS**  
🔗 **SHARE**



**SAVE AN EXTRA 10%\***

**START FREE 30-DAY TRIAL**

**You May Also Like**



**NORTHERN**  
TOOL + EQUIPMENT

NorthernTool.com | 1-800-221-0516 |

**Ready for Checkout**

20 Items

Product Total \$2,999.80  
Product Discount -\$400.00  
**Order Subtotal \$2,599.80**

Shipping To 29676

Delivery Estimate



Pilot Rock Heavy-Duty Steel Park-  
Style Charcoal Grill — 16in. x 16in.,  
Model# H-16 B6X2  
Item# 42958

Thu, Jan 4 - Mon, Jan 8  
In Stock Online

~~\$449.99 ea.~~  
~~\$129.99 ea.~~  
**\$2,599.80**

Save \$20.00 ea.

[Update](#)

[Remove](#) | [Save For Later](#)

Items will be saved in your Cart for 60 days. To save items longer, [sign-in](#) or [create an account](#).

**Recently Viewed Items** ([Remove All](#))



Pilot Rock Heavy-Duty Steel Park-  
Style Charcoal Grill — 16in. x 16in.,  
Model# H-16 B6X2  
Item# 42958

In Stock Online

~~\$449.99~~  
**\$129.99**  
Save \$20.00

Item in Cart



FREE PARCEL SHIPPING WITH MYLOWE'S. GET STARTED >



Open until 9PM!  
Irmo Lowe's ▾

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

### QUIKRETE 60-lb Gray High Strength Concrete Mix

Item # 10387 Model # 110160

★★★★★ (59 Reviews)



Buy 112, Get 20% Off

# \$3.60

Weight (lbs.)

60 ▾



**FREE Store Pickup**

\* Unavailable for Pickup at Irmo Lowe's



**Delivery**

\* Currently unavailable



Get 5% OFF\* Every Day

Subject to credit approval. Exclusions apply. Cannot be combined with Special Financing.

[Get Details >](#)

**True Value.**

**FREE SHIPPING TO: TRI-STAR TRUE VALUE**

ONLINE ONLY **\$10 OFF** Your Purchase of **\$75 or more\***

CODE: JAN10

Expires 1/31/2018

[\\*Details & Exclusions](#)

Home: Building Materials: Concrete: Concrete Mix

10 of 69

### Quikrete 60-Lb. Concrete Mix

QUIKRETE COMPANIES

Model # 110160

Item # 233049

[View full description](#)

**\$4.99**

Online price. In-store price & availability may vary.

Be the first to review this product

[Write a review](#)

Available only at participating True Value Stores.

Please call TRI-STAR TRUE VALUE 864-885-9556 to check price & availability. [\(change\)](#)



Not the one you're looking for? [View more Concrete Mix >](#)



#### DESCRIPTION

Quikrete, 60 LB, Concrete Mix.

#### SPECIFICATIONS

Product Weight (pounds): 60.0

Package dimensions (inches)

Length: 18.0

Width: 12.0

Height: 4.5

Welcome! [Create Account](#) | [Sign In](#)  
 My Local Ace: [Find your local Ace](#)

Search



Cart: 20 items

Shop Hardware Building Materials & Supplies Concrete / Blacktop / Sand



## Quikrete 60Lb Concrete Mix (1101-60)

Item no: 52375 | 039645110164

\$6.59

(1 review)

[Read 1 Review](#) | [Write a Review](#)

66 Estimated [ACE Rewards](#) points

1

FREE Pickup at your local Ace! [Find my Ace.](#) (details)

TO-DONE LIST

at Your Local Ace

Ship to home is available. Leaves warehouse in 1 to 2 bus. days. (details)

**FREE PICKUP AT YOUR LOCAL ACE!**



Contact your local Ace for complete product selection and availability.

Like 13 Tweet

Description Shipping Returns

Package Size: 60 lb.  
 Product Type: Ready-to-Use Concrete Mix  
 Color Family: Gray  
 Feature 5: Meets ASTM C 367 compressive strength requirements  
 Feature 2: Perfect for setting mailbox posts, fence posts and lamp posts  
 Feature 4: Just add water  
 Feature 3: High-strength 4000 PSI concrete



Quikrete® Powerloc® Jointing Sand (115047)

\$17.99

1

[Shop All Concrete / Blacktop / Sand](#)



Quikrete® Walk Maker (6921-32)

\$19.99

1

[Shop All Concrete / Blacktop / Sand](#)



Quikrete® Sandmix (1103-60)

\$6.99

1

[Shop All Concrete / Blacktop / Sand](#)



Quikrete 50Lb Commercial Grade Blacktop Patch (1701-52)

\$16.99

1

[Shop All Concrete / Blacktop / Sand](#)

SORT BY: Newest

[+ WRITE A REVIEW](#)

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

**I. APPLICANT**

A. Name of Organization: Discover Upcountry Carolina Association

B. Address: PO Box 3116, Greenville, SC 29602

**II. FUNDS REQUESTED**

A. ATAX Funds Requested: \$10,000.00

B. How will ATAX Funds be used?

*Ads will be placed in publications such as Southern Living, South Carolina Living, The SC Travel Guide, Woman's Day, Redbook, Georgia Magazine, Blue Ridge Country, AAA Living, and Newcomer Magazine. Additionally, digital advertising will be done, primarily through Facebook advertising and Search Engine Optimization (SEO) campaigns.*

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 88%

D. Funds furnished by your organization \$308,000.00

Matching Grant – \$60,000.00 Source – SC Dept. of Parks, Recreation & Tourism

Matching Grant – \$190,000.00 Source – ATAX grants

Other Funding – \$58,000.00 Source – SCPRT appropriated funds

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title: Upcountry Advertising and Marketing

B. Description of project: Discover Upcountry Carolina Association was founded in 1978 for the purpose of promoting tourism as an economic development activity in the six northwestern counties of South Carolina. Through a comprehensive advertising, marketing and public relations program, our organization's efforts draw over 500,000 visitors to the region each year.

C. Who will benefit from this project?

The primary beneficiaries will be lodging properties, restaurants, attractions and recreation providers/outfitters. Retail stores will also benefit, as well as the festivals and special events held throughout the county.

**IV. DATES OF PROJECT**

Beginning 4-1-18 Ending 3-31-19

**V. APPLICANT CATEGORY**

Government Entity

Non-profit Organization: Incorporation date

Eleemosynary Organization under IRS Code: IRS # 501(c) 6

Date of Determination Letter: January 14, 1998

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?



All of the advertising done will be targeted to audiences that range from a 50 to 500-mile radius of Oconee County. The majority of ads promote outdoor recreation and the scenic attributes of the area, so the numerous waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
552,393 in FY 2017. Projected 574,489 in FY 2018.
- 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 – 486,105 This Year – 505,549
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 432,094 This Year – 475,304
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

The primary target markets for the Upcountry have traditionally been South Carolina, North Carolina, Georgia and Florida, so the bulk of our advertising is placed in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee, so some of the advertising dollars are spent in these markets.

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

We have numerous members and partners in Oconee who have provided testimonials that our efforts are bringing visitors to their business or organization. We also receive a great deal of feedback on our social media channels from visitors about their experiences in the area.

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

Visitor data is collected in several ways by our organization. Website visits are tracked via Google Analytics. Our site currently gets approximately 265,000 unique visits per year. Inquiries are generated from advertising and marketing efforts. These inquiries will be fulfilled with the Upcountry Visitors Guide and they will also be added to our e-newsletter mailing list. Facebook Insights are also tracked to evaluate our engagement.

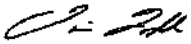
## VII. AUDIT

Does your organization perform an independent audit? Yes.

Name of the Auditor: Lee, Broome, MacBay and Associates

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

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

- A. Contact Name: Tim Todd Title: Executive Director  
Signature:  Date: February 2, 2018  
Address: PO Box 3116, Greenville, SC 29602 Email: Tim@UpcountrySC.com  
Phone Number: 864-233-2690



**Discover Upcountry Carolina Association  
FY 2019 Budget**

Carryover Funds as of July 1, 2018 \$20,000

**Income**

Membership Dues	16,000
Advertising Revenue	35,000
Partnership Revenue	10,000
Grants	60,000
State Appropriations	225,000
Accommodations Tax Funding	<u>190,000</u>
<b>Total Income:</b>	<b>\$536,000</b>

**Total Available Funds:** **\$556,000**

**Operating Expenses**

Salaries and Wages	80,000
SC Deferred Compensation Plan	3,000
Employee Insurance	14,000
Contract Services	48,000
Rent	22,000
Office Insurance	1,000
Auto Expenses	14,000
Utilities	3,000
Telephone/Internet	3,500
Office Supplies/Expenses	3,500
Computer Services	5,000
Maintenance	1,500
Furniture/Equipment	3,000
Printing (Letterhead, envelopes, etc.)	500
Travel Expenses	12,000
Membership Dues	1,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,500
Professional Services	8,000
Board Development	1,000
Miscellaneous Expenses	<u>500</u>
<b>Total Operating Expenses</b>	<b>\$228,000</b>



### Advertising and Promotions Expenses

Literature – Visitors Guide, niche brochures	48,000
Media Advertising	155,000
Website & App Development & Marketing	15,000
Travel/Trade Shows	5,000
Shipping/Postage	18,000
Photography & Video	25,000
Promotions/Public Relations	10,000
Familiarization Tours	7,000
Special Projects	<u>25,000</u>
<b>Total Advertising and Promotions Expenses:</b>	<b>\$308,000</b>
<b>Total Expenses:</b>	<b>\$536,000</b>
<b>Contingency Fund</b>	<b>\$20,000</b>



**Discover Upcountry Carolina Association  
FY 2019 Budget for Accommodations Tax Grant Funds  
from Oconee County**

Print Media Advertising ( <i>Southern Living, Georgia Magazine, SC Living</i> )	\$6,000
Video	\$2,000
Social Media Campaigns featuring Oconee County	<u>\$2,000</u>
<b>Total</b>	<b>\$10,000</b>



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

**I. APPLICANT**

- A. Name of Organization – Lake and Mountain Quilters Guild
- B. Address – P O Box 22, Seneca, SC 29679

**II. FUNDS REQUESTED**

- A. ATAX Funds Requested \$2,000.00
- B. How will ATAX Funds be used? Billboards, newspaper and magazine advertising
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 60%-70%
- D. Funds furnished by your organization \$1,229.00
  - 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 – A Kaleidoscope of Quilts
- B. Description of project – Quilt show at the Shaver Center as well as off-site shows at the Westminster Depot and Quilt Trail viewing maps
- C. Who will benefit from this project?  
Quilt enthusiasts will travel a good distance to attend a quilt show. Our show is known for its quality of entries and interesting features. While visiting these same people visit shops, restaurants and participate in other activities available on our lakes and in the adjoining mountains. With so much to offer here, many will come and bring their families to spend the weekend. With Clemson playing away the weekend of our event, hotel accommodations will be available for those visiting the area.

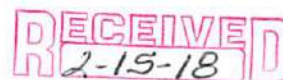
**IV. DATES OF PROJECT**

Beginning – February 1, 2018

Ending-September 22, 2018

**V. APPLICANT CATEGORY**

- Government Entity:
- Non-profit Organization: Incorporation date – April 1987
- Eleemosynary Organization under IRS Code: IRS #
- Date of Determination Letter



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? – Lake and Mountain Quilters Guild is well known for producing a quality show providing the visitor with an opportunity to visit not only the main show at the Shaver Center, but additional shows at the Westminster Depot and other spots within our area. Additionally, we will share information about the 100+ painted blocks in the Upstate Heritage Quilt Trail in our county. This is truly an event for everyone with traditional, as well as art and contemporary quilts on display. This year we have also included as our guild challenge quilt a salute to Oconee's Sesquicentennial Celebration in our show (information attached). Local restaurants and places of interest will be promoted to the visitors.

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

In 2016 there were approximately 900 visitors at the show. There was also a home game at Clemson. This year we are aggressively advertising throughout all of South Carolina, North Georgia, and the Charlotte/Mecklenburg of North Carolina. Since we no longer have local quilt shops our show vendors are from Georgia and North Carolina as well as areas further away in South Carolina. They will be supplied with material to advertise the show in their shops.

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: 150

This Year: TBD

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

Last year : Not determined

This Year:

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

Billboards, newspaper, magazines, internet and rack cards

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

Zip code logs, exit interviews, guest logs at off-site venues

## 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 : Denise McCormick Title: Show Chairman  
Signature  Date: 2/14/18  
Address 301 W Abbey Street Westminster, SC 29693  
Email: [denise.mccormick@blueridge.coop](mailto:denise.mccormick@blueridge.coop)  
Phone Number (s) 864-933-1392

B. Alternate Contact Name: Sue Swan Title: President  
Signature  Date: 2/14/18  
Address P O Box 22 Seneca, SC 29679  
Email: [sueswan10@gmail.com](mailto:sueswan10@gmail.com)  
Phone Number(s) 517-930-6622

## Kaleidoscope of Quilts 2018

### Budget

#### Budget

#### Income

Admission	5,700.00
Boutique	5,000.00
Challenge Quilt	-
Fat Quarter Basket	1,000.00
Library	1,000.00
Oconee County ATAX Grant	500.00
Presentation Quilt	5,000.00
Program Ads	1,000.00
Silent Auction	3,000.00
Sponsorships/Donations	5,000.00
Vendor Booths	800.00
Miscellaneous	-

**Total Income 28,000.00**

#### Expenses

Advertising	6,000.00
Boutique	100.00
Boutique Inventory	
Challenge Quilt Expenses	-
Equipment Rental	500.00
Facility Rental	1,600.00
Fat Q Basket	
Hanging Supplies	100.00
Insurance	350.00
Offsite Exhibits	50.00
Postage and Mailing supplies	50.00
Presentation Quilt, Tickets	400.00
Preview Party	400.00
Printing - Flyers, Banners Sign:	3,350.00
Quilts of Valor Display	25.00
Refreshments for Workers	100.00
Registration of Quilts	50.00
Show Ribbons	150.00
Silent Auction	150.00
Vendors	
Miscellaneous	50.00

**Total Expenses 13,425.00**

**Net Proceeds 14,575.00**

**Collaborative advertng with 2018 Upstate Heritage Quilt Trail.**

1. Charlotte Observer – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: \$549.00 per run. Advertising placements would appear August 10<sup>th</sup> and September 7<sup>th</sup>.

Total costs: \$1098.00

**LMQG Request \$549.00**

2. **The Quilt Shop Navigator**  
Full page color advertisement in July –December publication.  
Total cost: \$200

**LMQG Request \$100.00**

**Lake and Mountain Quilters Guild**

3. **Billboard –**  
Ten billboards throughout the region  
Total Cost - \$1250.00

**Request \$1250.00**

4. **South Carolina Living**  
1/3 page vertical ad, Region 2

**Request \$1330.00**

**Total Request**

**\$3,229.00**

# Cost-effective regional advertising

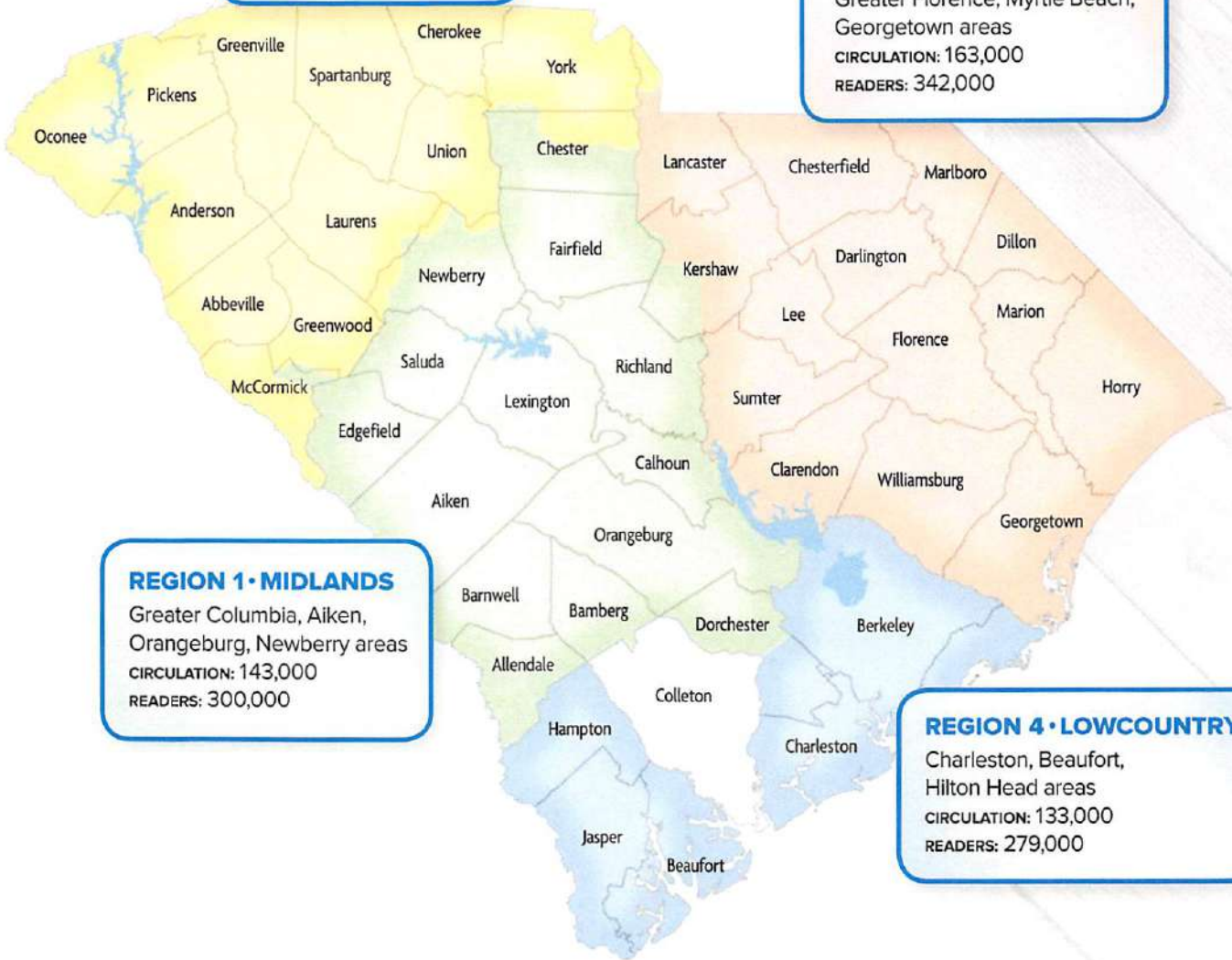


South Carolina Living's regional distribution option delivers your message to the readers who live closest to your business or service territory. Reach ready-to-buy consumers at a fraction of the statewide price.

Invest your advertising dollars in the geo-targeted regions where your customers live.

**REGION 2 • UPSTATE**  
Greenville, Spartanburg, Anderson, Rock Hill areas  
CIRCULATION: 170,000  
READERS: 357,000

**REGION 3 • PEE DEE**  
Greater Florence, Myrtle Beach, Georgetown areas  
CIRCULATION: 163,000  
READERS: 342,000



**REGION 1 • MIDLANDS**  
Greater Columbia, Aiken, Orangeburg, Newberry areas  
CIRCULATION: 143,000  
READERS: 300,000

**REGION 4 • LOWCOUNTRY**  
Charleston, Beaufort, Hilton Head areas  
CIRCULATION: 133,000  
READERS: 279,000

**FOR MORE INFORMATION**  
Mary Watts  
803-739-5074  
Mary.Watts@ecsc.org  
SCLiving.coop



Ken Sloan  
Visit Oconee SC  
864-380-3976  
Ken@VisitOconeeSC.com  
www.VisitOconeeSC.com

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February 13, 2018

Denise McCormick  
Lake & Mountain Quilters Guild  
PO Box 22  
Seneca, SC 29679

Dear Ms. McCormick,

It is my pleasure to write this letter of support for the Mountain Lakes Quilt Guild marketing efforts for their 16<sup>th</sup> annual quilt show in Seneca. Over the past several years, I have had the privilege of attending the shows and thoroughly enjoyed the display of quilts and of our upstate quilting heritage.

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

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

Kind regards,

Ken Sloan  
President & CEO  
Visit Oconee South Carolina

## 2018 Quilt Show Challenge – **Celebrating Oconee**

This is a special year for Oconee County...we're observing our Sesquicentennial Celebration and we invite you to be a part of it.



*Oconee County takes its name from the Cherokee word "Ae-quo-nee" meaning "land beside the water." Oconee was a local Cherokee town that was situated on the main British/Cherokee trading path between Charleston and the Mississippi River in the early 18th century. Its geographic position later placed it at the intersection of the trading path and the Cherokee treaty boundary of 1777. In 1792, a frontier outpost was built by the SC State Militia near the town site and was named Oconee Station. When Oconee County was created out of the Pickens District in 1868 it was named for Oconee Town.*

- *1780s - The rare wildflower, Oconee Bell, first recorded by André Michaux.*
- *1780s - After the American Revolutionary War, Colonel Benjamin Cleveland and a group of followers received land grants from Georgia and settled in present-day Oconee County.*
- *1787 - Georgia withdrew its claims to the land between the Tugaloo and Keowee River by the Treaty of Beaufort to South Carolina.*
- *1816 - Cherokee sold their remaining South Carolina land.*
- *1850s - The largest town was Tunnel Hill, located above Stumphouse Mountain Tunnel.*
- *1868 - Oconee County was formed when Pickens County was divided. Walhalla was made the county seat.*
- *1870 - Air line Railroad built a railroad through the county which helped to form Seneca and Westminster*
- *1893 - Newry was established as mill village to house workers of the Courtenay Manufacturing Company.*

Your challenge? **Create a quilt whose sum of sides is no more than 56 inches that depicts Oconee County during its 150-year history.** There are no restrictions on content...some have expressed an interest in representing a historic site, a flower, or just a salute to the natural beauty we have here.

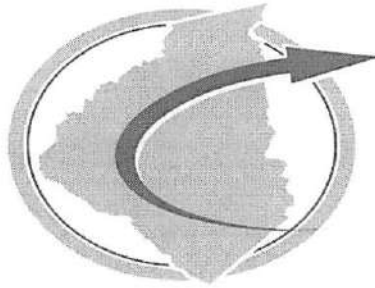
In case you need to brush up on your history, the Oconee Heritage Center is a great place to start!

We are negotiating with several sites with the idea of having a traveling Quilt Show Celebrating Oconee's Sesquicentennial. This would be an excellent way to introduce many people to quilting and to the many missions we have as a guild.

I hope you will choose to take the challenge and create a masterpiece!

Denise McCormick  
2018 Quilt Show Chair





# OCONEE CHAMBER

ADVOCATING BUSINESS, CULTIVATING COMMUNITY

**Westminster, SC 29693**

**864-647-5316**

[west@oconeechambersc.com](mailto:west@oconeechambersc.com)

February 14, 2018

Oconee County PRT  
C/o ATAX Application  
1099 South Cove Rd  
Seneca, SC 29672

Dear Committee Members:

The Oconee County Chamber supports the efforts of the Lake and Mountain Quilters Guild in bringing tourists to our area. The Westminster Depot has been the beneficiary of several of their wonderful quilt shows during the SC Apple Festival. We were thrilled with the number of out of county, state, and country visitors who stopped have visited the shows while they were on display.

We respectfully request that you give their request your consideration.

Sincerely,

Sandra Powell  
Oconee County Chamber  
Westminster Depot

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of organization: Gateway Arts Council  
B. Address: 213 E. Windsor Street Westminster, SC 29693  
gatewayartscenter213@gmail.com gatewayartscenter.net

## II. FUNDS REQUESTED

- A. Grant Funds Requested. \$ 7,000
- B. How ATAX Funds Will Be Used.  
-The Gateway Arts Council will employ a tested Action Plan developed by experienced Board, professional artists and certified teaching staff that will widely promote the Visual Arts in partnership with government, schools, museums and non-profit organizations such as The Westminster Music Centre to build a more complete arts experience in Westminster and Oconee County at large.  
-Promotional campaigns in conjunction with local businesses designed to engage visitors and locals  
-Offset costs of car charging station
- C. Estimated percentage of costs directly attributed to attracting or serving tourists: 40%
- D. Funds furnished by the Gateway organization this quarter:
- |   |           |
|---|-----------|
| Matching Funds: Entry Fees/ Sales/ Artist Donations | [\$4,500] |
| Membership/Sponsorship                              | [\$6,000] |
| Rent, Equipment and In-Kind Donations               | [\$4,500] |

## III. NARRATIVE PROJECT DESCRIPTION

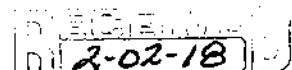
**Project Title –Gateway Arts Council “Art in Action Oconee” Program**

**Description of project-** Oconee County has demonstrated through previous grant investments that the chance to experience self-expression is a gift. Gateway Arts Center also recognizes that art reflects life, history, and contributes to the growth of the individual as well as the community and our intention is to continue this positive direction.

Our motto: “The door to creativity is open to everyone” will be brought to life through multifaceted programs that will allow artisans in our region and beyond to participate in a wide array of visual arts exhibits combined with displays in Our Community Series presented the results in a professional manner to the public.

*With Grant Funds, our focus will be:*

- 1-Show production offering full spectrum of Arts, Cultural and Historical Exhibits to engage the local and visiting public. Including “Our Community Series” inviting members of the community to display historic heirlooms, photos, letters and antiques that reflect life in Oconee County. Scheduled Exhibits include Annual Juried, Stories and Statements- Quilt and Graffiti Show and American Spirit. Art Taxi will provide transportation of artwork from surrounding counties to increase participation. Promotional flyers and posters, Instagram and Facebook campaigns to advertise events in businesses.
- 2-Green gallery procedures, developing ‘Upcycled’ public participation installations that use commonly discarded items as a medium and presenting the final results in conjunction with other displays. Providing access to an Electric car charging station access provides national exposure as Gateway Arts Center will be posted on maps as a charging point for traveling.



Based on past successes and professional experience in non-profit management; gallery exhibit administration; organizational revitalization; promotions; grant administration; data collection; festival planning; community outreach and special needs education program, our Board members are confident that our program will inspire each unique individual and impact Oconee County as a whole. By coordinating with other nonprofit arts organizations through-out the region, the Gateway Art Center is prepared to facilitate "Art in Action" with separate show galleries, studios and open-air classrooms designed for optimum public interface. We fully intend to become a vital part of the economic, social and educational fabric of Oconee County.

**Who will benefit:**

- 1) The relationships formed in this setting will be mutually beneficial for citizens, the City, The County, Gateway Arts Council and other local non-profit organizations.
- 2) The Environment- At our "green" gallery -recycling projects, car charging and other initiatives will benefit environment and the arts. The primary tourism attractions are traditionally outdoor activities here in Oconee. 'Upcycling' art installations and other initiatives will demonstrate the importance of environmental awareness.
- 3) Artists: Professional and budding artists from the tristate area
- 4) Area Businesses: as repeated and dedicated activities draw repeat visitors to the area.
- 5) Everyone -children and adults- participating in Gateway projects will begin to associate these activities with local events thereby increasing attendance yearly as people seek out family friendly activities.

**IV. DATES OF PROJECT**

**January 2018-June 2018**

**V. APPLICANT CATEGORY**

Non-Profit Organization: Gateway Arts Council EIN# 82-1923483  
Incorporated June 20, 2017  
Date of Determination Letter: June 20, 2017

**VI. DEMOGRAPHIC DATA**

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

Professional Art Exhibits: 800 artists+ identified by professional email lists in Oconee, Pendleton, Clemson, Pickens, Toccoa, Hartwell, Anderson, Greenville, Spartanburg, Travelers Rest and North Carolina will attract viewers and family members. In addition, students from Anderson, Clemson, Lander and Converse Colleges are actively recruited  
Engaging Children Art Camps, Homeschool /After School Art, Road Rally's and Community Projects -These programs combine Art, History and Oconee Heritage and the resulting exhibits or installations will draw family members from various distances or visiting tourists searching for entertainment.

- A. Visitors/ participants attended the event: n/a  
188 visitors attended the OPENING RECEPTION of Locally Made-Oconee Artists
- B. Visitors/participants were from beyond a 50mile radius of Oconee County. n/a
- C. Overnight stays created by this event: n/a
- D. Advertising beyond a 50mile radius of Oconee County will be as follows: Facebook, Instagram, postcard mailing, email campaigns professional and university contacts; Flyers in local businesses
- E. Documentation demonstrating this event promotes tourism in Oconee County:  
Chamber of Commerce and Public Relations Committee letters, Blue Ridge Arts Center records
- F. Records that will be kept during this event to obtain the demographic data: Attendance and guest logs; artists lists; sales; news articles; photographs and lists of projects and participants during entire event;

**VII. AUDIT**

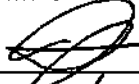
Our organization performs an independent audit.

Name of Auditor: Dermott Bowden CPA  
1011b Woodfield Cir  
West Palm Beach, FL 33418

**VIII.** Our project will NOT be using any funds from another group that received ATAX funds.

*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 the completion of project. All information required for final reporting MUST be detailed when project is complete.*

A. Contact Name: Melody M. Davis  
Title: Executive Director Gateway Arts Council

Signature:  \_\_\_\_\_

Date: 1/20/2018 \_\_\_\_\_

Address: 9253 Long Creek Hwy Westminster SC 29693  
Email : gatewayartscenter213@gmail.com  
Phone Numbers: (727)457-5274

B. Alternate Contact Name: Dorothy Meredith  
Title: Asst Director Gateway Arts Council

Signature:  \_\_\_\_\_

Date: 1/20/2018 \_\_\_\_\_

Address: 514 Palmetto Street Westminster, SC 29693  
Email: nprpgrammie@aol.com  
Phone Numbers: (727)359-1326

**Gateway Arts Center  
Budget Breakdown**

**gatewayartscenter.net**

<b>GoDaddy Domain names</b> artwithnolimits.org 19.99 ageless and special needs	
upstatescart.org 19.99 to improve internet presence	
gatewayartcenter.net 9.99	\$49.97
<b>Brochures Tri-fold/ Recycled 2,500 @</b>	\$779.99
Focus on green family friendly activities and art projects to be placed in tourist locations	
<b>Business Cards – 1000</b>	\$40.00
	<hr/>
	\$869.00
<b>Electric Vehicle Charging Station</b> -includes registry on Open Charge Map, Plug Share and Dept of Energy Alternative Fuels Data Center.	
Juice Box 40 amp/ L2 with 25 ft cord	\$499.99
Electrician Installation- wiring [thru brick/concrete block], conduit, breaker & rainproof 14-50 RV Outlet [59.00]	\$900.00
EV Metal Sign	\$59.00
	<hr/>
	\$1,458.99
<b>Community Participation Drop-In Projects</b> [ongoing and changing for locals and visitors all age] [Traveling Recycled Materials Sculptures; Quilt and Graffiti Mural-pictures include	
100 Call for Entries-Designs	\$20.00
Posters [16x20] 5	
Flyers- [8.5x 11] 25	\$28.11
Materials- [heavy adhesives, stains, paint, brushes, framing, wire, hardware]	\$500.00
	<hr/>
	\$548.11
<b>Special Needs Day Camp</b> - development/ expansion of Tribble Art program open to all area participants	
40 projects focusing on 'repurposing' over 16 weeks/ 2 groups of 10 per week Culminating in publicly promoted exhibit for extended family and community leaders	
800 projects over duration - \$2 per project [see partial class list]	\$1,600.00
Flyers [8.5x11] 25	\$28.11
Postcard Invitations [5x7] and Postage – 250	\$75.00
	<hr/>
	\$1703.11
<b>Summer Art Camp</b> - [3 weeks – 6 projects per week] Culminating in publicly promoted exhibit for extended family and community leaders.	
20 Scholarships @ \$90 for under privileged students	\$1,800
Posters [16x20] 5	
Flyers [8.5x11] 25	\$28.11
Flyers [2.5x4"] per student	\$50.85
100 Postcard Invitations for Exhibition [5x7] \$45 +9.00	\$54.00
	<hr/>
	\$1,932.96

**Carolina Arts On-Line Magazine- full page ad including all events per month/6 months includes gallery listing and articles** **\$600.00**

**Stories and Statements Quilt and Graffiti Show April 6-May 12 featuring internationally shown**

1. Invitational -Quilt guild members-Threadheads and HiFiber.

Open Call to all professional quilters and regional artists and citizen heirloom pieces

2. Open Call for Graffiti Type Art – all ages all mediums-

Call for Entries- \$20.00

Posters [16x20] 5 [includes lunch and learn & scavenger hunt] \$26.23

Flyers [11x 8.5] 25 \$28.11

Upstate Heritage Quilt Trail Artist Demo/Lunch and Learn April 26,2018

Flyers [8.5x11] 25 \$28.11

Heritage Quilt Trail Scavenger Hunt May 12, 2018 Focus on Family registration

Flyers [8.5x11] 25 \$28.11

Materials and site prep \$100.00

**Spirit of America-Red White and Bruised May 25-July 14, 2018**

Open call for regional artists/subject with a wide range of appeal and interpretation

Call for Entries \$20.00

Posters [16x20] 5 \$26.23

Flyers [8.5x11] 25 \$28.11

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**\$204.90**

**TOTAL \$7621.97**

## **Tribble Center for Disabled Adults Off-Site Art Program**

[Drawing] Wavy Lines - to be used in between projects and drying time  
Large heavy quality drawing paper, thick markers, spray fixative

Circles Theme:

[3d] "Glass flower" hanging lanterns

Markers, Coffee filters, Wire cages made from wire cloth, J clips, Spray starch, Hanging wire

[Drawing] Scribble Nests

11x14 Construction paper all colors, Black paper for mounting, Crayons, Scissors, and Stick glue

[Weaving] Plate and Bowl Loom Yarn Weavings

Contrasting colors of yarn, scissors, Styrofoam plates or bowls, Decorative Buttons and Beads

[Upcycling] Natural Vases

Recycled cans, acrylic paint, cut sticks, twine or natural material ribbons, silk flowers, dried flowers

Plastic Bottle Sculpture: 1] jellyfish 2] animals and 3]flower gardens- plastic drink and detergent bottles; sharpies; acrylic and watercolor paint; scissors, tape and glue, fishing line, felt, yarn, pom poms, colored paper, pipe cleaners, brushes and pots

Wire:

[3d] Calder Wire Sculptures

Card stock, scissors, pipe cleaners and colored wire, baked potato sized rocks, acrylic paint, markers

[3d] Wire Sculpture- 2x4 Wooden base cut to size and drilled with holes, Paint, Wire all types, paint

Print Making combined with other Lessons

1. [drawing] *Self Portraits*- Colored Tissue paper, white glue, styro-foam sheets, skewers, chop or tooth picks, foam brushes, Large heavy white paper, mounting board
2. [prints] *Texture 101*- Drag, Scrape, Bubble Wrap and String (to use in following projects)  
Acrylic, tempera and watercolor paint, brushes, sponges, rubber bands, combs, brayers  
cardboard, bubble wrap, tissue rolls, yarn or string, putty knives, foil, foam brushes  
foam plates
3. [painting] *Marble Paintings*- foil baking pans, marbles, tempura, watercolor and acrylic paint
4. [collage] *Reaching for the Stars Collage*- printed paper (above) with hand tracing  
construction or poster board, white glue, markers
5. [weaving, drawing] *Bed Quilt Portraits* with printed paper, construction paper, glue, scissors, markers, painters tape
6. [multi-media] *String Flower Gardens*- sponge wash backgrounds (printed paper)  
Heavy paper, glue, string, white crayon, scissors, sponge wash paper, paint brushes, paint
7. [resist] *Birds on a Branch*- multi-media collage and resist, construction paper, feathers, glue, scissors, crayons, painted/printed paper

Incidentals: q -tips, foil, wet wipes, paper towels and Mounting board for display purposes.



**Final Details for Order #114-9097413-5850627**

Print this page for your records.

**Order Placed:** January 19, 2018  
**Amazon.com order number:** 114-9097413-5850627  
**Order Total: \$499.00**

**Shipped on January 20, 2018**

<b>Items Ordered</b>	<b>Price</b>
1 of: <i>JuiceBox 40SPlug-In Electric L2 Home Charging Station with 24-foot cable and NEMA 14-50 plug</i>	\$499.00
Sold by: Electric Motor Werks, Inc. ( <a href="#">seller profile</a> )	

Condition: New

**Shipping Address:**  
Alan Davis  
9253 Long Creek Hwy  
Westminster, SC 29693  
United States

Item(s) Subtotal:	\$499.00
Shipping & Handling:	\$0.00
-----	
Total before tax:	\$499.00
Sales Tax:	\$0.00
-----	

**Shipping Speed:**  
Two-Day Shipping

**Total for This Shipment:\$499.00**  
-----

**Payment information**

**Payment Method:**  
American Express | Last digits: 2006

Item(s) Subtotal:	\$499.00
Shipping & Handling:	\$0.00
-----	

Billing address  
Alan Davis  
9253 Long Creek Hwy  
Salem, SC 29693  
United States

Total before tax:	\$499.00
Estimate tax to be collected:	\$0.00
-----	

**Grand Total:\$499.00**

**Credit Card transactions** AmericanExpress ending 2006: January 20, 2018: \$499.00

To view the status of your order, return to [Order Summary](#).



The Gateway Arts Center & Barbara Bayliss present...

# KIDS KAMP

**\$90.00 per student -- per week**

*Must be 5 years of age and over- Healthy snack provided*  
[Drop off no earlier than 8:50 Pick up no later than 12:10]

**Week 1      June 11-15      9 am-12 pm**

***Snakes, Lizards and Fish***

**Week 2      July 9-13      9 am-12 pm**

***Hot Fun Summer in the City***

**Week 3      July 23 -27      9 am-12 pm**

***Me, Myself and I***

Projects have related lessons and include:  
recycling, painting, drawing, assembly, sculpture & clay;  
gallery show and parent reception after all camps are completed

**Register Online or In Person**

**20 openings per week**

Gateway Arts Center 213 E. Windsor St. Westminster SC 29693

gatewayartscenter.net      gatewayartscenter213@gmail.com

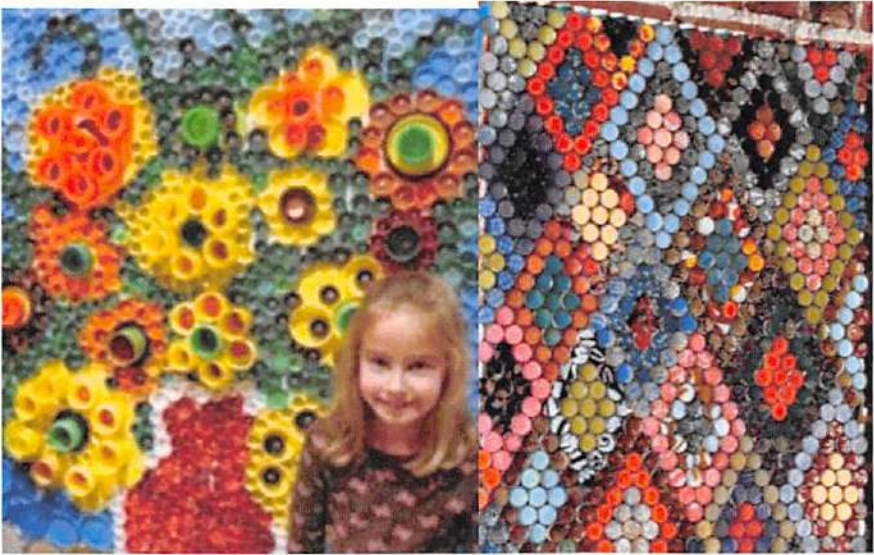
864.613.2211

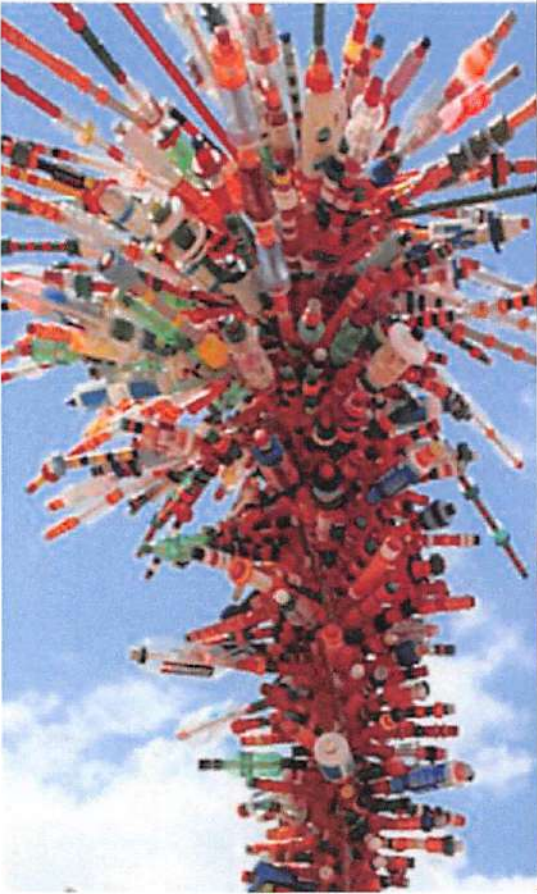
"Stories and Statements"



Quilt and Graffiti Show









# 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 rack cards and Internet advertising on Active.com and Facebook and, if available, to fund professional assistance in developing a marketing plan from Sweet Tea Social Marketing. Please see Attachment 1 (Single Source Documentation).

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

Approximately 100% of the ATAX funds and about 95% of the total publicity budget can be directly attributed to attracting or serving tourists. Please see Attachment 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 \$28,600.00
Matching Grant	Source
Matching Grant	Source
Other Funding	Registration fees, sponsorships, and
Other Funding	donations both monetary and in kind

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

RECEIVED  
2-14-18

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

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

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

Rally in the Valley 2018 - Bicycles, Barbecue, Beer and Bands (7<sup>th</sup> 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. This year the net proceeds from the event will be donated to the Stumphouse Bike Park.

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

Beginning: May 19, 2018

Ending: May 19, 2018

### **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?

As well as attracting cyclists and their families (a total of 281 paid participants in 2017), 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?

166 cyclists, 51 event only participants & 69 volunteers/vendors attended in 2017. The target for 2018 is 250 cyclists and 75 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: 109 (cyclists only)  
This Year :175

In 2017, 166 cyclists participated in the event, 109 (or 65%) 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: 40+

- 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 (Single Source Documentation) and 3 (Publicity Budget) for more in depth explanations.

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

Please see attached news articles and a "Tell Willie" comment. Please also see the attached 2017 letters of support from the Mountain Lakes CVB and the Oconee County Chamber of Commerce. Both entities have supported the event from its inception but, due to time constraints, current letters of support are not available.

- 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**

Signature Scott Park

Date 2/12/18

Address 507 Pettigru Street  
Greenville, SC 29601

Email: spark@upstateforever.org

Phone: 864-250-0500 x 26

**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**

**SINGLE 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. The second provider will be Facebook. Both sites are single source providers.

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 2017 that Rally in the Valley had 22,516 impressions resulting in 176 clicks for a cost of \$550. 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 2017, the Facebook boost had a paid reach of almost 20,000 people for a cost of \$500.

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.

**RALLY IN THE VALLEY 2018 BUDGET**

<u>EXPENSES</u>				
	<i>Cash</i>	<i>Non-Cash Values</i>		
Beer, includes permit	100.00	800.00		
Contingency Funds	500.00			
Door Prizes		500.00		
Insurance	750.00			
Logistics	950.00	650.00		
Lake Jemiki				
Bathrooms				
Misc				
Meal: Food & Supplies	2,500.00	1,000.00		
Music	500.00	2,000.00		
Publicity	2,000.00	3,000.00		
Rack Cards				
Internet Ads				
Facebook Boost				
Sweet Tea Social Mktg				
Race Supplies	400.00			
Food				
Misc				
Registration Supplies	75.00			
T-shirts	2,250.00			
Subtotals	10,025.00	7,950.00		
			<b>TOTAL EXPENSES:</b>	<b>17,975.00</b>

APPLICATION OF OCONEE FOREVER / UPSTATE FOREVER  
 ATTACHMENT 2  
 Page 2

<u>INCOME</u>				
	<i>Cash</i>	<i>Non-Cash Values</i>		
Cash Sponsors	8,500.00			
Registration Fees				
Pre-registered	7,000.00			
Event day	3,000.00			
Donations (event day)	50.00			
Sale of Pork Butts	500.00			
ATAX Grant Funds	1,500.00			
Sale of t-shirts	100.00			
In-kind donations		7,950.00		
Subtotals	20,650.00	7,950.00		
			TOTAL INCOME:	\$28,600.00
			<b>PROJECTED NET INCOME:</b>	<b>\$10,625.00</b>

Notes

- budget includes estimated value of advertising by REI stores and on other websites
- budget anticipates \$1,500.00 in ATAX grant for advertising
- this budget anticipates an aggressive sponsorship campaign
- purchased food includes meat and food for meal only
- donated food is estimate of cost of food for meal donated by volunteers
- bathrooms are for 7 port-a-johns
- race supplies includes all rest stop food
- door prizes based on fair market value of donated items



SPECIAL TO THE JOURNAL

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 JADRNICEK  
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 Tamassee 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."

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 Tamassee. That's how the event got its name — because Tamassee 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

FROM PAGE A1

Lake Jemiki is located about 5 miles west of Walhalla in the mountains. The cyclists headed north into the foothills, into the valleys and mountains, ended up in Tamassee and then came back down to the event site.

"This year the route of both the 30- and 60-mile rides were tweaked to improve the rides," Hitchcock said. "The cyclists commented favorably on the changes, and many indicated that they would be back next year. The event also added a few more toys to improve the experience for the children."

Event co-coordinator Tracy Waldroup said one of the things that makes the event unique is the post-ride festival atmosphere.

While cyclists made their way into the foothills, friends and family waited at the event site with slow-cooked barbecue, an array of

Oconee Forever's main fundraiser. The local organization is an all-volunteer outreach group of Upstate Forever that works to preserve working farms, forests, natural areas and historic sites.

Oconee Forever supports Oconee County's recycling efforts and has always recycled cardboard, plastic and aluminum after Rally in the Valley. But Waldroup said an improvement to this year's event was a stepped-up effort toward recycling during the race and meal afterward.

"This year we took the recycling efforts a step further by composting all paper, including plates, and food waste," she said. "The waste from Rally in the Valley will be in Atlas Organics compost in the near future to benefit future gardeners. Also, two of the three rest stops had Terracycle boxes to collect the wrappers from energy bars and gels for recycling."

With these additional

Event co-coordinator Kim  
rock said while many local c  
liked starting the Memorial  
end with a ride through the  
majority of the cyclists were  
er areas. They came from the  
North Carolina, as well as Ge  
Florida and even as far as Mi

WALHALLA — More than 165  
cyclists took to the roads Saturday for  
the sixth annual Rally in the Valley.  
After selecting a 30- or 60-mile  
course, riders left for an early depart  
ure from Lake Jemiki near Walhalla  
and headed toward the foothills of the  
Blue Ridge Mountains.

BY STEPHANIE JADWICZ  
THE JOURNAL



enjoying the

UNITY

cyclists descend  
upon Oconee  
annual Rally  
in the Valley

# 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 lump 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 that could turn Stumphouse Mountain into a smaller version of Dupont Forest (one of the mountain biking/horseback riding meccas 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'



---

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 The Foothills Farmstead  
B. Address (mailing address) 158 Grant Road  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 10,000

B. How will ATAX Funds be used?

*ATAX Funds will be used for Phase IIIa (of IV) of the Farmhouse Rebuild at the Foothills Farmstead in Oakway, SC. The Foothills Farmstead will serve as a tourism hub in the southern part of Oconee County and the entire project centers around the main farmhouse. A section of the farmhouse will serve as a visitors' center at which tourists learn of other attractions and accommodations throughout the county.*

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

D. Funds furnished by your organization \$ 2,450  
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 Porch / Foundation Rebuild (Phase IIIa)

B. Description of project:

*The Foothills Farmstead is a living history farm located in Oakway, SC. It illustrates the life of farming in the Foothills of the Southern Appalachian Mountains of Georgia, South Carolina and North Carolina. The center of the farmstead is a 19<sup>th</sup>-century farmhouse that is currently being moved to the property. This house will allow visitors to experience the life of families from this time period as well as learn of other attractions in the area.*

*This grant request is for Phase IIIa of the house moving. Phase I encompassed removal of the interior of the house at the original location. Phase II was the removal and storage of the exterior of the house including the roof and framing. Phase IIIa is the rebuild of the porch / foundation of the house. Phase IIIb will be the reconstruction on site of the frame, exterior and roof and finally, Phase IV will be the reconstruction of the interior (floors, walls and ceilings) of the farmhouse.  
(See included Phases Outlines)*

**RECEIVED**  
2-14-18

C. Who will benefit from this project?

*The great thing about heritage tourism is that it entails both preservation and publication. Those who benefit from this will be residents of the region wanting to preserve their heritage. However, the largest benefit will be to the growing number of attractions in Oconee County for tourists. Benefits will thus be seen across the board in areas such as overnight stays, local restaurant visits and areas of commerce like small businesses (local shopping). This will be achieved the greatest through large events at the farmstead including out-of-town bus tours, weddings, festivals, and other events such as tractor/engine shows, etc.*

IV. DATES OF PROJECT

Beginning April 1, 2018

Ending March 31, 2019

V. APPLICANT CATEGORY

Government Entity:

X Non-profit Organization: Incorporation date March 10, 2017

X Eleemosynary Organization under IRS Code: IRS # 82-0943477

X Date of Determination Letter April 5, 2017

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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

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

N/A

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

Last Year N/A

This Year N/A

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

Last year : N/A

This Year: N/A

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

*From the initial groundbreaking of Phase IIIa, the Foothills Farmstead plans to be OPEN on a regular basis. This will ensure that visitors can be a part of the "rebuilding" process of the farmstead. The reconstruction thus becomes an attraction in and of itself. Thus, at the beginning of Phase IIIa, the Foothills Farmstead will begin marketing throughout the region in newspapers, internet, mailings, networking, etc. This will begin in the larger cities surrounding the farmstead including (Georgia) Athens, Atlanta, Augusta, (South Carolina) Greenville, Columbia, Charleston and (North Carolina) Charlotte, Greensboro and Asheville.*

- 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)

*In order to keep record for demographic data, the Foothills Farmstead will maintain a guest log on site that records number of visitors, their respective zip codes and how they found out about the Foothills Farmstead. The Foothills Farmstead Website also records demographic data statistics. Also, a record will be compiled of all advertising demographics and compared to visitation to get an idea of what advertising methods are effective.*


**VII. AUDIT**


Does your organization perform an independent audit? Yes X No     

Name of the Auditor: Beate Ventura

**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: Eddie Martin Title President (Board of Directors)  
 Signature  Date 2/13/18  
 Address 730 Jumping Branch Road Tamassee SC 29686  
 Email TamasseeKnob96@gmail.com Fax No.       
 Phone Number (s) 864 638 2213 864 557 6168

B. Alternate Contact Name: R.T. Harris Title Secretary (Board of Directors)  
 Signature  Date 2/13/18  
 Address 320 HARRIS FARM RD, WESTMINSTER, SC 29693  
 Email ROBERT.T.HARRIS3@GMAIL.COM Fax No.       
 Phone Number (s) 864-247-4338 Com

— *The* —  
**FOOTHILLS**  
FARMSTEAD  
c.1925

15 February 2018


Dear PRT Commission,

Since our last application and ATAX Grant (Fall 2017), it has come to our attention through working with Oconee County Building Codes that we need to hire out part of Phase III of the Main Farmhouse Rebuild. This would be for the footers, foundation of the house and the large foundation and floor of the wrap-around porch.

Thus, we have been unable to start the rebuild process until this happens first. This application is for what we are calling "Phase IIIa: Porch/Foundation Rebuild." What was Phase III in the last application has now been renamed Phase IIIb (see Phase Outline in this application). Everything still stands as it was plus the addition of Phase IIIa. Sorry for the confusion.

Thank you for considering this additional application.

Sincerely,



Eddie Martin  
President - Board of Directors

### **Phases of the Foothills Farmstead (Deconstruction and Reconstruction)**

Phase I	Dismantling of Interior of Farmhouse	Jan 2014 – Sept 2015	Complete
Phase II	Dismantling of Exterior/Frame of Farmhouse	Oct 2015 – Mar 2018	Complete
Phase III	Reassembling Frame/Exterior of Farmhouse	Apr 2018 – Jun 2019	
	Phase IIIa -porch / foundation rebuild		
	Phase IIIb -labor -replacement materials		
Phase IV	Reassembling Interior of Farmhouse -labor -contract out for electrical wiring -replacement materials -painting interior/exterior (including roof)	Jul 2019 – Jun 2020	
Phase V	Barn Disassembling -labor	Jul 2020 – Dec 2020	
Phase VI	Barn Reassembling -labor -replacement materials	Jan 2021 – Dec 2022	





**Subject** RE: Old House Foundation

**From** Matthew McAlister <mcalistermasonry@bellsouth.net>

**To** Nicholas Gambrell <info@oldoakway.com>

**Date** 2018-02-12 20:43

**Priority** Normal

Nick,

I have estimated house foundation @ 24" tall and porch 1 course taller.

This includes grading topsoil from house site, footings, block, concrete decking for front porch, and turnkey concrete for front porch.

Total cost for this is 24,300.00

Thanks

Matthew McAlister McAlister Masonry

## **Budget for Phase IIIa: Porch / Foundation Rebuild**

### **Phase IIIa**

Total Cost = \$12,450 (see included bids)

#### **Notes:**

\*Only two bids are included with this application due to the custom and unique nature of the job. The foundations (old and new) have to match perfectly in order for the house to fit and the old foundation is not a standard size by any means. Thus, we found it difficult to find businesses willing to give a quote for the job.

\*The Foothills Farmstead is confident that this is a "more than reasonable" bid for such an undertaking. If, however, ATAX funds are not available to the amount requested, we ask that you consider funding at least in part to ensure progress.

# House and Porch Foundation

The house and porch foundation will be rebuilt as it was. Though the house was built much earlier, the wrap-around porch was added c.1915. It is one of the defining features of the house.



The floor of the porch is a concrete slab with octagonal pavers on top. This creates a square/diamond gap that is subsequently poured full of concrete as well.

All of this will be recreated at the farmstead site.

Sides of the porch foundation were originally scored to look like cut stone.

This, too, will be recreated in the new foundation at the farmstead site.



# LIFESTYLE

Contact the Lifestyle Editor at [lifestyle@upstatetoday.com](mailto:lifestyle@upstatetoday.com) or call (864) 882-2375  
Submit community news, calendar events, celebrations and obituaries to [life@upstatetoday.com](mailto:life@upstatetoday.com)

Tuesday, January 16, 2018

**TELL WILLIE**

*I guess we just have  
to wait and see.* **B5**



**INSIDE**

Local B2, B6  
Comics B3  
Obituaries B5

The Journal **B1**

## PIECE by PIECE



CAITLIN HERRINGTON FOR THE JOURNAL  
Nick Gambrell and Carla Honea stand inside the partially disassembled Bearden-Gambrell farmhouse. The pair has been working full-time since July to label, sketch and photograph each and every piece of the house in order to reassemble the home.

## 'Foothills Farmstead' recreating home one board at a time



SPECIAL TO THE JOURNAL  
The Bearden-Gambrell farmhouse is being taken apart one piece at a time and being rebuilt a half-mile down the road as the anchor for the Foothills Farmstead. This photo from the 1920s is the basis for the recreation of the farmstead, according to founder Nick Gambrell.

**BY CAITLIN HERRINGTON**  
THE JOURNAL

SENECA — A once-grand farmhouse on Oak Creek Road now sits in pieces, its original round floor joists boasting their 125-plus years to the surrounding saw-milled additions. The roofline is all but gone, chimneys have been reduced to stacks of bricks and the delicate gingerbread detailing has disappeared from the iconic front porch.

The shell of a home is evidence of the love from its family, as Nick Gambrell and his cousin, Carla Honea, label, sketch and photograph each and every piece of the house before placing it in storage to be reconstructed as part of a 1920s farmstead a half-mile down the road.

"My great-grandmother who lived here died in 1985. And even at 5 years old, I remember the house being something that stuck

in my mind," Gambrell said. "There's something about this house. It was fancy for its time, and still to this day, in terms of historical houses, is fancy."

Honea recalls playing with cousins at family reunions throughout the years, memories that come flying back as she looks over family photos taken in front of the home.

"I remember coming here for family reunions when all the family would be on the front porch," she said. "We'd have the kitchen filled up, and everybody would come in from different places if they didn't live close like we did. All the kids would get out and play on the farm and go out in the barn and play."

Gambrell, who stumbled upon deconstructing buildings 20 years ago as a way to build himself a log cabin, has been meticulously tak-

SEE HOME, PAGE B6

FROM PAGE B1

ing apart the Bearden-Gambrell house for four years. In July 2017, it became a full-time gig as his dream of creating the Foothills Farmstead picked up steam and became a nonprofit.

"The current owner gave us the opportunity a couple of years ago when he said we could have the house, but would need to disassemble it," Gambrell said. "Everything fell together, and the opportunity arose and it just fulfilled something that I'd wanted to do forever anyway."

The vision for the 16-acre plot of land behind the old Oakway school is a combination of the Foothills Farmstead board and a Clemson University landscape architecture class. The land is being leased to the nonprofit to create a living history farm to showcase life on a farm during the Great Depression.

"This house will be as it was in 1925," Gambrell said. "This house had gas lights at that time, but we won't have any plumbing inside because they wouldn't have."

A gas generator from the era has been donated to the farmstead, and Gambrell said it's likely a generator house will be built to show how it worked, but electricity will be run to the home.

"This house survived it," he joked, "but I'm not sure how safe it'd be to try to recreate that."

Gambrell said plans also include a chicken coop, blacksmith shop, corn crib, barn and hopefully some tenant farmer homes. He eventually wants to relocate a church, general store and school to the property so visitors will be able to see nearly every aspect of farm life.

The Bearden-Gambrell house, which Gambrell hopes to have restored in its new location in 2020, will sit atop a small hill and be the anchor of the farmstead.

In the meantime, he and Honea spend their days at the Oak Creek location labeling and transporting pieces of the home to dry storage.

"You can't just come in and take things apart," Gambrell said. "Everything has to be drawn, numbered and photographed and everything. With two of us working, it's the right speed to get all that done without going too fast or too slow."

Since Honea doesn't like to get on the roof, Gambrell does have some guys he counts on for brute force and heavy lifting.

"She'll do pretty much anything else, though," Gambrell said.

With creation of the nonprofit in July 2017 and a shift away from Old Oakway

FOR MORE

To read more on the Bearden-Gambrell house, donate to the cause or learn about fundraisers, visit [foothillsfarmstead.org](http://foothillsfarmstead.org). To follow along with farmhouse deconstruction and reassembly, visit [facebook.com/OldOakway](https://facebook.com/OldOakway).

Architectural Salvage, the business he and his wife created to save bulldozer-doomed structures. Gambrell has devoted every day to disassembling the house, planning fundraisers and applying for grants to help fund the Foothills Farmstead vision.

The meticulous labeling and photographing is a system developed from the Biemann-Hughes House, a 13-room home that once stood beside College Street Baptist Church in Walhalla.

"We went in and numbered everything in that house with a team of 13 guys who took it apart," Gambrell said. "It was sold and moved to Washington, D.C. They put it back together never having seen the house. They live in it now, and it is beautiful. They bought a pile of lumber with some numbers on it and put eight rooms back together."

Old Oakway also relocated the Silas Butts schoolhouse from Brasstown to the agricultural museum in Pendleton, its last big project before focusing on the farmstead. Through the salvage connections, the farmstead will have what it needs to recreate and refurbish buildings on the property.

"One of the cool things about taking something apart and moving it is that if there's damage, you don't have to try to patch it — you fix it as you go," Gambrell said. "If there's a hand-hewn beam with water damage, you replace it with a hand-hewn beam as they would have done back then and keep going."

With many buildings of this era sitting around the Upstate, Gambrell said several people have come forward willing to donate their barns and homestead staples in order to save them from being knocked down. The popularity of the salvage company proved the husband-and-wife team was on to something.

"I hope it's not just a fad right now, but it's the style to have a farmhouse table and some reclaimed lumber in your house," Gambrell said. "But people get connected to these places. We'll drive down the road and see a place that has a history and wish we could save it — but once it's gone, it's gone forever."

[webmaster@foothillsfarmstead.org](mailto:webmaster@foothillsfarmstead.org) | (864) 975-6528  
Follow us on Twitter @OldOakway-CA



CANTON HERRINGTON | THE JOURNAL

Every brick from the three chimneys of the Bearden-Gambrell house was removed by hand and stacked on-site. Rebuilding the home takes place in the exact opposite order of deconstruction, according to Nick Gambrell.

# SALE TIME!

Article that appeared on [www.rootsandrecall.com](http://www.rootsandrecall.com)  
by Austin Lange

Piece by piece. Everything that the Foothills Farmstead consists of comes out piece by piece to be moved to its future home site. Every tin shingle panel, every salvageable pane of glass, every hand numbered and hewn timber—they all come out together by Foothills Farmstead front man Nick Gambrell, the ancestral heir to the original home in Oakway, SC. Restoring a home that has been in Gambrell's family for generations is quite the undertaking, but Nick has held his dream of restoring this historic home since he was five years old. That dream is slowly but surely coming to fruition by Nick's hard work, labor and love with the help of his wife, select family members, enthusiastic volunteers and select Clemson University interns.

We can tell upon meeting Nick that restoring this home is what he was truly meant to do in life. Nick says, as we stand examining where the front door once was hinged and welcomed people in and out of its grand entrance, "As you grow older, you realize that all the other things in life don't really matter unless you're doing what you want to do in life." The sense of pride that Nick has in the home is evident, and we immediately begin to understand the importance of honoring the original builder of the farmstead house Andrew Bearden and his family. Inspiration also comes from preserving this great home's history for others to enjoy again like so many did when Nick's great grandparents lived there from the 1930's until his great grandmother's death in 1985. In dismantling every bit of the home carefully, each with a hand-written label or number, you are able to see that Nick will eventually reassemble the home exactly as it was in its original place but in the new setting that will ultimately serve the public as a living history site and working farmstead.

Oconee County, South Carolina has historically always been an area of agricultural development as early as the 1800's. The land developed was used for crops and farming as well as being home to two railroads, a nuclear power plant and water sources of lakes and rivers. The Farmstead home is an important piece of architectural history from this region thanks to the Bearden family, who lived and worked in the Oakway community for many years. The Farmstead home was first built as a two-room home by Andrew Bearden and grew to a six-room, two-sided shotgun style home, with a hallway down the middle. The ornate Folk Victorian porch came as a later addition by Mr. Bearden before 1920, when he passed away. Thanks to the Bearden family of carpenters and masonry artisans, up to five homes in the Oakway community were built by the Bearden family with the same floor plan and chimney styles. Nick points out the signature style of the Farmstead home's chimney with intricate, sturdy slabs of granite at the base, a unique construction feature that can be found in all of the Bearden homes. In deconstructing the chimney, Nick found that some of the bricks even have baby footprints that were imprinted in the wet clay before they were hand fired.

The Oakway, SC region were home to many similar Folk Victorian style homes all with almost identical frame structure due to the Bearden Family, who were known to have built many homes in the region. Today, Nick and his wife currently live in a

historic home that dates as older than the 1925 Farmstead house, and Nick believes the Bearden Family also built their home.

The new location of the Foothills Farmstead will be located less than two miles from the home's original site and will essentially stay true to the original home built by the Bearden family. By saving each timber, each redwood porch post and each original fired brick, Nick is putting the house back together like you would a giant puzzle. Since Nick has stepped aside from his salvage business in Seneca, SC, he has focused on bringing statewide attention to the physical relocation of the house as well as forming the endeavor into a non-profit organization with a future mission to educate the public and serve the community as a living history site. Nick hopes that at the new location, the Farmstead house will overlook an area complete with a corncrib, a barn to house domestic animals, field space for crops, a schoolhouse, and even a stage area out of another preserved home to host local events for the community.

For a home that remained vacant for thirty years before the Foothills Farmstead project plans began in late 2013, the structure is sound and has weathered well while maintaining many of its unique characteristics. As large of a task Nick has before him, his dedication and passion to complete what he has started is truly admirable. Nick Gambrell, his wife, and members of the historic preservation community are coming together to shape the Foothills Farmstead organization and future site that will help demonstrate to visitors what a working farmstead of 1900-1950's looked like and how it operated. All this will surely help drive local and Upstate tourism through a culturally rich and educational site that is sure to put Oakway, SC on the map for years to come.

Nick was born in time to meet his great grandmother that lived in the house until in the mid 1980's. Other older family members that frequented the home have shared family photos with Nick to let him know how the house was used and enjoyed by so many of the past. In almost all of the Gambrell family's photos the beautiful front porch served as a gathering space and the perfect backdrop for a family portrait. Now with the vision of the Foothills Farmstead, the Gambrell and Bearden front porch will see that energy and life once again.

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

**I. APPLICANT**

A. Name of Organization Oconee State Park  
B. Address 624 State Park Rd., Mountain Rest, SC 29664

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 10,000.00  
B. How will ATAX Funds be used? Replacement picnic tables, fire rings, and grills for camping and cabins.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Standard Campground and Cabin outdoor setting needs  
B. Description of project Replace outdated picnic tables, fire rings, and grills in the park's camping and cabin area.  
C. Who will benefit from this project? Camping and Cabin guests.

**IV. DATES OF PROJECT**

Beginning May 1, 2018 Ending July 31, 2018

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
2-13-18



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Guests seeing improvements in our camping and cabin settings. These guests are our revenue generators. Rentals produce on a 3 year average \$600,000 in revenue. Largest amount in the last three years of \$712,000.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
over night guests - average 85,000 a fiscal year which provide atax revenue
- 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?  
visual work replacement \_\_\_\_\_
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) \_\_\_\_\_
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) \_\_\_\_\_

**VII. AUDIT**

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

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

**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: Jo Anna White Title Park Manager - Oconee state Park  
 Signature [Signature] Date 2-9-18  
 Address 624 State Park Rd, Mountain Rest SC 29664  
 Email jwhite@scprt.com Fax No. 888-803-0844  
 Phone Number (s) 864-638-5353 or 638-7791

B. Alternate Contact Name: Errett Ermt Title Asst Manager  
 Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Address \_\_\_\_\_  
 Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
 Phone Number (s) SAME AS ABOVE

*Thank You*

Camping and Cabin site and outdoor setting replacement needs:

Need:

- 50 picnic tables
- 10 fire rings
- 2 bike racks
- 10 grills
- 20 lantern holders

*X* Grant Request: *A*

- 20 picnic tables \$7400 8ft or 10ft in size
- 10 fire rings \$1400
- 10 grills \$1000

Estimated Total: \$9800.00

Lesson amount – Cost Factor – will need to obtain bids for grant request if approved.

Three Estimates attached sent out for initial need.

A handwritten signature in black ink, appearing to be 'Daw' with a horizontal line underneath.

# PRICE QUOTATION

**RJThomas Mfg. Co., Inc.**

P. O. Box 946 • Cherokee, IA 51012

712-225-5115 • 800-762-5002 • FAX: 712-225-5796

Web:  
www.pilotrock.com

**Pilot Rock**

PARK • STREET • CAMP  
SITE PRODUCTS

E-mail:  
customerservice@rjthomas.com

SC 140

TO: SC, State of  
Oconee St Park  
624 St Park Rd

SC, State of  
Oconee St Park  
624 St Park Rd

QUOTATION DATE: December 07, 2017

QUOTATION NO: 53298

Mountain Rest

SC 29664

Mountain Rest

SC 29664

QUOTATION BY: 4

Jo Anna White,

TEL: 864-638-5353

jwhite@scprt.com

FAX: 864-638-8776

*Complete item request*

QTY	MODEL NO.	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
50	XT/G-10TP	TABLE XT 2-3/8OD 10' 3 FRMS GLV TRTD PINE 2X10	368.64	18,432.00
10	FA-30/9/TB	FIRERING FA-30 INF ADJ GRATE 9" SIDE TIP-BACK ANCHORS	134.64	1,346.40
2	BR205SS/G	BIKE RACK "D" STYLE GLV MOUNTS 5 BIKES ON 1 SIDE	188.64	377.28
10	H-16 B6	GRILL H-16 & STAT B6 POST BASE	90.72	907.20
20	LH/G-180	LANTERN HOLDER SNGL HOOK 180o BEND GLV	75.60	1,512.00
1	FREIGHT	TO ZIP CODE 29664 FOB CHEROKEE, IA 51012	4,528.00	4,528.00

INCLUDES DELIVERY AND FORKLIFT RENTAL  
TO UNLOAD TO THE GROUND.

*\$ 11,508*

(Sales tax NOT INCLUDED unless otherwise stated.) (All models/units shipped knocked down - assembly required.)

NOTE: All quotations and agreements are contingent upon strikes, accidents, fires, availability of materials and all other causes beyond our control. Prices are based on costs and conditions existing on the date of quotation and are subject to change by the Seller before final acceptance.

Typographical and stenographic errors subject to correction. Purchaser assumes liability for patent and copyright infringement when goods are made to Purchaser's specifications. When quotation specifies material to be furnished by the Purchaser, ample allowances must be made for reasonable spoilage and material must be of suitable quality to facilitate efficient production.

Conditions not specifically stated herein shall be governed by established trade customs. Terms inconsistent with those stated which may appear on Purchaser's formal order will not be binding on the Seller.

SHIP 30 DAYS ARO SCHL W/FORKLIFT TO  
UNLOAD. SHIP TO ZIP 29664. DESTINATION  
MUST BE  
ACCESSIBLE TO SEMI TRACTOR/TRAILER  
DELIVERY TRUCK.

Quotation Total **27,102.88**

~~CUSTOMER TO UNLOAD FREIGHT FROM TRUCK.~~ SOME ASSEMBLY REQUIRED.

PRICES FIRM 30 DAYS. PAYMENT TERMS: NET 30 DAYS  
ALL MAJOR CREDIT CARDS ACCEPTED

BY *B. J. Simonsen*



**National Outdoor Furniture, Inc.**  
 1210 W. Main St. #296  
 Riverhead, NY 11901  
 1-888-663-4621  
 nofinc@optonline.net  
 www.nationaloutdoorfurniture.com

ADDRESS
Oconee State Park

SHIP TO
29664

ESTIMATE #	DATE	EXPIRATION DATE
7895	01/18/2018	02/16/2018

**ATTENTION**  
 Freight Carrier

**DATE**  
*ONLY 8' Tables*  
*MISSING LANTERN HOODS - N/A*

**SALES ORDER #**

QUANTITY	PRODUCT	EACH	TOTAL
50	8' Wood Picnic Table with Treated Pine Planks - Portable. Overall Dimensions: 96"L x 62"W x 30"H. 2 3/8" O.D Frame. 1 5/16" O.D. brace. 2" x 10" pressure treated wood planks. All MIG welded frame with zinc or galvanized plated hardware. Zinc coated, galvanized, powder coated or galvanized legs. Pre-drilled holes for surface mounting frame. Some assembly required. Frame: Galvanized Seat/Top: Pressure Treated Planks. NOF #: US 238P- PT8  Lead Time: 6 Weeks to ship. Allow 3-5 days for transit time. Freight Charge \$2075.00 Commercial Delivery With liftgate service.	445.20	22,260.00
2		0.00	0.00
10	30" x 9"Ht. Non-Adjustable Fire Ring - Single Flange. Cooking area of 270 sq. inches. 70 Lbs. Fire ring has an overall diameter of 31-5/8" x 9" high and is constructed of 3/16" thick steel. Fire ring is constructed with a formed(not welded) 1" flange for superior strength. Grate is constructed from 1/2" dia. A36 steel bars located on 1 1/8" centers. Non-adjustable theft proof grate. Grate handle is constructed of a 5/8" dia. A36 steel bar with stay cool spring grips suitable for public use. Ring is mounted using staples that allow the ring to tilt back for ease of cleaning or optional spade anchors. The spade anchors permanently anchor the fire ring to the ground. Cooking grate is permanently attached with a cool-coil handle. All joints are continuously welded. Standard finish is a non-toxic black powder coat. NOF #: JTA 11588	143.00	1,430.00

QUANTITY	PRODUCT	EACH	TOTAL
10	Standard Park Grill - Inground Mount. 76 Lbs. Firebox is 20 3/8" x 15" deep. Constructed of 3/16" thick powder coated steel (A569). Grate is constructed of 1/2" dia. A36 steel bars located on 1 1/8" centers. 3 1/2" O.D. x 40" post. Will rotate a full 360 degrees. Color: Black NOF #: JTA 100BK	132.00	1,320.00

Lead Time: 3-4 Weeks to ship. Allow 3-5 days for transit time.

Freight Charge \$406.00

Commercial Delivery

With liftgate service.

Additional discount for this quote only.

By signing and dating this estimate you are acknowledging the quantities, products, prices, colors and all misc. charges are correct. Any discrepancies should be corrected and faxed or emailed to your account representative.

**TOTAL**

**\$25,010.00**

Accepted By

Accepted Date

You have received this Quote per your request from Belson Outdoors (belson.com).  
 If you are having trouble reading this email? [View it in your browser](#) or go to  
<https://www.belson.com/Secure/Request.aspx?OrderID=215561&Key=3988.37064552864>

**Quote #**  
**WQ 215561**

Here is the Quote as per your request. The 'Shipping' total has been applied.  
 To place an order, simply click 'Submit Order Confirmation' below.  
 Please print this page for your records.  
 Customer Order Confirmation is **required** to process order.



111 North River Road  
 North Aurora, IL. 60542  
 sales@belson.com

Toll Free: 1-800-323-5664  
 Phone: 1-630-897-8489  
 Fax: 1-630-897-0573

**QUOTE #**  
**WQ 215561**

Model #	Description	Lbs	Quantity	Unit Price	Unit Total
PR-8WA	Park Ranger Table, 8' MCA Pressure-Treated	220	50	\$416.00	\$20,800.00
FR-30-G	Fire Ring Flip-Back Grill	67	10	\$230.00	\$2,300.00
CBBR-5SG-SV	5 Bike, Single Sided Grid Rack, Silver Metallic (1 to 2 Units) discount applied	43	2	\$219.00	\$438.00
620	16" x 14" Cooking Grate, Rotating Pedestal Grill With 2 3/8" O.D. Post, In-ground Mount discount applied	52	10	\$173.00	\$1,730.00

*No lattern hooks*  
*Jo*  
*+ ONLY 8' Tables*

Subtotal	12,276	Subtotal	\$25,268.00
<input type="checkbox"/> (Illinois Only) Tax			\$0.00
Shipping			\$855.80
<b>Grand Total</b>		<b>Grand Total</b>	<b>\$26,123.80</b>

Customer Order Confirmation is required to process order.

Your Order will not be shipped without your "Order Confirmation"

Bill To:

Ship To:

First Name* Jo Anna	First Name Jo Anna
Last Name* White	Last Name White
Company Oconee State Park	Company Oconee State Park
Address* 624 State Park Rd.	Address* 624 State Park Rd.
Address Jo	Address Jo
City* Mountain Rest	City* Mountain Rest
State* SC	State* SC
Zip Code* 29664	Zip Code* 29664
Country United States	Country United States
Phone* 864-638-5353	Phone 8646385353
Fax 8646385353	Fax 8646385353
Email jwhite@scprt.com	Email jwhite@scprt.com

Additional Delivery Services

Phone Call 24 Hours Prior to Delivery

**From:**  
**Sent:**  
**To:**  
**Subject:**

National Outdoor Furniture, Inc.  
Tuesday, January 16, 2018 3:26 PM  
Jo Anna White  
National Outdoor Furniture Order (2268826)

<nofinc@earthlink.net>



Quote Date: 2018-01-16T20:25:40  
Quote Number: 2268826

Jo White,

Thank you for submitting your quote inquiry to National Outdoor Furniture. A formal quote will be emailed to you with shipping charges, spec sheets and lead time to ship. If you have any questions, please contact us at 888-663-4621. Please have your National Outdoor Furniture quote inquiry number available when you call. Please contact us if you do not receive your formal quote the next business day.

#### Quote Details

Your quote number is: **2268826**



**30" x 9"Ht. Non-Adjustable Fire Ring - Single Flange**

SKU: JTA 11588

Quantity: 10

Final Price: \$166.00



**Standard Park Grill, 300 Sq. Inch - Inground Mount**

SKU: JTA 100BK

Quantity: 10

Final Price: \$154.00





**8' Heavy-Duty Wood  
Picnic Table –  
Portable**

SKU: US 158P8

Quantity: 50

Final Price: **\$499.00**

Options:

**\*Table Plank Options**

US 158P8: US 238P-PT8,  
2-3/8 in. Pipe, Treated  
Pine, 278 Lbs.

SKU: US 238P-PT8

Price: 499.00

---

**US Frame Colors**

Frame Colors: Galvanized

Price: 0.00

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**Totals:**

Subtotal: \$28,150.00

Shipping Cost: To Be Calculated

**Sub Total: \$28,150.00**

---

**Questions**

*Is this a private residence or business/commercial property?*

624 State Park Rd.

*Questions? Comments?*

**Delivery Address**

Oconee State Park

Attn: Jo White

XX

XX, SC 29664

United States

864-638-5353

## Contact Us

Please send all inquiries to:

**National Outdoor Furniture, Inc.**

Email: [nofinc@earthlink.net](mailto:nofinc@earthlink.net)

Phone: 888-663-4621

To review our quote policies please visit: <https://www.nationaloutdoorfurniture.com/ft-3057-faq.html>

[National Outdoor Furniture, Inc.](#) . All Rights Reserved.

**National Outdoor Furniture, Inc.**

**Order #2268826**

**Billing Address**

Oconee State Park  
Attn: Jo White  
XX  
XX, SC 29664  
United States  
864-638-5353

**Shipping Address:**

Oconee State Park  
Attn: Jo White  
XX  
XX, SC 29664  
United States  
864-638-5353

**My Order**

Product	Quantity	Price	Total
30" x 9"Ht. Non-Adjustable Fire Ring - Single Flange JTA 11588	10	\$166.00	\$1,660.00



Standard Park Grill, 300 Sq. Inch - Inground Mount JTA 100BK	10	\$154.00	\$1,540.00
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8' Heavy-Duty Wood Picnic Table – Portable  
US 158P8  
US 158P8: US 238P-PT8, 2-3/8 in. Pipe, Treated Pine, 278 Lbs.  
Frame Colors: Galvanized

50 \$499.00 \$24,950.00



Shipping Method: Basic Shipping

Subtotal: \$28,150.00

Total: \$28,150.00

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

**I. APPLICANT**

A. Name of Organization Oconee Preservation Unlimited Stewardship Trust (OPUS Trust)

B. Address 730 Jumping Branch Road Tamassee SC 29686

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ \$1200.00

B. How will ATAX Funds be used? To promote this event widely through avenues as designated by the Atax committee using their parameters set for by the definition of tourism i.e. targets outside 50 mile

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 18%  
Oconee perimeter

D. Funds furnished by your organization \$7000.00

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 Tamassee Craft Brew Festival

B. Description of project A craft beer and music festival in its 5th year in Oconee. It has continually grown since its inception and is increasingly reaching people outside of Oconee County. Last years gross income \$7235.26

C. Who will benefit from this project? The general populace who enjoy the growing craft beer movement promoting a trend that has developed a significant economic impact in bordering geographic locations.

**IV. DATES OF PROJECT**

Beginning 5/4/18 Ending 5/7/18

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date 2004

Eleemosynary Organization under IRS Code: IRS # 54 6583173

Date of Determination Letter 8/28/2008

**RECEIVED**  
2-12-18

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This is the fifth year of the festival, each year the reach becomes greater on the visitors from outside Oconee County

Our intent is to highlight the northern end of the county, its remote charm, its parks and areas for rustic lodging, while attracting the craft beer and roots music lover. Festivals of this nature draw heavily in other areas. This could be a destination event if given the proper support on a higher level.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
350
- 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 45  
This Year 75-100
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year ; unknown  
This Year: \_\_\_\_\_
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
WNCW WCCP Radio, The demographics for these stations indicate that there reach is well outside the 50 mile perimeter and their audience is the type attracted to an event of this nature
- 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) guest logs with zip codes/ eventbrite records with buyers address \_\_\_\_\_


## 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: Eddie Martin Title CEO  
Signature  Date 2/12/18  
Address 730 Jumping Branch Road Tamassee SC 29688  
Email edward.martin@sc.nacdnet.net Fax No. \_\_\_\_\_  
Phone Number (s) 864 557 8168

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

## 2018 Tamassee Craft Brew Festival Narrative

The 2018 Tambrew Festival will be the fifth edition of this event that brings music and craft beer tasting to Oconee County. Last year there were over 300 participants at the Keowee Market in Salem. The festival returns to this venue for 2018. Our budget this year will be \$7000.00. My experience from past events supports radio advertising with both WNCW and WCCP that provides more outreach opportunity for the festival. Both radio station demographics reach well outside the 50 mile radius for Oconee County. The festival has grown in attendance each year and it is expected that it will do so again this year. We had people from Columbia, Charleston, Greenville, Asheville and smaller towns visit last year. We hope to track overnight stays this year, we did not do so last year because we were unable to receive funding. The festival will be two days this year with the homebrew competition happening Saturday May 5<sup>th</sup> in Seneca and the festival proper May 6<sup>th</sup> in Salem.

Eddie Martin

Organizer





**Tamassee Carft Brew Festival  
ATAx Budget sheet 2018**

	<b>Year to Date</b>	<b>Budget Amount</b>
<b>outlay</b>		
WCCP Radio Advertising		\$800.00
WNCW Radio Advertising		\$400.00

<b>Total Income</b>	<u>\$0.00</u>	<u>\$1,200.00</u>
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**OCONEE COUNTY ATAX GRANT  
APPLICATION FORM  
FOR TOURISM RELATED PROJECTS**

**I. APPLICANT**

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

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

**II. FUNDS REQUESTED:**

A. ATAX Funds Requested \$ 4000.00

B. How will ATAX Funds be used?

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

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

100%

D. Funds furnished by your organization \$7200.00

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 57th 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 4 Ending September 8, 2018

### 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?

18,000 over the two day festival

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

**38% of the people surveyed were from beyond a 50 mile radius.**

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

**Of the people surveyed, a total of 17% stayed overnight as a direct result of the South Carolina Apple Festival surveys.**

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

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

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

**Letters of support from city and pictures from the 2017 Festival.**

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

**There were zip codes collected during the Quilt Show hosted by the chamber. We keep monthly records about our website hits through our webhost. We keep copies of request for information from Living in SC Magazine.**

**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 Diane Lyles Title President

Address P.O. Box 206 Westminster SC 29693

E-mail

Phone Number (s) 864-723-3851

Signature Diane Lyles Date 2-14-18

B. Alternate Contact Sandra Powell Title

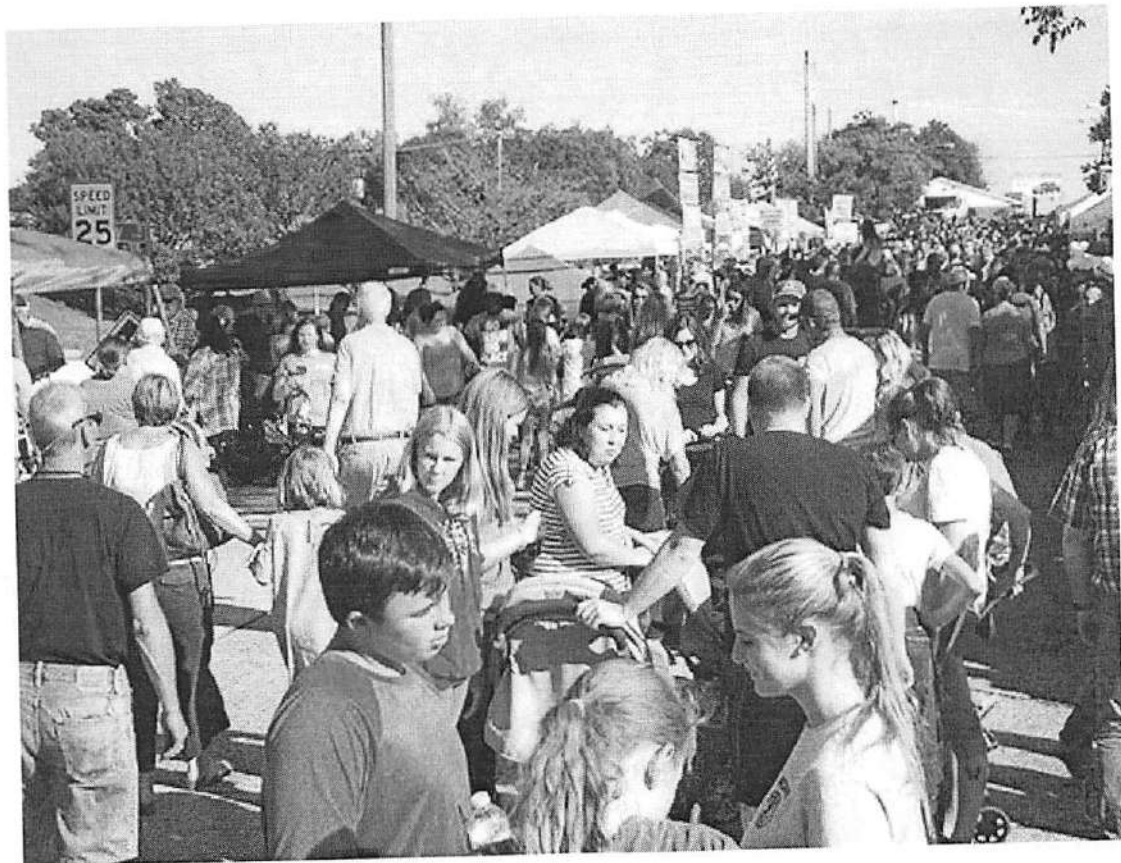
Address P.O. Box 206 Westminster SC 29693

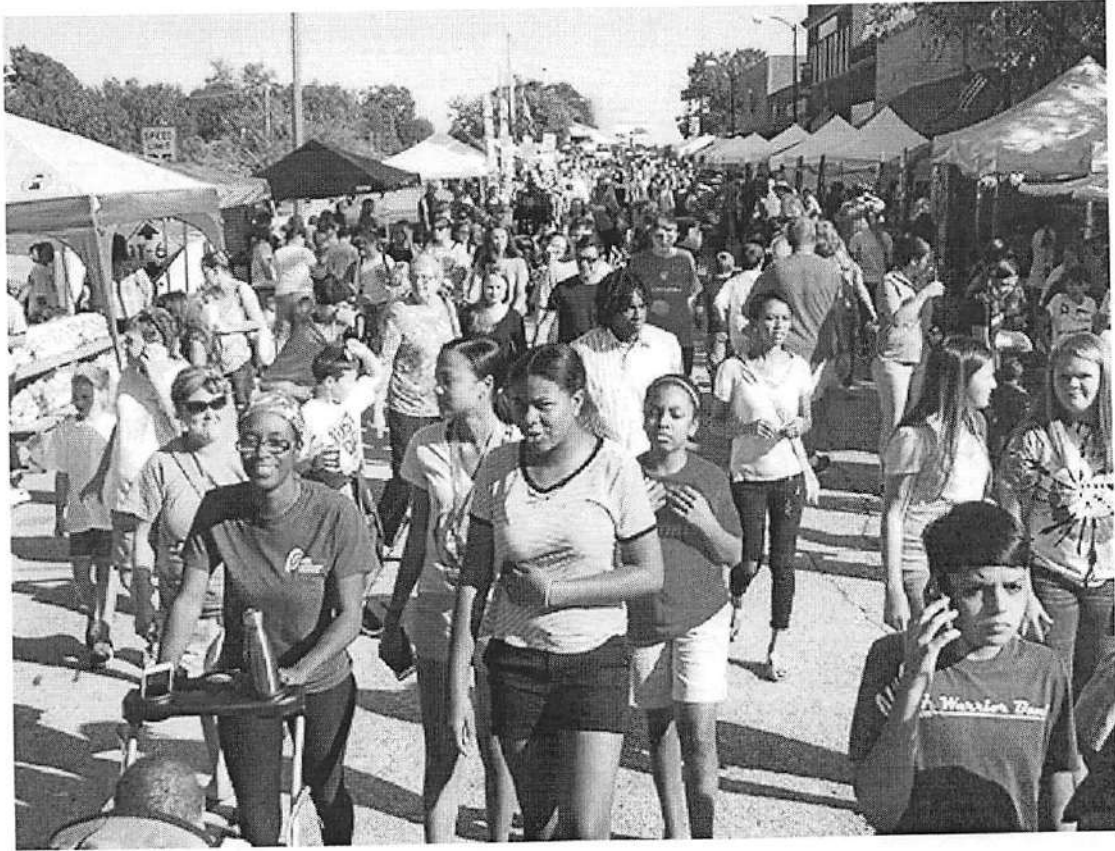
E-mail west@oconeechambersc.com

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

Signature Sandra B Powell Date 2-15-18

# South Carolina Apple Festival 2018





**South Carolina Apple Festival 2018**

SC Apple Festival Quilt Show September 8 and 9 2017

Sept 8

NAME	ADDRESS	CITY/STATE
Clara Wiebs	120 Jendley Ln	SC 29643
Jim Wiebs	Fair Play	"
Gay Kammels	496 Peach Grove Cnd.	Toccoa 30577
Wade & Jana Deacy	109 Brailsford Rd. <sup>Summerville</sup> SC 29485	
A. E. Ramsey Schroeder		Mokena, IL
Angie Wheeler (Westminster News)		
Earl White	White's H.V.A.C.	Westminster
Judy L. Roy	510 Stone Creek Rd	Seneca, SC
Jeri Buchanan	2725 N Bayshore Dr <sup>Seneca</sup> SC	Seneca, SC
Tony & Fran Cooley		Williamston, S.C.
Sandy Radu	104 Coral Reef Dr Moore Creek, SC 29445	
Jane Dineard		Seneca SC.
Cherry Wetherell	103 Windtree Lane Piedmont	Piedmont, SC.
Jennifer Mann	<del>Ferris</del>	Ferris Beach, FL
Gina Castro		Westminster, SC
Kim Mathamara	46 Alexander Manor Dr	Simpsonville, SC
Tandy Kemp		Toccoa
Pat Winters		Toccoa
Betty Willis		Toccoa
Denise James		Westminster
Peggy Simpson		Westminster
Paul & Marie Lemur		Bolivia, NC.
Sylvia & Joel & Naomi		Salem, SC.



## Request for Information SC Living Magazine

<b>Name</b>	<b>Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
Alice Ammons	338 Keene Rd	Marion	SC	29571
Alice Blakely	PO Box 1172	Clinton	SC	29325
Allison Johnson	335 S. Friendfield Rd	Scranton	SC	29591
Angenetta Rhodes	5727 Fire Tower Rd	New Zion	SC	29111
Anita Jones	1023 Glencroft Drive	Columbia	SC	29210
Arlene Jordan	1039 Jordan Rd	Lugoff	SC	29078
Arlie Merideth	233 Lail St	Waterloo	SC	29384
Ashley T. Williams	169 Bromley Village Drive Apt. #105	Fort Mill	SC	29708
Audrey Mickens	1701 Oak Ridge Club Rd	Windsor	SC	29856
Ben Turner	50 Voyles Rd	Abbeville	SC	29620
Beth Anglin	1021 Cardinal Drive	Rock Hill	SC	29730
Beverly Allen	2169 Sassafras Rd	Aiken	SC	29801
Beverly Washington	4831 Rev J W Carter Rd	Manning	SC	29102
Blair Martin	6575 Purrysburg Road	Hardeville	SC	29927
Brandy Hardin	896 Foster Rd	Inman	SC	29349
Carl Brantley	394 Dragon Lair Rd	Trenton	SC	29847
Carl Ray Williamson	1403 E. Roosevelt St	Dillon	SC	29536
Carla Clifford	180 Burnett Road	Pauline	SC	29374
Carol Shealy	173 Schofield Road	Gilbert	SC	29054
Carolyn Blue	106 Dellany Ct	Greer	SC	29651
Catherine Seigler	605 Ann Drive	New Ellenton	SC	29809
Charles Addison	4137 Walker Rd	Rock Hill	SC	29730
Cheryl Ann Rabun	1939 Blue Ridge Terrace	W. Columbia	SC	29171
Christy Taylor	117 Rabbit Trail	Easley	SC	29642
Cynthia Brinson	122 Boat Landing Road	North	SC	29112
Daniella Long	378 Logan St	Saluda	SC	29138
Danielle Guidotti	127 Emanuel Creek Dr	W.Columbia	SC	29170
David Grugg	738 Shannon Meadows rd	Clover	SC	29710
David Weatherwax	43 Myrtle Bank Road	Hilton Head	SC	29926
Dennis Madigan	8018 Leeward Ln	Murrells Inlet	SC	29576
Dexter Greene	2160 Pine Street	West Columbia	SC	29170
Donna McCarter	301 Hempsted Rd	Columbia	SC	29210
Eddie L. Choice	327 Surrywood Drive	Greenville	SC	29607
Edward Timm Sr	494 Oak St	W. Columbia	SC	29172

SC Apple Festival 2018 Ad Budget

TV		Radio		Print		Totals
WYFF Greenville	\$5,000	WGOG and affiliates	\$1,000	Journal	\$500.00	6500
Northland Cable	\$1,000	WESC	\$1,000	West News	\$500.00	2500
				Living in SC	\$1,500.00	1500
				Brochures	\$700.00	700
<b>Totals</b>	<b>\$6,000</b>		<b>\$2,000</b>		<b>\$3,200.00</b>	<b>\$11,200</b>



February 13, 2013

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

Dear Committee Members:

Westminster is pleased to be a sponsor and host venue of the South Carolina Apple Festival. This is a shining example of promoting a long time agricultural tradition unique to Oconee County as the largest apple growing region in our State. The Festival, which will be celebrating its 52nd year, is a time for Westminster to once again welcome visitors from the Southeast and beyond. This event remains a drawing card for our small Town and one in which we are immensely proud.

We respectfully request once again that this application for additional support be given worthy consideration.

Sincerely,

Chris Carter, City Administrator

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

**I. APPLICANT**

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

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2,242.00  
B. How will ATAX Funds be used? Informational signage to identify the quilt panels on the UHQT and Collaborative marketing with Lake and Mountain Quilt Guild (LMQG) 2018 Show to promote show and UHQT.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$1000.00  
    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 ~~Location signage to identify the quilt panels on UHQT and Promotion of LMQG Show and UHQT.~~  
B. Description of project Placement of signage at 85 public destination sites in Oconee County, list of locations include in Appendix A. Promote the UHQT and the LMQG 2018 Quilt Show to audiences throughout South Carolina and Tri State area. See Appendix A for details of project.  
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.  
The community and visitors will benefit from easily identifying quilt trail sites and knowing which panel they are viewing.

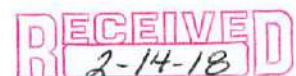
**IV. DATES OF PROJECT**

Beginning March 2018 Ending February 2019

**V. APPLICANT CATEGORY**

Government Entity:

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



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Upstate Area has many attractive features for tourist to enjoy from outdoor adventure, historical sites, art venues and quaint communities to explore. Over 129 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.

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 Quilt Shop Navigator*, two publication per year. The Quilt Shop Navigator publishes local quilt shops, fabric shops, and events! Both printed directory, or mobile edition online! Sold on line and local quilt shops. The UHQT has placed full page advertisements in this publication for the 2016, 2017 and first edition of 2018.
- *UHQT Tour brochure* distributed to information centers throughout tri state area, distributed at various local regional, state and tristate venues Annual distribution is 7,500.
- *UHQT Rack Card* is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 6,000
- *South Carolina Quilt Trail Rack Card* is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 5,500
- *Quilters of South Carolina Quarterly Newsletter*, membership 350.
- *Charlotte Observer* – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: Advertising placements would appear August 10<sup>th</sup> and September 7<sup>th</sup>,
- Participation in events and speaking requests promoting the Upstate, UHQT & LMQG.
- Providing information to various newspapers and radio shows about the UHQT and its activities. Promotion of UHQT & LMQG Show through social media outlets

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 B letter of Support

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

The Quilt Trail monitors distribution of maps, rack cards and requests for additional information. Web site hits and demographics are monitored monthly. Records are kept of all request for tour assistance, presentations, workshops, visitors to the studio, and tracking when possible from advertising venues.

## VII. AUDIT

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

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

VIII. Will your project be using any funds from another group that received ATAX funds?  
Lake and Mountain Quilt Guild is submitting an ATAX application to help fund their promotion of joint adverting plan.

How will the project influence the community? The United Arab Emirates has many interesting features for tourists to explore. Over 100 miles of coastline and over 100 islands are scattered along the coast. The UHOI encourages you to explore the main islands and to visit the back roads to discover hidden gems and make their own discoveries. The UHOI will help to discover the hidden gems and make their own discoveries. The UHOI will help to discover the hidden gems and make their own discoveries.

A. How many visitors participated in the project? UHOI is a self-funded project. The UHOI is a self-funded project. The UHOI is a self-funded project. The UHOI is a self-funded project. The UHOI is a self-funded project.

B. How many of the visitors participated in the project? How many of the visitors participated in the project? How many of the visitors participated in the project? How many of the visitors participated in the project? How many of the visitors participated in the project?

C. How many overnight stays were made by the visitors? How many overnight stays were made by the visitors? How many overnight stays were made by the visitors? How many overnight stays were made by the visitors? How many overnight stays were made by the visitors?

D. How do you plan to advertise the project? How do you plan to advertise the project? How do you plan to advertise the project? How do you plan to advertise the project? How do you plan to advertise the project?

1. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels.

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8. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels. The UHOI will advertise the project through various channels.

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

A. Contact Name: Martha File Title President  
Signature Martha File Date February 13, 2018  
Address PO Box 333, Walhalla, SC 29691  
Email info@uhat.org Fax No. NA  
Phone Number (s) 864-723-6603 or cell 904-874-1975

B. Alternate Contact Name: Judy Goodwill Title Treasurer  
Signature Judy Goodwill Date February 13, 2018  
Address PO Box 333, Walhalla, S.C. 29691  
Email judygoodwill@gmail.com Phone Number (s) (864)638-0015

**Budget  
Upstate Heritage Quilt Trail  
February 2018 ATAX request**

**Collaborative advertng with 2018 Lake and Mountain Quilt Guild Show,  
September 21 -22, 2018.**

1. Charlotte Observer – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: \$549.00 per run. Advertising placements would appear August 10<sup>th</sup> and September 7<sup>th</sup>.

Total costs: \$1098.00

**UHQT Request \$549.00**

2. The Quilt Shop Navigator

Full page color advertisement in July –December 2018 edition. This publication is distributed nationally and widely used by textile arts and craft persons.

Total cost: \$200

**UHQT Request \$100.00**

**Information Signage for Public Designation Sites in Oconee County**

85 destination sites: 8.5" x 11" aluminum printed signs @ \$30.50 per sign. Price includes: Formatting each sign and content prior to printing, Production of aluminum sign, mounting posts, hardware and installation. An Oconee County business will do production.

**Total signage cost**

**\$2,593.00**

**Total UHQT Costs**

**\$3,242.00**



**APPENDIX A**  
**PROJECT DESCRIPTION**

## Signage at Public Sites for UHQT

The Upstate Heritage Quilt Trail has recently reach a milestone of over 200 destinations throughout Anderson, Oconee and Pickens Counties. In Oconee County there are 129 sites, 85 sites that are of historical significance or interest to the public, 44 are at residential locations. Placing informational signage at the 85 public locations will identify the Quilt Trail to the public. I hear over and over from community members and visitors that they see the quilt panels but did not they were part of the UHQT. I believe this signage will help the community and visitors begin to identify the quilt panels as part of the Quilt Trail. The majority of these 85 informational signs will be placed on the building near the quilt block but some will require free standing stakes. The sign will include a QR code so the viewer can link to the UHQT web site and obtain more information about panel they are viewing and the site where it is located and use the interactive to locate other in the area. A sample of signage is provided below.

The sites in Oconee County will include 70 public locations (schools, parks, community use buildings, public libraries, retail establishments, agritourism sites) 6 art related locations, 11 historic locations.

## Quilt Panel Location for Proposed Signage

Quilt locations by Cluster						
Number	Quilt Name	Location	Address	City	County	cluster
<b>ART Sites</b>						
11	Original Design	Residence	210 Crestview Ct.	Seneca	Oconee	a
19	Log Cabin	Blue Ridge Arts Council	111 E. South Second St.	Seneca	Oconee	a
97	Log Cabin	End of the Road Studio	255 E. Bear Swamp Road	Walhalla	Oconee	a
tdb	Mai'a Iho Lena	Gateway Arts Council	213 E. Windsor Street	Westminster	Oconee	a
89	Presidents Wreath	Oconee Community Theater	8001 Utica Street	Seneca	Oconee	a
<b>Agritourism, Parks, Science Sites</b>						
tdb		Chattooga Belle Farm	454 Damascus Church Road	Long Cciencreek	Oconee	asc
15	The Tulip	Takeena Angus	3057 Pine Grove Rd.	Seneca	Oconee	asc
24	Cather's Maze	High Fall Park	671 High Falls Rd.	Seneca	Oconee	asc
25	Log Cabin	The World of Energy	7812 Rochester Hwy	Seneca	Oconee	asc
46	Starlight's	FOLKS	4065 Keowee School Rd.	Seneca	Oconee	asc
72	Rolling Landscape - Lake and Mountains	Devils Fork State Park	161 Holcombe Circle	Salem	Oconee	asc
75	Hearts and Gizzards	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	Oconee	asc
76	Hearts and Stars	Chattooga Belle Farm	454 Damascus Church Road	Long Creek	Oconee	asc
88	Tulip	Oconee State Park	624 State Park Road	Mountain Rest	Oconee	asc
92	My Blue Ridge	Residence	650 Deer Creek Lane	Fair Play	Oconee	asc
<b>Historical Sites</b>						
03	Double Wedding Rings	Oconee Heritage Center General Store Museum	126 East Main St.	Westminster	Oconee	m
06	Rocky Mountain Road	Oconee Heritage Center	123 Brown Square Drive	Walhalla	Oconee	m
20	Double T's	Ballenger House	212 E. Third St.	Seneca	Oconee	hs
35	Oconee Flag	Cherokee Museum	70 Short St.	Walhalla	Oconee	m
63	Fenced in Dahlia	Fair Play Presbyterian Church	201 Fair Play Church Road	Fair Play	Oconee	hs
66	Strom at Sea	Old St. John's Meeting House	200 S. Catherine Street	Walhalla	Oconee	hs
68	Yellow Ribbon	Patriots' Hall	13 Short Street	Walhalla	Oconee	m
82	Railroad Crossing	Westminster Chamber	135 East Main Street	Westminster	Oconee	hs

Signage at Public Sites for UMCOT

The Update Heritage Quilt Trail has recently reached a milestone of over 100 destinations throughout Anderson, Oconee and Wilkes Counties in Georgia. There are 133 sites, 22 sites that are of historical significance or interest to the public. As an additional historical information resource, the UMCOT will identify the quilt panels and their locations and their historical significance in a website that they see the quilt panels but did not feel they were part of the UMCOT. I believe this signage will help the community and visitors begin to identify the quilt panels as part of the Quilt Trail. The majority of these 22 informational signs will be placed on the building near the quilt block but some will require free standing markers. The signs will include a QR code so the viewer can link to the UMCOT web site and obtain more information about each quilt panel. The signs are viewing and the site where it is located and use the interactive map to find other in the area. A sample of signage is provided below.

The sites in Oconee County will include 70 public locations (schools, parks, community use buildings, public libraries, retail establishments, neighborhood sites) and related locations, 11 historical locations.

Quilt Panel Location for Proposed Signage

Panel #	Panel Name	Location	Address	City/Town	County
01	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
02	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
03	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
04	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
05	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
06	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
07	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
08	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
09	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
10	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
11	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
12	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
13	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
14	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
15	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
16	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
17	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
18	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
19	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
20	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
21	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
22	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
23	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
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36	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
37	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
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66	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
67	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
68	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
69	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee
70	Washington-Carroll	Washington-Carroll	25 First Street	Washington	Oconee

93	School House	Rosenwald School	150 Pleasant Hill Cir	Westminster	Oconee hs
135	Crazy Quilt	Cheohee Community Building	See Directions	Tamassee	Oconee hs
170	Courthouse Steps	Old Pickens Presbyterian Church	E. Pickens Hwy, SC 183 at Old Pickens Church Road	Seneca	Oconee hs

### Public Sites

tbd	Joyce's Hearts	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	Oconee ps
tbd		City of Walhalla		Walhalla	Oconee ps
tbd	Dahlia	City of Walhalla		Walhalla	Oconee ps
tbd	Katie's Choice	City of Walhalla		Walhalla	Oconee ps
tbd	1903 Crazy Quilt	City of Walhalla		Walhalla	Oconee ps
tbd	Flower Basket	City of Walhalla		Walhalla	Oconee ps
01	South Carolina Block	Fair Play Welcome Center	I 85, Exit One	Fair Play	Oconee ps
02	Crazy Quilt	Fair Oak Elementary	1964 Oak Way Rd	Westminster	Oconee ps
04	Card Trick	Westminster Library	112 W. North Ave.	Westminster	Oconee ps
07	Goose on the Pond	Oconee Conservatory of Fine Arts	101 East North Broad St.	Walhalla	Oconee ps
08	Star in Star	Oconee County Public Library	501 W. South Broad St.	Walhalla	Oconee ps
10	Compass Rose	Keowee Elementary School	7051 Keowee School Road	Seneca	Oconee ps
16	Grandmother's Flower Garden	Red Door	120 Ram Cat Alley	Seneca	Oconee s
17	Star with Cats	Ran Cat Alley	106 Ram Cat Alley	Seneca	Oconee s
21	South Carolina Star	Seneca Public Library	300 E. South Second St.	Seneca	Oconee ps
22	Jackson Star	Blue Ridge Elem	995 South Oak St.	Seneca	Oconee ps
30	Carolina Mystery Pattern		224 E. Main Street	Westminster	Oconee
37	Friendship	OCPL - Salem Branch	5-B Park Avenue	Salem	Oconee ps
44	Crazy Quilt	DAR Thrift Store	9695 N Hwy 11	Tamassee	Oconee s
45	Double Wedding Rings	James M. Brown Elementary	225 Coffee Road	Walhalla	Oconee ps
49	Mountain and Lakes	Historic Earle House	105 West South Broad Street	Walhalla	Oconee ps
53	Eagle	Community Center Building	5 A Park Avenue	Salem	Oconee ps
54	Saw Blade	Community Center Building	5 A Park Avenue	Salem	Oconee ps
58	Mozart's Star	Hamilton Career Center	100 Vocational Drive	Seneca	Oconee ps
62	Stargazing	Toussaint Law Firm	10131 Clemson Blvd.	Seneca	Oconee ps
64	Par 3	Blue Ridge Golf Center	2499 Blue Ridge Blvd	Walhalla	Oconee ps
73	Blue Horizon	Arnold Building	10612 Clemson Blvd.	Seneca	Oconee ps
84	Flower Basket	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee ps
85	Caesar's Crown	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee ps
86	Cactus Blossom	Blue Ridge Electric Cooperative	2328 Sandifer Blvd.	Westminster	Oconee ps
94	Hawaiian Patch	Dental Practice	10229-A Clemson Blvd.	Seneca	Oconee ps
96	Tsunami Relief	Brown-Oglesby Funeral Home	101 E.N. Second Street	Seneca	Oconee ps
100	Friendship Garden	Westminster City Hall	100 E Windsor Street	Westminster	Oconee ps
106	Scenes of the Lake	South Cove Park	10310 South Cove Road	Seneca	Oconee ps
111	Building Blocks	Oconee County Administration Bldg.	415 S. Pine Street	Walhalla	Oconee ps
113	Crossroads	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee ps
114	Fan	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee ps
116	Holiday Splendor	Lorraine Harding Real Estate	10898 Clemson Blvd.	Seneca	Oconee s
122	Nine Patch	Lila Doyle at Oconee Medical Center	101 Lila Doyle Drive	Seneca	Oconee ps
125	Scenes from Mountain Rest	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	Oconee ps
128	North Star	Tamassee Elementary School	9950 N. Hwy 11	Tamassee	Oconee ps
129	Grandmothers Choice	Tamassee Salem Middle/High School	4 Eagle Lane	Salem	Oconee ps
131	Bible Blocks	Mountain Rest Baptist Church	9915 Highlands Hwy	Mountain Rest	Oconee ps
132	Blue Birds	Hopewell United Methodist Church	Methodist Drive & Jenkins Bridge Rd	Westminster	Oconee ps
138	Orchard of Learning	Orchard Park Elementary	600 Toccoa Highway	Westminster	Oconee ps
146	Faith n Grace	Faith and Grace Open Air Market	13843 Long Creek Hwy	Mountain Rest	Oconee s

161	Prairie Star	Hospice of the Foothills	390 Keowee School Road	Seneca	Oconee ps
169	A Bridge to a New Beginning	Walhalla High School- Inside	4701 N. Hwy 11	Walhalla	Oconee ps
172	Angel	Mt. Carmel Church	2 Old Flat Shoals Road	Salem	Oconee ps
174	Lone Star	Sandifer Funeral Home	512 East Main Street	Westminster	Oconee ps
175	Thai Memories of Saffron and Silk	Moon's Drug Store	132 Main Street, on Hwy 123 side of building	Westminster	Oconee ps
182	Sun Bonnet Sue	American Legion Post 107	205 Lucky Street	Westminster	Oconee ps
183	Blue Heron	Keowee Fire Department	115 Maintenance Road	Salem	Oconee ps
201	The Cross	Westminster Baptist Church	212 East Windsor	Westminster	Oconee ps
204	Rising Star	Town Sign	Highway 11 exit ramp	West Union	Oconee ps
206	Scenes of the Lake	South Cove Park	1099 South Cove Road	Seneca	Oconee ps
222	Mountain Rest Birds	Mountain Rest Community Center	120 Verner Mill Road	Mountain Rest	Oconee ps
227	Pastel Patch	City of Walhalla		Walhalla	Oconee ps

85 sites

## Sample of Signage

# On the Quilt Trail

Every Quilt Tells a Story and Every Story Leads to a Discovery

— #12 —

## “Mohawk Trail”

by Minnie Haselton Carter



*Scan this QR Code to visit  
the website for the full story.*



**Upstate Heritage  
Quilt Trail**

SPONSORS

864.723.6603 • [www.uhqt.org](http://www.uhqt.org)

## Promotion Plan for UHQT and 2018 Lake and Mountain Quilt Guild Show

The UHQT and LMQG have been working together since 2010 to promote both organizations. Because these two organizations target similar audiences it has been cost effective to share marketing efforts during show years. The new venues we like to pursue this year is expanding our marketing in the Charlotte, NC area. The UHQT has spoken to the quilt guilds in the area as well as Rock Hill, SC. Charlotte is the largest city outside of South Carolina that viewed the UHQT website in 2017.

### Additional joint advertising

- ***The Quilt Shop Navigator***, two publications per year. The Quilt Shop Navigator publishes local quilt shops, fabric shops, and events! Both printed directory, or mobile edition online! Sold online and local quilt shops. The UHQT has placed full page advertisements in this publication for the 2016, 2017 and first edition of 2018.
- ***UHQT Tour brochure*** distributed to information centers throughout tri state area, distributed at various local regional, state and tristate venues Annual distribution is 7,500.
- ***UHQT Rack Card*** is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 6,000
- ***South Carolina Quilt Trail Rack Card*** is distributed to information centers throughout tri state area, distributed at various local regional, state and tri state venues. UHQT develops and distributes. Annual distribution is 5,500
- ***Quilters of South Carolina Quarterly Newsletter***, membership 350.
- ***Charlotte Observer*** – Friday CTL section, weekend guide. Pricing also included a small targeted digital campaign, (17,500 impressions per run). Eighth Page Color: Advertising placements would appear August 10<sup>th</sup> and September 7<sup>th</sup>,
- Participation in events and speaking requests promoting the Upstate, UHQT & LMQG.
- Providing information to various newspapers and radio shows about the UHQT & LMQG and its activities. Promotion of UHQT & LMQG Show through social media outlets



**APPENDIX B**

**Letters of Support**



**OCONEE CHAMBER**  
ADVOCATING BUSINESS, CULTIVATING COMMUNITY

February 8, 2018

Oconee County PRT  
ATAX Commission

RE: Upstate Heritage Quilt Trail

Dear Commission:

This letter represents support from the Oconee County Chamber of Commerce for the Upstate Heritage Quilt Trail's application for ATAX funds to be used in providing informational signage to help identify the Quilt Trail throughout the region.

As you are aware, our countywide chamber has three locations and serves as visitor's centers to the many tourists that come through our doors. Because these visitors are most often on a limited time in our area, they look for directions and best use of time. The addition of proper signage and information regarding the Upstate Heritage Quilt Trail will serve most beneficial to our guests.

We are pleased to join with the Upstate Heritage Quilt Trail to help increase information about the Trail and we hope you will support their grant request.

Sincerely,

A handwritten signature in cursive script that reads "Vanessa Penton".

Vanessa Penton  
Executive Director



Upstate Heritage Quilt Trail  
PO Box 333  
Walhalla, SC 29691

864-723-6603  
[www.uhqt.org](http://www.uhqt.org), email [info@uhqt.org](mailto:info@uhqt.org)

February 13, 2018

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 develop placement signage at 85 public destination sites in Oconee County. I hear over and over from community members and visitors that "I've seen the quilt blocks but didn't know what they were". The signage will have our QR code so should the viewer have a smart phone they can view the UHQT web site and read the story about the quilt and visit our interactive to find additional locations nearby. Additionally, the UHQT and the Lake & Mountain Quilt Guild (LMQG) have collaborated since 2010 on advertising the quilt show and UHQT. LMQG will host the Quilt 2018 in September. We are proposing to continue our efforts to promote both organizations and Oconee County to audiences throughout South Carolina and Tri State area.

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,

*Martha File*

Martha File

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

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

**I. APPLICANT**

A. Name of Organization Westminster Music Centre  
B. Address 101 W Main St  
Westminster, SC

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 12,500  
B. How will ATAX Funds be used? Advertising, Marketing, Infrastructure & Technological improvements. Newspaper ads, radio ads, Magazine ads, facebook boosts. Print materials (flyers, posters). Signage. HVAC  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 34,400  
Matching Grant \$10,000 Source Westminster Hospitality Tax  
Matching Grant \$20,000 Source Venue Rental  
Other Funding \$25,400 Source Ticket Sales/Concessions  
Other Funding \$9,000 Source Sponsorships

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  
B. Description of project See Attached  
C. 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, as well as cultural and artistic benefits from supporting and providing outlets for live music.

**IV. DATES OF PROJECT**

Beginning 3/1/18 Ending 2/28/19

**V. APPLICANT CATEGORY**

Government Entity: \_\_\_\_\_  
 Non-profit Organization: Incorporation date 4/29/16  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # 81-2463067  
\_\_\_\_\_ Date of Determination Letter \_\_\_\_\_

**RECEIVED**  
2-14-18

**Westminster Music Centre  
ATAX grant application addendum  
Spring 2018**

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Westminster Music Centre

A. Description of project:

In late 2016, the operations of the previous "Music Hall" were re-organized as a 501c3 and it was re-branded as the "Westminster Music Centre" run by a volunteer board of directors as the "Westminster Music Association." In 2017 we increased the number of total events by nearly 100% over the previous calendar year (39 total in 2017). And this was despite not having our first official ticketed event until May 2017. As such, we generated over 5,000 visitors to Westminster (at an average of over 100 per event). We held an average of 2 concerts per month, plus an average of 2 private or community events per month. Private events are revenue generators for the Centre, while community events are free and open to the public. We expect these numbers to double in 2018.

The Music Association also took the initiative to keep "Music On Main" alive as a vibrant part of our community. We underwrote the expense of the bands, and our director donated the use of his personal sound system in order to make these events occur in a professional manner. This arrangement needs to be augmented this year in order to properly compensate the use of this equipment and to better market the series. The Music Centre has also partnered with the newly formed "PR Committee" to assist in the production of city events, such as Boo on Main, Apple Festival, Small Business Saturday and National Day of Prayer. We have also partnered with the County Chamber of Commerce to host free community events (ie. city council forum), and have rented the facility to other local non-profits at reduced or free rates to ensure a strong network of charitable and philanthropic organizations. We seek to ensure that the Music Centre is a centerpiece destination and stronghold for our community.

The funds from this grant will be primarily used for marketing purposes. We currently run a weekly ad in the Seneca Journal, but desperately need to increase our community awareness. We aim to do this by supplementing our marketing campaign with radio advertising, as well as further print and online advertising. These efforts will be spread across several regional radio stations, expanding to the Anderson newspaper, as well as several other regional print outlets. We also plan to greatly increase our local & community presence with the printing of marketing brochures and 11x17 color flyers promoting upcoming events. These items are designed for display in local businesses and community organizations and for dissemination at our events and other local events.

Apart from our need to increase our marketing campaign, we have several infrastructure needs that require assistance from the City grant in order to move forward. These include, but are not limited to, an increase in physical signage on the Music Centre building (big marquee on building front & smaller sign on rear), beautifying the building, decks, and grounds of the property, and improving the interior of the building to increase both the patron and artist experience during events. We plan to partner with the other businesses on our block to mutually and cohesively improve the grounds of our properties. Additionally, when we took over management of the facility, it was understood that both HVAC units were in desperate need of repair. We replaced one unit in 2017, but will need to replace the other unit before the summer. This expense alone will be approximately \$7000 and we are requesting funds to assist in this effort.

To show our commitment and confidence in the future of this venue, each member of the Board has made a personal financial donation. We have also 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 continue our great partnership with Oconee County and to create a venue that will help make the county a destination of choice.

## **V1. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?  
See above "project description"

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Last year we held 39 events. This year we plan to hold over 60 events with an average attendance of over 100 per event which would equate to over 6,000 visitors.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?  
Last Year: 2,000  
This Year: 3,000
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : estimated 540  
This Year: 900 (estimate based on 60 events with an average attendance of 100 for a total of 6000 patrons. Estimated 15% staying overnight)
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Our website and facebook page are our biggest asset in long-range marketing. Additionally, we will use ATAX funds to advertise in regional newspapers (Anderson, NE GA, Greenville), and begin a radio advertising campaign across 5 stations that will incorporate a 100+ mile radius.
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)  
See attached photographs and letters.
- F. What records will be kept during this event to obtain the above demographic data?  
(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)  
We keep records of ticket sales, beverage sales, and do a head count for free or un-ticketed events. Our online sales portal logs the residency of our customers. We are also able to track visitors to our website and facebook page. Our print advertisements include unique coupon codes for ticket purchases so we can track when and where customers are finding out about events.

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

See attached for this section

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

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

Last Year \_\_\_\_\_  
This Year \_\_\_\_\_

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

Last year : \_\_\_\_\_  
This Year: \_\_\_\_\_

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

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

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

**VII. AUDIT**

Does your organization perform an independent audit? Yes \_\_\_ No **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: BJ Callahan Title Director  
Signature *WBC* Date 2/14/18  
Address 101 W Main St Westminster SC 29693  
Email director@westminstermusiccentre.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-648-9005

B. Alternate Contact Name: Kay Moore Title Board President  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Email k.moore@blueridge.bank Fax No. \_\_\_\_\_  
Phone Number (s) \_\_\_\_\_

Westminster Music Center 2018 Budget

**Westminster Music Centre**  
**2018 Budget For County ATAX consideration**  
 (items highlighted in yellow are included in grant request)

	<u>Actual</u>	<u>Forecast</u>
	<u>2017</u>	<u>2018</u>
<b><i>INCOME</i></b>		
<u>Earned Income</u>		
Event Fundraiser	\$ 654	\$ 960
Advertising/programs	\$ 300	\$ 500
Concessions	\$ 4,072	\$ 8,600
Donations	\$ 4,825	\$ 4,900
Grants	\$ 16,500	
Local ATX	\$ 4,000	?
Westminster ATX	\$ 10,000	?
SCPRT		?
Rental	\$ 13,400	\$ 14,400
Membership	\$ 825	\$ 1,000
Sponsorships	\$ 2,100	\$ 3,000
Ticket Sales	\$ 6,403	\$ 16,800
Other misc revenue		\$ 1,000
<u>Other Income</u>		
Engraved Depot Bricks	\$ 50	\$ 200
T-Shirt Sales	\$ 75	\$ 100
<b>TOTAL REVENUE</b>	<b>\$ 63,204</b>	<b>\$ 51,460</b>



Westminster Music Center 2018 Budget

**EXPENSES**

Brick Engraving Expense	\$	16	\$	64
Cash for Change	\$	500	\$	500
Donations	\$	200	\$	250
Grant and Contract Expense	\$	11,550	\$	12,600
Advertising Expense				
Facebook	\$	129	\$	400
Newspaper	\$	1,540	\$	1,680
Printing & Copying	\$	227	\$	950
Shirt Printing	\$	742	\$	400
Signage	\$	555	\$	2,500
PRT Grant Match	\$	-	\$	5,750
Bank Fees	\$	-	\$	-
Insurance - Liquor Liability	\$	1,171	\$	1,332
Insurance - Liability/D&O	\$	1,720	\$	1,720
Licenses and Fees	\$	1,881	\$	930
Membership Dues - Organiz	\$	125	\$	150
Security	\$	340	\$	372
Supplies for Concessions	\$	1,640	\$	2,150
Admissions Tax	\$	237	\$	800
Credit Card Processiong Fee	\$	70	\$	70
Hospitality Tax	\$	62	\$	172
Paypal Processing Fees	\$	159	\$	403
Postage/Shippig/Delivery	\$	51	\$	100
Sales Tax	\$	169	\$	516
Supplies	\$	303	\$	400

Westminster Music Center 2018 Budget

Website Design/Maintenan	\$ 1,000	\$ 300
<b>WMC Events</b>		
Catering	\$ 250	\$ 500
Music on Main	\$ 3,000	\$ 3,500
Sound/Lighting Tech	\$ 1,225	\$ 2,250
WMC Events - Concerts	\$ 5,118	\$ 13,350
Pest Control	\$ 11	\$ 50
Rent (Building)	\$ 10,800	\$ 14,400
Repairs/Maintenance	\$ 8,697	\$ 10,000
<b>Utilities</b>		
Phone & Internet	\$ 422	\$ 450
Westminster Utility	\$ 4,494	\$ 4,920
<b>TOTAL EXPENSES</b>	<b>\$ 15,500</b>	<b>\$ 83,929</b>
<b>NET PROFIT/LOSS</b>		<b>\$ (32,469)</b>
Sound/light equipment pymt		\$ 3,600
<b>TOTAL SHORTFALL</b>		<b>\$ (12,469)</b>

Westminster Music Center 2018 Budget

Assumptions:

12 Open Mic Night	No admission		
2 concerts/month	avg sales = \$700	\$	16,800
MOM April - October	No admission		
Other events 5 @ \$200		\$	1,000

Concession sales 43 events avg sales = \$200

No concession @ 5 "other"



**OCONEE CHAMBER**  
ADVOCATING BUSINESS, CULTIVATING COMMUNITY

February 14, 2018

Oconee County PRT  
ATAX Commission

RE: Westminster Music Centre

Dear Commission:

This letter represents support from the Oconee County Chamber of Commerce for the Westminster Music Centre's application for ATAX funds to be used in promoting their venue.

The countywide chamber continues to see not only our community enjoy the shows at the Music Centre but we see an influx of visitors from out of our area come to enjoy the shows, as well.

We are pleased to join with the Westminster Music Centre in their endeavor to help increase the advertising of their schedule of events and we hope you will support their grant request.

Sincerely,

Vanessa Penton  
Executive Director



**Westminster**  
MUSIC CENTRE

## WINTER BEACH PARTY



FRIDAY,  
JAN. 12 • 7 PM

**TICKETS:**  
**\$12 ADV**  
**\$15 DOS**

LIVE MUSIC WITH  
SECOND TIME AROUND BAND!

### Upcoming Music Centre Events:

#### **THERMONUCLEAR RODEO**

*Americana Alt Country*

*January 26th, 7pm, \$8 advance/\$10 DOS*

#### **SUPER BOWL PARTY**

*February 4th, 5pm*

#### **GRATEFUL BROTHERS**

*A Tribute to the Grateful Dead & Allman Brothers Band*

*February 10th, 8pm, \$10*

#### **TUGALO HOLLER**

*Gospel/Bluegrass*

*March 2nd, 7pm, \$8 advance/\$10 DOS*

#### **DANIKA & THE JEB**

*Acoustic Folk Rock*

*March 9th, 7pm, \$15*

#### **AN EVENING WITH JOHN MCGUTCHEON**

*Folk Singer/Songwriter*

*March 24th, 7pm, \$25*

101 W. Main Street • Westminster, SC 29693



**864-648-9005**



For tickets and more info, visit us online at [www.westminstermusiccentre.org](http://www.westminstermusiccentre.org)