

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

I. APPLICANT

A. Name of Organization City of Seneca
B. Address 221 E.N. First St - PO Box 4773
Seneca SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,090.00
B. How will ATAX Funds be used? Advertising on WYFF-TV to promote
Out-of-county Attendance at the Seneca Music Fest.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization See Budget sheet Attached
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Seneca Music Fest
B. Description of project Two-night Seneca Music Fest designed to
increase business activity, tourists, as well as local residents.
C. Who will benefit from this project? Businesses in downtown and by-pass
Seneca, county hotels, restaurants, and
businesses.

IV. DATES OF PROJECT

Beginning MAY 22, 2020 Ending MAY 23, 2020

V. APPLICANT CATEGORY

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

RECEIVED
2.14.20

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This project will create overnight stays in local hotels, and will fill up county-wide restaurants.

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

5,000 last year 10,000 this year

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

Last Year 40 to 50

This Year 50 to 60

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

Last year: FURNISHED SEPARATELY

This Year: FURNISHED SEPARATELY

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

WYFF-TV Advertising

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

We plan to gather ZIP codes during wrist band 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)

Web site hits, WYFF Advertising demographics and data gathered at event.

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: Starcil, Cooley, Estep & Stamey

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: Riley Johnson Title Events Coordinator, City of Seneca
Signature [Signature] Date 2-13-2020
Address 221 E.N. 1st St Seneca SC 29628
Email rhjohnson@seneca.sc.us Fax No. _____
Phone Number (s) 864-723-3970

B. Alternate Contact Name: Deborah Williams Title Exec. Assistant to City Admin.
Signature [Signature] Date 2-14-2020
Address 221 E.N. 1st St Seneca SC
Email DWilliams@Seneca.SC.US Phone Number (s) 864 885 0880

* rhjohnson@seneca.sc.us

WYFF News 4 Countdown Clock Package

Presented to:

SENECA FEST

May 15-22nd 2020

Prepared by: Brad Fralick
Account Executive
WYFF News 4
864-520-7746
bfralick@hearst.com

WYFF 4 | WYFF4.COM | METV CAROLINA | HEARST TELEVISION



Countdown Clock Benefits

- ✓ **Informs viewers of upcoming events, major holiday sales, community celebrations, etc.**
- ✓ **Countdowns the number of days/hours/minutes/seconds to your event, encouraging potential customers to add the event to their calendar, RSVP, or purchase tickets.**
- ✓ **The 10-second CDC message connects our viewers to your business airing in highly visible newscasts on the market's news leader, WYFF 4 | WYFF4.com.**



Campaign Summary |

\$10,090

✓ **28** :10 Countdown Clock commercials on WYFF 4

CDC is a (7) day flight with limited availability.

(5) WYFF News 4 at 6am | Monday – Friday

(1) WYFF News 4 at 6am | Saturday

(5) WYFF News 4 at 4pm | Monday – Friday

(1) WYFF News 4 at 7am | Saturday

(5) WYFF News 4 at 5:30pm | Monday – Friday

(1) WYFF News 4 at 5am | Sunday

(7) WYFF News 4 at 11pm | Monday – Sunday

(1) WYFF News 4 at 6am | Sunday

(1) WYFF News 4 at 5am | Saturday

(1) WYFF News 4 at 7am | Sunday

✓ **150,000** Countdown Clock Display ad impressions on WYFF4.com Run-of-site *(mobile, desktop, laptop)*

✓ **Included** :10 Countdown Clock commercial and digital creative.

✓ **24** Bookend :15 client call-to-action commercials on WYFF 4 Morning and Afternoon News Programs

WYFF News 4 at 5am | Monday – Friday

WYFF News 4 at 6am | Monday – Friday

WYFF News 4 at 4pm | Monday – Friday

WYFF News 4 at 5pm | Monday – Friday

WYFF News 4 at 5:30 pm | Monday – Friday

Client Signature: _____

Date: _____



***Terms & Conditions**

Countdown Clock package is non-cancelable. All package pricing is quoted in gross dollars.

Investment Summary / Agreement

Month	Year	Gross \$'s
January	2020	\$0
February	2020	\$0
March	2020	\$0
April	2020	\$0
May	2020	\$10,090
June	2020	\$0
July	2020	\$0
August	2020	\$0
September	2020	\$0
October	2020	\$0
November	2020	\$0
December	2020	\$0
Total Investment		\$10,090

_____	_____
Advertiser	Agency
_____	_____
Advertiser Representative Name (<i>print</i>)	Title
_____	_____
Advertiser Representative Signature	Date

***Terms & Conditions**

This sponsorship runs all weeks and requires a twelve-month commitment. Advertiser must provide branding creative to run when call-to-action/offer creative is not available. WYFF 4 has a 30-day written cancelation policy. A one-time setup fee of (\$995) will be added to your first months invoice. Additional video production charges may apply. Digital creative is included.

Blake Bridges
 General Sales Manager
 P: (864) 240-5231
 E: bbridges@hearst.com

Josh Bramer
 Local Sales Manager
 P: (864) 240-5228
 E: jbramer@hearst.com

Cathy Petropoulos
 Digital Sales Manager
 P: (864) 240-5201
 E: cpetropoulos@hearst.com

Brad Fralick
 Account Executive
 P: (864) 240-5299
 E: bfralick@hearst.com

BUDGET

SENECA FEST 2020

CITY OF SENECA, SC

MUSIC – BANDS	14,700.00
STAGE	5,885.00
SECURITY	1,300.00
PORTA POTTIES	500.00
ENTERTAINMENT/GAMES	8,090.00
LASER & PYROTECHNICS SHOW	21,000.00
OVERTIME & MISCELANNEOUS	6,000.00
PROFESSIONAL SOUND	6,400.00
BLUE RIDGE ARTS CHALK ART SUPPLIES	1,000.00
SOUVENIR MISCELLENOUS	1,000.00
TOTAL	65,875.00
ATAX REQUEST FOR ADVERTISING	10,040.00
CITY OF SENECA HAT ADVERTISING	10,400.00

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entire advertising and marketing budget is targeted toward audiences that are within a 50 to 500-mile radius of Oconee County. The majority of our ads feature outdoor recreation and the scenic attributes of the area, so the numerous waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts. Also, in the annual *Visitors Guide to the Upcountry*, the many Oconee attractions, sites and activities are prominently featured.

- A. How many visitors/participants attended the event last year and are anticipated this year?
34,626 in FY 2020. Projected 37,050 in FY 2021.
- 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 – 31,510 This Year – 33,706
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last Year – 53,567 This Year – 57,317
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?

The primary target markets for the Upcountry have traditionally been South Carolina, North Carolina, Georgia and Florida, so the majority of our advertising buys are in publications (and online) that reach these geographic markets. Other feeder markets for the region are Alabama, Mississippi, Louisiana and Tennessee, so a portion of the advertising budget is 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. Lodging properties, restaurants, attractions and recreation providers are the businesses that give us the most positive feedback. We also receive a lot of feedback on our social media channels from visitors about their experiences in the area.

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

Visitor data is collected in several ways by our organization. Website visits are tracked with Google Analytics. Our site currently gets approximately 350,000 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 (38,000 subscribers). Facebook Analytics are also tracked to evaluate our engagement. We currently average over 130,000 engagements per month on our page.

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? No.

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

A. Contact Name: Tim Todd

Title: Executive Director

Signature: 

Date: February 7, 2020

Address: PO Box 3116, Greenville, SC 29602

Email: Tim@UpcountrySC.com

Phone Number: 864-233-2690



**Discover Upcountry Carolina Association
FY 2021 Budget**

Carryover Funds as of July 1, 2020	\$15,000
Income	
Membership Dues	15,000
Advertising Revenue	35,000
Partnership Revenue	15,000
Grants	60,000
State Appropriations	275,000
Accommodations Tax Funding	<u>225,000</u>
Total Income:	\$625,000
Total Available Funds:	\$640,000
Operating Expenses	
Salaries and Wages	80,000
SC Deferred Compensation Plan	3,000
Employee Insurance	17,000
Contract Services	55,000
Rent	23,000
Office Insurance	1,000
Auto Expenses	15,000
Utilities	3,000
Telephone/Internet	4,500
Office Supplies/Expenses	3,500
Computer Services	5,000
Maintenance	1,500
Furniture/Equipment	3,000
Printing (Letterhead, envelopes, etc.)	500
Travel Expenses	13,000
Membership Dues	2,000
Subscriptions	500
Meeting Expense	500
Conference Registration Fees	2,500
Professional Services	10,000
Board Development	1,000
Miscellaneous Expenses	<u>500</u>
Total Operating Expenses	\$245,000



Advertising/Marketing Expenses

Literature – Visitors Guide, niche brochures	50,000
Media Advertising	205,000
Website Development	25,000
Travel/Trade Shows	5,000
Shipping/Postage	15,000
Photography & Video	30,000
Promotions/Public Relations	15,000
Familiarization Tours	10,000
Special Projects	<u>25,000</u>
Total Advertising/Marketing Expenses:	\$380,000
Total Expenses:	\$625,000
Contingency Fund	\$15,000



**FY 2021 Budget For
Oconee County Accommodations Tax Grant Funds**

Print Media (<i>Southern Living, SC Living, Georgia Magazine, AAA Go, etc.</i>)	\$5,000.00
Social Media & Digital Advertising	\$2,500.00
Video Production & Photography	\$2,500.00

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. \$ 7,500
- B. How ATAX Funds Will Be Used.
- 1) The Gateway Arts Council has assisted in the completion of an action plan developed by a tri-county committee of art professionals that will widely promote a visual arts partnership titled "GALLAVENT" [gallery crawl over a 3 month period] in cooperation with Blue Ridge Arts Center, Greenwood Center for the Arts, Clemson Arts Center, Pendleton Art Co-op, Pickens County Museum and Anderson Arts Center for tourism purposes.
 - 2) Gateway Arts Center *Show and Event Promotion -including International Kid's Basket Making Day*: call for artists; education info, cards, invitations, poster, brochures and other print advertising.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists: 100%
- D. Funds furnished by the Gateway organization this quarter:
- | | |
|---|-----------|
| Matching Funds: Entry Fees/ Sales/ Artist Donations | [\$5,700] |
| Membership/Sponsorship | [\$2,000] |
| Rent, Equipment and In-Kind Donations | [\$3,500] |

III. NARRATIVE PROJECT DESCRIPTION

Project Title –Gateway Arts Council “Arts and Tourism” Program

Description of project-

GALLEVENT An Upstate Art Passport Event July 1 through October 23, 2020

The planning, design and printing of promotional materials related to this project must begin in March as dictated by the final vote of the Upstate Galley Group. Each agency is required to promote this event individually. As representatives of Oconee County, we intend to collaborate with Blue Ridge Arts Center in these publications.

- A 3-month cooperative event designed to bring tourists from the tri-state area to each listed organization in order to receive a ‘stamp’ on a Passport. All locations must be stamped in order to be eligible for a \$500 prize and a chance to attend the final Gala Reception at Anderson Arts Center free of charge. We are planning to add to the event in the future years.
- Galleries include: Gateway Arts Center; Blue Ridge Arts Center [Seneca]; Clemson Arts Center; Pendleton Artist Coop+; Anderson Arts Center; Belton Center for the Arts; Pickens County Museum; and Greenwood Center for the Arts. [501 c 3 Non-profit Orgs except +]
- The Upstate Gallery Group is a mutually beneficial organization that will be continually working to promote the Arts in the region by using the power of the Group to advertise and promote each other.
- every organizations event’s, exhibits and class opportunities. This is a phenomenal tourism opportunity, guaranteed to increase traffic to Gateway by 50% thereby promoting the entire Westminster Community. Local businesses are encouraged to get involved. Cost of participation-Gateway is required to pay an equal portion of the cost of promotional materials, advertising and culmination reception for hundreds of guests, event as well as provide attractive activities for Passport patrons.

RECEIVED
1.27.20

Exhibits

Three Juried competitions - open call for entry to artists from the tri-state area.

"Water vs Land" February 28– March 28, 2020 [Projected Attendance: 600]

Juried Competition \$250 First; \$150 Second; \$200 other; \$100 Jury Costs

Sideshow: Russell Carlson/Dorothy Meredith

"Black & White/ Dreams" May 8 – June 20, 2020 [Projected Attendance: 500]

Juried Competition \$250 First; \$150 Second; \$200 Other; \$100 Jury Costs

Sideshow: Deb King/Wendy Converse

"City vs Country" May 22 – June 19, 2020 [Projected Attendance: 500]

Juried Competition \$250 First; \$150 Second; \$200 Other; \$100 Jury Costs

Sideshow: Andy Barnett/Carolyn Gibson

Who will benefit:

1) The relationships formed in this grant request will be mutually beneficial for citizens, students, business owners, extra-curricular school programs, artists, visitors from other counties/states and the perception of Oconee County as a flourishing art and multicultural destination.

2) Artists: Professional artists and students from the tristate area have increased visibility and sales opportunities. A multi-gallery event encourages artist participation in future Gateway events- and then family, friends and clients travel to see new work. The GALLAVENT combines the power of larger, influential regional Art Organizations with smaller non-profits to produce an event that is guaranteed to attract visitors from beyond 50 miles and promotes future participation in Gateway Arts Center as visitors learn about our display space. We intend to make this a yearly event.

4) Area Businesses: our proposal is designed to attract artists/visitors to the area with these events which will continue afterwards- through permanent public art, on-going exhibits and increased exposure to an expanding audience.

IV. DATES OF PROJECT

January 2020 - June 2020

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?

By engaging the region with current art exhibits; continuing hands-on art, history and public participation programs combined with professional and folk-art exhibits including outdoor installations; we intend to broaden our audience, increase the number of visitors to the area and promoting Oconee as a tourist destination.

We fully expect the GALLAVENT to increase tourism for the three- month duration but due to the Upstate Gallery Group's continual cross-promotions, the effects should continue through-out the year as people become aware of the various events and other art opportunities in the region.

Professional Art Exhibits: 1,000 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.

- A. Visitors/ participants attended the events last year: 5,000+
- B. Visitors/participants were from beyond a 50mile radius of Oconee County: 500+
- C. Overnight stays created by this event: not known
- D. Advertising beyond a 50-mile radius of Oconee County will be as follows: Web Magazines; Billboards; Facebook, Instagram, Mailing and Email campaigns; Regional art agency email campaigns; Professional and university contacts; Flyers; Postcards; Local businesses; news articles
- E. Documentation demonstrating this event promotes tourism in Oconee County:
Gateway records, Oconee Chamber of Commerce, Westminster Public Relations Committee.
Records that will be kept during this event to obtain the demographic data: Passport stamps; Attendance and guest logs; artists lists; agency referral lists; sales; news articles; photographs; 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.

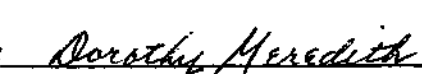
A. **Contact Name:** Melody M. Davis
Title: Executive Director Gateway Arts Council

Signature:  _____

Date: 2/01/2020 _____

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: 2/01/2020 _____

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

Phil Shirley

From: Phil Shirley
Sent: Tuesday, January 28, 2020 9:07 AM
To: 'gatewayartscenter213@gmail.com'; 'nprprogrammie@aol.com'
Cc: 'Mandy Holbrooks (mholbrooks@oconeesc.com)'
Subject: ATAX application

Good morning Melody and Dorothy,

I am in receipt of your ATAX application for the regional Gallevent Passport event and three juried shows. In order to complete this application, I need a few additional items please.

1. Project budget from you that breaks out revenues and expenses for each project, highlighting how the \$7,500 will be used and any quotes necessary to verify the expenditures. The Project Description talks about the passport program and three juried competitions. The budget should break down how much is going toward each project.
2. How many passports will be printed and where will they be available?
3. Any examples of advertising that will be used beyond 50 miles to show the committee.

Typically for event type projects, the percentage of ATAX you are eligible for matches the percent of tourist you have for the event. Based on your demographic data, you have about 10% tourist attending your events. The more information we can show the better to enhance the application. All data is due by the grant deadline of February 14.

If you have any questions, please don't hesitate to ask, thank you so much. Have a great day.

Phil

Phillip S. Shirley, CPRP, TMP
Director of Parks, Recreation & Tourism
Oconee County, South Carolina

1099 South Cove Road
Seneca, SC 29672
Ph: 864-888-1488
pshirley@oconeesc.com

www.ExperienceOconee.com

www.VisitOconeeSC.com



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CONFIDENTIALITY NOTICE: All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act (FOIA).

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Gateway Arts Center Budget 2020 Grant Proposal

"Water vs Land" February 28– March 28, 2020
"Black & White/ Dreams" May 8 – June 20, 2020
"City vs Country" May 22 – June 19, 2020
"Gallavent" [3 months] July 15- Oct 23, 2020

Design {by Anderson} & Vistaprint- posters, postcards, banners & brochures	\$1,092.00
Carolina Arts Magazine- promotions three shows and Gallavent	\$200.00
Staples- Professional printing call for entries-3 Shows and Gallavent	\$60.00
Wordpress and GoDaddy Domain Renewal- \$90.00/ \$30.00	\$120.00
Postage All	<u>\$100.00</u>
<u>Posters, banners and other promotions in conjunction w/Blue Ridge and other galleries</u>	<u>\$1,572.00</u>
<i>billboardadvertisingdirect.com/ for Gallavent- Oconee Co.</i>	
<i>includes Oconee Non Profits- Gateway and Blue Ridge Arts Center</i>	
<i>from \$800 to 5,000 per month major routes in Seneca</i>	
<i>budgeted \$1,900.00 mo x 3 =</i>	<u>\$5,700.00</u>

\$7,272.00

Passports printed will be based on the # number of participating orgs. (1 has not confirmed)
 Promotion begins March, 2020; As discussed at 1/25 meeting of the Upstate Gallery Alliance-
General Combined Costs of Promotion Each: \$500.00

We do not have historical recorded numbers for this record because this event is new- however based on established and successful gallery participants; Combined contact and artist lists; The nature of the event; Location and Social media reach of participating galleries- we anticipate visitors East of Union, SC, North of Clayton GA and S. W. of Commerce GA because of the influence of the Arts in these areas. As Gateway resides on 123/76, we are able to anticipate higher numbers of visitors based on current and past show records; visibility and accessibility.

\$7,772.00

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization : Issaqueena's Last Ride

B. Address : 105 West South Broad St.
Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 3,000

B. How will ATAX Funds be used?

Facebook posts and Facebook Ads. Posted on LocalRaces.com, a global cycling website and online registration service. ILR will purchase ad space on this site.

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

D. Funds furnished by your organization \$3,000

Matching Grant _____	Source <u>Registration fees</u>
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 Issaqueena's Last Ride

C. Description of project

23rd annual bicycle ride that starts and ends in Walhalla with 32, 50, 61, 80 and 100 mile routes beginning at St. Johns Church on Main St. in Walhalla and runs throughout the north end of Oconee. Average 200+ riders each year (288 last year).

D. Who will benefit from this project?

Hotels, restaurants, retail and the City of Walhalla. Benefactors of the proceeds are Safe Harbor, the Palmetto Trail and St. Johns Lutheran Church.

IV. DATES OF PROJECT

Beginning April 18, 2020

Ending April 20, 2020

V. APPLICANT CATEGORY

Government Entity:

ILR operates under the 501-c-6 corporate entity of Visit Oconee SC

RECEIVED
2.16.20

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

ILR has brought in an average of more than 200 riders per year for 22 years. Many of these riders come here throughout the year to practice and train for other rides as a direct result of their ILR experience. On average, over 85% of the riders come in from outside of a 50 mile radius.

A. How many visitors/participants attended the event last year and are anticipated this year?
There were 318 registered riders last year. With additional marketing support, our goal is to exceed 350 riders in 2020.

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 Approx. 255

This Year 50+

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

Last year : 60+

This Year: 60+

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

Distribute rack cards and brochures at bike and outdoor stores throughout the upstate and in Atlanta, Spartanburg, Charlotte, Columbia, Asheville and other major regional bike centers. Advertise via LocalRaces.com, a global cycling site. The ILR social media outlet has over 940 fans (up from 550 last year) that receive weekly updates and promotions. We will use FB to boost posts and to purchase ads. ILR also has a newsletter that goes out to over 1,500 riders across the nation.

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)

The website, www.ILRSC.com, is the primary source of information for this event. There is a photo gallery on the site that includes images and videos. The ILR FaceBook page (www.facebook.com/pages/Issaqueenas-Last-Ride) has grown significantly over the past year and now has over 800 fans throughout the US. LocalRaces.com provides a summary report of all pre-registered riders. The onsite check-in and registration requires a brief survey that includes questions about lodging, dining and overall spending while in Oconee.

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

All participants must complete a registration form that includes all of the demographic data mentioned above plus birth dates and zip codes. Active.com provides a summary report with all registrant data.

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: Don George Title Chairman
Signature Don George Date 2/9/20
Address 105 West South Broad St, Walhalla, SC 29691
Email donbettina@aol.com Fax No. _____
Phone Number (s) 864-638-5980

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

<u>Revenue</u>		
		<u>Budgeted</u>
Balance Forward		\$423.00
Registrations		\$10,000.00
Total Revenue		<u>\$10,423.00</u>
<u>Expenses</u>		
Liability /Insurance		\$400.00
Porta-Potties		\$250.00
True Zeal		\$1,500.00
FaceBook Boosts		\$1,200.00
Diamond T		\$2,000.00
Trophies		\$125.00
for Facilities		\$1,000.00
Cheohee Community Rental		\$100.00
Supplies		\$325.00
Food for Day of Ride		\$375.00
Signage / Road Marking		\$300.00
Relay For Life		\$500.00
Safe Harbor		\$2,800.00
Palmetto Trail		\$2,800.00
Fund		\$250.00
Total Expenses		<u>\$13,925.00</u>
		<u>-\$3,502.00</u>
Surplus		

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization: Lake Hartwell Country
B. Address 125 E Queen St. Pendleton, SC 29670

II. FUNDS REQUESTED

A. ATAX Funds Requested: \$ 9,500
B. How will ATAX Funds be used?

The ATAX Funds will be used to partially fund an advertisement with Outside Magazine on two episodes of their very popular podcast, focusing on outdoor adventure that tourists can enjoy particularly in Oconee County. The Outside Podcast reaches an audience that primarily lives beyond a 50-mile radius of Oconee County. During each of these two episodes, there will be two advertisements, with one airing at the beginning of the podcast and one airing in the middle of the podcast. These advertisements have been professionally recorded and written by the Outside Podcast team, and they promote the natural scenery in our region, particularly in Oconee County. The scripts for the ads mention the Blue Ridge Escarpment, the Jocassee Gorges, Lake Jocassee, the Chattooga River, Lake Hartwell, hiking, scuba diving, and waterfalls. The focus are around the natural features and outdoor adventure in Lake Hartwell Country, with Oconee County encompassing all of these natural features.

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

D. Funds furnished by your organization \$11,500 from Lake Hartwell Country
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: Outside Podcast Advertising

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B. Description of project:

The project for the Outside Podcast will be a large advertisement in and of itself for the region with a special focus on the outdoor adventure that is available for tourists in Oconee County. These podcasts are unlike traditional marketing methods, because podcasts do not "expire" after they are aired like a traditional radio advertisement. Podcasts offer more longevity, because those who listen to them can find a catalog of previously recorded podcasts through their podcast app of choice, such as Apple Podcasts or Spotify. The transcript of the two ads are as follows:

Pre-roll ad

This episode of the Outside Podcast is brought to you by Lake Hartwell Country, a region in the mountains of South Carolina that's one of the best adventure playgrounds anywhere. Tucked into the northwest corner of the state, this is a place blessed with unique geography. Unlike most spots along the Appalachian chain,

which have gently sloping mountains, here the elevation plunges almost 2,000 feet in less than half a mile. The result is the Blue Ridge Escarpment, a dramatic feature that the Cherokee Tribe in the area gave a special name, "Na Sakonige Atsoyv", that's The Blue Wall, translated by Garfield Long Jr., a tribal linguist with the Eastern Band of the Cherokee Indians. With such rugged terrain and abundant rainfall, it's no surprise that Lake Hartwell Country has incredible waterways. This includes the Chattooga River, a Federally designated Wild and Scenic river that Outside Magazine regularly calls out as one of our favorite paddling destinations. It's one of the longest free-flowing rivers in the Southeast, and it provides visitors with spectacular scenery as it plummets through the mountains. Some sections offer thrilling whitewater for experienced rafters and kayakers, including the infamous Bull Sluice rapid. But, there are also tamer sections for those of us who are just getting started. There's the great trout fishing, the sandy beaches, and easy access to some incredible waterfalls. To learn more about all the adventures to be found in Lake Hartwell Country, from hiking and cycling to horseback riding and camping, go to lakehartwellcountry.com.

Mid-roll ad

At the top of the episode, we talked about Lake Hartwell Country, a region in the mountains of South Carolina that's one of the best adventure playgrounds anywhere. A giant reason for this is the Blue Wall, where the Appalachian Mountains drop suddenly more than 2,000 feet in elevation. Along these precipitous slopes, it rains more than 75 inches per year, creating a verdant rain forest, steep ravines, and as you might expect, lots and lots of waterfalls. This is the Jocassee Gorges, one of the most remote areas on the East coast, with more than 40,000 acres of protected wilderness, two state parks, and a vast network of hiking trails. Here you can find black bears, bald eagles, peregrine falcons, and dozens of rare plants. The water cascading down these slopes makes its way to Lake Jocassee, one of the top scuba diving destinations in the Southeast, thanks to its crystal-clear waters. As it happens, the lake also offers some of the best access to waterfalls, which you can reach by boating or kayaking along the lake's 75 miles of shoreline. And if you're going to Lake Hartwell Country, you don't want to miss its namesake; Lake Hartwell, which offers 962 miles of shoreline. That's more than the coast of California. It's known for superb fishing, and regularly hosts nationally renowned bass fishing tournaments. There's also boating, and numerous camping opportunities. Now is the time to start planning your adventure to Lake Hartwell Country. Winter offers perfect hiking weather, and the Spring whitewater season is just around the corner. Learn more about this unique destination at lakehartwellcountry.com.

C. Who will benefit from this project?

This project will benefit business owners in Oconee County whose establishments rely on income from tourists. That is due to the fact that this advertisement is aimed directly at those outside of a 50-mile radius of Oconee County. Also, because this ad will be part of a podcast, it will be directly targeted at the type of tourist that is most interested in visiting Oconee County. According to data collected from musicoomph.com, "Society and Culture" is the most popular genre of podcasts, which is the category that Outside Magazine is labeled. The usual podcast listener is typically classified as more educated, having a higher discretionary income than average, more active on social media, and 80% of people listen to an entire episode. Because our ad focuses on outdoor adventure, and Oconee County is known as an outdoor destination for visitors, there will be considerable interest from listeners in visiting the county, staying in Oconee County, and spending money while visiting Oconee County. According to Podcast Statistics, 44% of podcast listeners are between the ages of 25-34 and 45-54 years old, which also falls in line with the average outdoor adventurers, who are typical in their early 20's and 30's or at an age that is close to or at retirement. Additionally, research shows that 54% of podcast listeners are more likely to buy an advertised product, such as a vacation to the mountains of Oconee County.

It is also important to mention that because podcast listeners are more educated and have more discretionary income than the average person, they are also more likely to spend more money than the average traveler to Oconee County, which will impact economic development and local business owners

in a positive way. They are also more likely to stay for extended periods of time and become a repeat traveler to Oconee County since podcast advertisements are so influential to those who listen to them.

Hou, Z., Teague, L., Hrach, A., Griffiths, J., Hrach, A., & Griffiths, J. (n.d.). The 14 Critical Podcast Statistics of 2019: Convince & Convert. Retrieved from <https://www.convinceandconvert.com/podcast-research/2019-podcast-statistics/>

Podcast Statistics (2020) – Newest Available Data Infographic. (2020, January 3). Retrieved from <https://musicoomph.com/podcast-statistics/>

Women Travel Statistics from Women Travel Expert. (n.d.). Retrieved from <https://gutsytraveler.com/women-travel-statistics-women-travel-expert/>

IV. DATES OF PROJECT

Beginning: February 2020 (first podcast ad)

Ending: April 2020 (second podcast ad)

V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation Date: March 11, 1966

Eleemosynary Organization under IRS Code: IRS # 57-0479280

Date of Determination Letter December 12, 1966

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This advertisement will influence tourism in Oconee County by bringing in several thousand travelers who have listened to the Outside Podcast. We know from research that 54% of podcast listeners are more likely to buy a product that they have heard about on a podcast, and we also know that the average podcast listener is wealthier than average, making \$75,000 or more per year. This means that of the 300,000 listeners for each Outside Podcast, 16,200 of them are likely to make a trip to Oconee County. (300,000 listeners x 54% who are more likely to research the area x 10% who will make the trip). Outside Podcast also appeals to those who are already interested in outdoor or nature-based tourism, so we can estimate that of those 162,000 likely to buy, most of them will consider and take a trip to Oconee County. Because they are a wealthier crowd, they will also stay longer and consider more repeat stays than the average tourist to Oconee County.

Hou, Z., Teague, L., Hrach, A., Griffiths, J., Hrach, A., & Griffiths, J. (n.d.). The 14 Critical Podcast Statistics of 2019: Convince & Convert. Retrieved from <https://www.convinceandconvert.com/podcast-research/2019-podcast-statistics/>

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

Last year: N/A This year: 3,240 (54% x 300,000 listeners= 162,000 who consider buying, x 2% (average conversion rate) = 3,240 those who actually make a trip)

Economic Impact will be \$324,000 = [3,240 visitors x \$100 per day (per SCPRT, avg. amount spent per day by 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 N/A
This Year 3,240

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

Last year : N/A
This Year: 6,480 (3,240 people x 2 nights)

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

The project for the Outside Podcast will be a large advertisement in and of itself for the region with a special focus on the outdoor adventure that is available for tourists in Oconee County. The Outside Podcast reaches an audience that primarily lives outside of a 50-mile radius of Oconee County. According to the Outside media kit, Outside Podcasts have over 10,33 million downloads, and each episode is downloaded, on average, 72,000 times. Each episode has, on average, 300,000 listeners. These impressive numbers reach across the United States, so there is extensive coverage. As seen in the ad transcripts above, all of the natural features that we are promoting are in Oconee County, making it the ideal destination for travelers when they begin to plan their stay. To reiterate, we mention the Blue Ridge Escarpment, the Jocassee Gorges, Lake Jocassee, the Chattooga River, Lake Hartwell, hiking, scuba diving, and waterfalls.

Outside Magazine. (n.d.). Media kit.

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)

Cost Breakdown

Placement	Product	Date*	Amount
1 Podcast episode	2 ads	2/25/20	\$10,500
1 Podcast episode	2 ads	4/20 – exact date TBD	\$10,500
Total			\$21,000

*Note: because these advertisements are part of a podcast, there is no specific time at which they will air like traditional radio and tv advertisements. Outside will contact us when they decide which episode in which to place the April podcast, as they try to match advertisements so that they are complimentary with the episode they appear in.

Atax Contribution

Outside Podcast	
Lake Hartwell Country Contribution	\$11,500
Oconee Atax Contribution	\$9,500
Total	\$21,000

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

I. APPLICANT

A. Name of Organization Little Cane Creek Farm
B. Address PHYSICAL: 2480 North Highway 11, SC 29696
MAILING: 129 Aqua Trail, Walhalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$2,400
B. How will ATAX Funds be used? Marketing in unexplored but fruitful markets
signage, website updates, & local literature.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 56%
D. Funds furnished by your organization \$21,100
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 2nd Annual South Carolina Sunflower Festival
B. Description of project An exhibition that showcases various species of
sunflowers to help promote agro-tourism in upstate South Carolina.
C. Who will benefit from this project? This agro-tourism event will benefit local
hotels, restaurants, and other various businesses. This event is
presented by Chick-fil-A of Clemson & Seneca.

IV. DATES OF PROJECT

Beginning June 27th 2020 Ending July 5th 2020 This is a two-weekend event held on Saturdays & Sundays.

V. APPLICANT CATEGORY

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

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2.13.20

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This festival will help boost awareness to Oconee County by bringing folks who wouldn't otherwise travel to our area. Through this event, local businesses will see an uptick in sales

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

1,163 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?

**Of the 953 ticket holders we tracked, 62.5% were from outside the 50 mile radius and came from 13 different states.*

Last Year 596*

This Year 925

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

Last year: We did not track this detail, this past year, however we did have people stay

This Year: ESTIMATED: 250 at the Rodeway Inn & Best Western due to our recommendations on where to stay.

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

We did very little marketing outside our area last year other than Groupon. We plan to do extensive social media marketing in last year's areas of high ticket sales. Groupon again.

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 are a part of the Chamber of Commerce & can provide letters of recommendation. Photos from last year are available.

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're going to implement discount codes and various deals with local hotels and restaurants in our area to help track our influence in O.C.

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: Pat Williams Title Owner of Little Cane Creek Farm

Signature [Signature] Date 1-28-2020

Address 129 Aqua Trail, Walhalla, SC 29691

Email littlecanecreek@gmail.com Fax No. _____

Phone Number (s) 864-710-8779

B. Alternate Contact Name: Sandra Williams Title Co-Owner

Signature [Signature] Date 1-28-2020

Address 129 Aqua Trail, Walhalla, SC 29691

Email littlecanecreek@gmail.com Fax No. _____

Phone Number (s) 864-710-6748

OCONEE COUNTY ATAX GRANT

South Carolina Sunflower Festival

Festival Budget

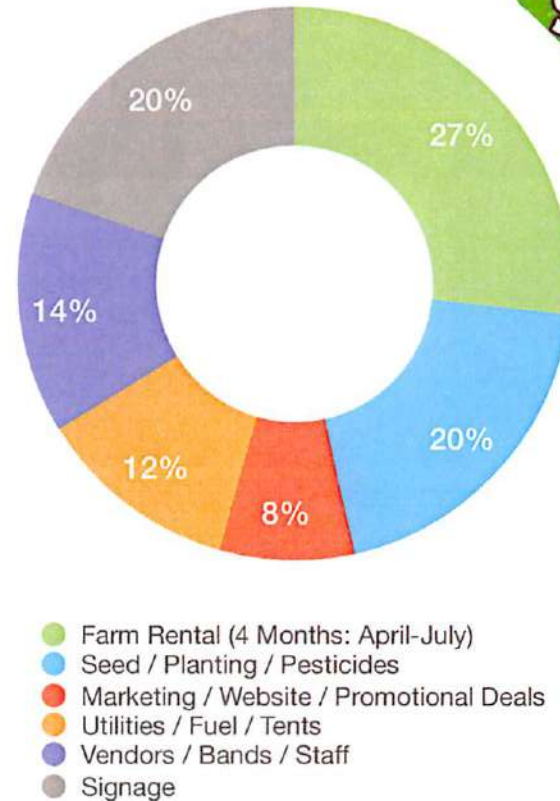
MONEY IN

Budget	\$21,100
TOTAL INCOME	\$21,100

MONEY OUT

Farm Rental (4 Months: April-July)	\$4,750
Seed / Planting / Pesticides	\$3,500
Marketing / Website / Promotional Deals	\$1,400
Utilities / Fuel / Tents	\$2,100
Vendors / Bands / Staff	\$2,500
Signage	\$3,500
Products i.e. Pails/Pruners/etc	\$1,500
Cow Cafe Supplies	\$1,100
Misc Expenses	\$750
TOTAL EXPENSES	\$21,100

Money Out



South Carolina Sunflower Festival

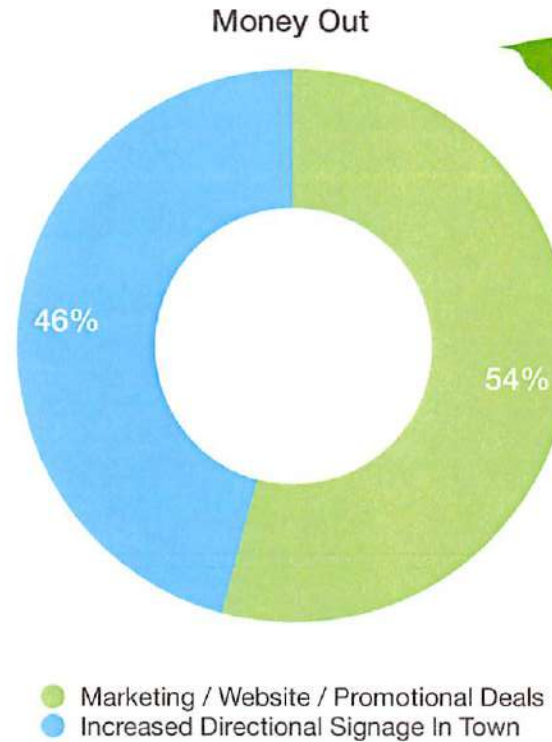
ATAX Projected Spending

MONEY IN

Budget	\$2,400
TOTAL INCOME	\$2,400

MONEY OUT

Marketing / Website / Promotional Deals	\$1,300
Increased Directional Signage In Town	\$1,100
TOTAL EXPENSES	\$2,400



**APPLICATION FORM
FOR TOURISM RELATED PROJECTS**

I APPLICANT

A. Name of organization

Rally in the Valley Inc., an all volunteer organization whose mission is to help protect special places in Oconee County. Please note that Rally in the Valley, Inc. has assumed responsibility for this event.

Please make checks payable to Rally in the Valley Inc., and mail them to Rally in the Valley Inc., P. O. Box 125, Mountain Rest, S. C. 29664

B. Address

Rally in the Valley Inc., Rally in the Valley Inc, P. O. Box 125, Mountain Rest, S. C. 29664

II FUNDS REQUESTED

A. ATAX funds Requested: \$2,000.00

B. How will ATAX funds be used?

ATAX funds will be used to purchase internet advertising on through social media such as Facebook, Instagram, Active.com, and other social media site. It will also be used to purchase posters to placed in bicycling shops and other locations that cyclists may visit. Please see Attachment 2 (Budget) and Attachment 3 (Publicity Budget)

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 Attachmen 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 OIRGANIZATION

Approximately \$22,000

Grant – Oconee County ATAX Grant

Grant – Walhalla Hospitality Grant

Other Funding – Source – Registration Fees, Sponsorships

Other Funding – Donations, both monetary and in-kind

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

Please see Attachments 2 and 3.

III NARRATIVE PROJECT DESCRIPTION

A. Project Description

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2.14.20

Rally in the Valley 2020 – Bicycles, Barbecue, Brew, and Bands

B. Description of Project

Lake Jemiki is a beautiful setting adjacent to a private lake tucked back into the Blue Ridge Mountains. The 34 and 60 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. The festival atmosphere is unique for a cycling event and encourages cyclists to bring their families

C. Who will benefit from this project ?

Local businesses and entities benefitting from this project include: vacation rentals, hotels, restaurants, and gas stations. Rally in the Valley has identified the Oconee County Conservation Bank as this year's recipient. The Bank gives grants to partially fund conservation easements or land conservation to a willing seller.

IV. DATES OF PROJECT

Beginning: May 2, 2020

Ending: May 2, 2020

V. APPLICANT CATEGORY

Government Entity

Non-profit organization: Incorporation Date – December 11, 2019

Eleemosynery Organization under IRS code: 501(c)(3) application filed

Date of Determination Letter: Pending

VI DEMOGRAPHIC DATA

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

- a. As well as attracting cyclists and their families (the scenic beauty if the area encourages return visits) and a major cycling event in the county, Rally in the Valley helps brand Oconee County as a cycling destination

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

- a. Last year - 151 cyclists registered but due to severe thunderstorms (causing a delay of the start of the event for one hour and the departure of many cyclists who stopped by only to pick up their t-shirts) only 50 cyclists actually participated.
- b. This year anticipated – 250 cyclists and 50 event only

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

- a. Last Year –
In 2019 151 cyclists registered for the event, 100 of whom (or 75 %) 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 7% of the volunteers.

b. Anticipated this year – Our goal is to continue to have 75 to 80% of the participants be from out of state or to be South Carolinians from over 50 miles away. The advertising budget is spent in a many to achieve these results.

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

- a. Last year – about a dozen
- b. This year – 40+

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

Advertising for this event includes postings to the websites, calendars, and Facebook pages of bicycle clubs, postings in outdoor shops, positng on internet bulletin board, advertising on social media such as Active.com, Facebook, and Instagram as well as placinhg posters in bicycle and outdoor shops as well as on community bulletin boards. Please see publicity budget for a more in-depth explanation.

F. What other documentation can you provide demonstrating that this event promotes tourism in Oconee County? (I,e, photographs, letters from local chambers of commerce, restaurants, shops or accommodation owners?)

Please see the attached letters of support from Visit Oconee SC and the Oconee County Chamber of Commerce. Both entities have supported the event from its inception.

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

Records kept during the event include the registration data for the event, (including addresses) the data from purchased advertising, hard copies of publicity materials, including but not limited to press releases, and lists of locations in which posters are placed.

VII AUDIT

Does your organization perform an independent audit? Yes No As a new organization we have not had an audit but do plan to implement an audit schedule in the future.

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

No

I have read the rules for the Accommodations Grant Request and do hereby agree to comply with all rules and regulations. I understand failure to comply may result in a loss of funding for the project. I will complete an interim report within sixty days and one final report at completion of the project. All information required for final reporting MUST be detailed when the project is complete. (Per Forms as Attachment 1A, B and C.

A. Contact Name: Emily Hitchcock, President

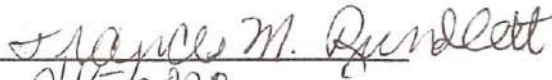
Date

Signature:  P.O. Box 125, Mountain Rest, SC 29664

Email: rallyinthevalleysc@gmail.com

Phone Number: 864-638-6350

B. Alternate Contact: Name Frances M. Rundlett, grants coordinator
Phone Number 864 - 638 - 5903

Signature: 

Date: 2/15/2020

RALLY IN THE VALLEY SC 2020

PUBLICITY BUDGET

CATEGORY	ATAX	HOSPITALITY TAX	RV FUNDS	DONATIONS	TOTAL
Paid Internet Marketing Print Materials & Radio	2,000.00	750.00	150.00		2,900.00
Other Marketing				3,000.00	3,000.00
					<u>TOTAL PUBLICITY BUDGET \$5,900.00</u>

In the past, printed rack cards and posters had a role in marketing Rally in the Valley SC. However, recent data suggests that advertising dollars can be spent more cost effectively on social media advertising. Therefore, most advertising dollars for the event will be used for internet publicity this year. Some advertising funds will be used for print materials to place in bicycles shops, community bulletin boards, and other places that cyclists frequent. For the first time, a small amount of advertising funds will be spent on radio advertising.

The internet marketing will focus on advertising through various social media platforms such as Facebook, Instagram, and Active.com. In addition, donated publicity opportunities such as posting the event on free websites and bike club event calendars, radio interviews on SC Public Radio and local radio stations, and inclusion in printed calendars such as Upstate Lake Living will again play a significant role in getting the word out to the cycling community. This marketing push will include the following target areas:

1. South Carolina: Pickens County, Anderson County, Greenville County, Aiken, Columbia, Charleston, Myrtle Beach
2. Georgia: Toccoa, Clayton, Hiawasee, Gainesville, Hambersham, Metro Atlanta
3. North Carolina: Franklin, Brevard, Asheville, Hendersonville, Charlotte
4. Tennessee: Chattanooga, Knoxville, Nashville
5. Florida: Jacksonville

RALLY IN THE VALLEY SC 2020 BUDGET

INCOME	Budget Cash	Budget Donation
<i>Cash Sponsors</i>	\$ 10,000.00	
<i>Pre-Registration Fees</i>	\$ 8,000.00	
<i>Grants</i>	\$ 2,750.00	
<i>Event Day Registrations</i>	\$ 3,000.00	
<i>Sale of Pork Butts</i>	\$ 300.00	
<i>Sale of T-shirts</i>	\$ 50.00	
<i>Event Day Donations</i>	\$ 50.00	\$ 7,300.00
<i>In-kind Donations</i>		
SUBTOTAL INCOME	\$ 24,150.00	\$ 7,300.00
EXPENSES		
<i>Beer (includes permit)</i>	\$ 100.00	\$ 600.00
<i>Contingency Funds</i>	\$ 500.00	
<i>Insurance</i>	\$ 800.00	
<i>Logistics</i>	\$ 950.00	\$ 650.00
Bathrooms (850 + 1 free) venue (500) sponsor boards (100)		
<i>Meal: Food & Supplies</i>	\$ 2,500.00	\$ 1,000.00
<i>Music</i>	\$ 1,000.00	\$ 2,000.00
<i>Publicity</i>	\$ 2,900.00	\$ 3,000.00
<i>Race Supplies</i>	\$ 200.00	\$ 50.00
<i>Registration Supplies</i>	\$ 150.00	
<i>T-shirts</i>	\$ 1,500.00	
<i>Website development</i>	\$ 500.00	
SUBTOTAL EXPENSES	\$ 11,100.00	\$ 7,300.00

PROJECTED NET INCOME \$ 13,050.00

- # publicity budget assumes \$2,000 ATAX grant, \$750 Hospitality Tax grant, and \$150 from Rally
- # purchased food includes meat and food for meal only
- # donated food is estimated cost of food donated by volunteers
- # bathrooms are for 7 port-a-johns
- # race supplies includes all rest stop food, including donations from ILR, paint, cue sheets, etc.

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

I. APPLICANT

A. Name of Organization Rock the Ranch
B. Address PO Box 1681
Seneca, SC 29679

II. FUNDS REQUESTED

A. ATAX Funds Requested \$4,500
B. How will ATAX Funds be used? To book entertainment and advertise the music festival across the region to drive tourism to Oconee County.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 22.5% of total cost
D. Funds furnished by your organization \$20,000
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding \$20,000 Source Corporate and local business partnerships
 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 Rock the Ranch Music Fest 2020 Entertainment and Promotion
B. Description of project The project will consist of promoting the entertainment and attractions for Rock the Ranch 2020 that will draw visitors to Oconee County.
C. Who will benefit from this project? Local restaurants, businesses, and hotels.

IV. DATES OF PROJECT

Beginning 3/2/2020 Ending 10/3/2020

V. APPLICANT CATEGORY

_____ Government Entity:
 Non-profit Organization: Incorporation date 8/10/2016
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

RECEIVED
2.14.20

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The entertainment and attractions that will be a part of the festival will draw visitors from out of state and other metropolitan areas such as: Atlanta, Asheville, Charlotte, Columbia, SC and beyond.

- A. How many visitors/participants attended the event last year and are anticipated this year?
Last year: 700+; This year projected: 1,200+
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year 125
This Year 200+
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 30+
This Year: 50+
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Social media, radio, and newspaper.
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) Please see attached photographs
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Online ticket sales logs, website hits, social media analytics, accommodations contracts.

VII. AUDIT

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

Name of the Auditor: N/A

- 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: Kyle Nicholson Title President
Signature _____ Date 2/14/2020
Address PO Box 1681, Seneca, SC 29679
Email kyle@rocktheranchmusicfest.com Fax No. N/A
Phone Number (s) 843-709-2288
- B. Alternate Contact Name: Harry Nicholson Title Committee Advisor
Signature _____ Date 2/14/2020
Address PO 1681, Seneca, SC 29679
Email jeffrey@rocktheranchmusicfest.com Fax No. N/A
Phone Number (s) 864-710-6431

Vendor	Cost
Entertainment (Bands/Artists)	\$ 15,000.00
Drink Vendor	\$ 1,500.00
Table/Chair Rental	\$ 500.00
Sound/Light Production	\$ 6,500.00
Festival Merchandise	\$ 900.00
Promotional Banners	\$ 350.00
Liabilty & Special Event Insurance	\$ 600.00
Total Expenses:	\$ 25,350.00

ATAX BUDGET		ATAX	ORGANIZATION
VENDOR	EST. COST	FUNDS USED	FUNDS USED
Entertainment (Bands/Artists)	\$15,000.00	\$3,500.00	\$11,500.00
Social Media Advertising	\$1,500.00	\$500.00	\$1,000.00
Radio Advertising	\$1,500.00	\$500.00	\$1,000.00
Newspaper Advertising	\$500.00	None	\$500.00
Total Expenses:	\$18,500.00		



Rock the Ranch ATAX Grant Application

To Whom It May Concern:

We appreciate being considered for the ATAX Grant this year. Rock the Ranch is a 501(c)(3) nonprofit organization founded in 2016. We established Rock the Ranch for two reasons: to honor the memory of best friend, Michael Gray, who unexpectedly passed away in 2015, and to revive a concert series from the 1970's. Our venue is the historic Charlie B. Ranch Arena located on the outskirts of Seneca, SC. In the 70's, the Ranch played host to the likes of: Fleetwood Mac, ZZ Top, The Marshall Tucker Band, REO Speedwagon, James Gang, and Black Oak Arkansas to name a few!

These days our mission is a little different. We're focused on bringing our community together through a shared love of live music and an emphasis on giving. Rock the Ranch donates all festival proceeds to two carefully selected charities: The Cystic Fibrosis Foundation and Shriners Hospital for Children. These organizations are doing incredible work not only in our state, but all throughout the country. In four years of Rock the Ranch, we've been fortunate enough to donate \$30,000 to these charities. With the help of the ATAX Grant and community to support, we plan to add significantly to that number in 2019!

We look forward to talking with you more and appreciate the opportunity the ATAX Grant will provide. Please let us know if anything else is needed.

Respectfully,

Kyle Nicholson

(e) kyle@rocktheranchmusicfest.com

(c) 843-709-2288

www.rocktheranchmusicfest.com

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

- How will ATAX Funds be used?

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

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

100%

D. Funds furnished by your organization \$8941.50

Matching grant \$ _____ Source ____

Other Funding \$ _____ Source: SCAF

- 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 59th 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. The South Carolina Apple Festival continues to bring visitors from all across the nation.

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 8 Ending September 12, 2020

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 records kept at the quilt show.

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

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 13% 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 2019 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.

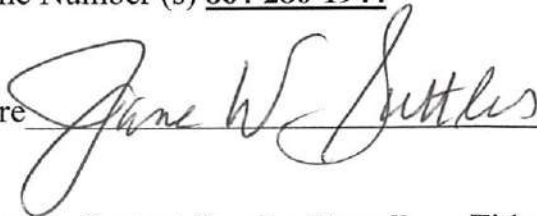
A. Contact Name **Jane Suttles** Title **President**

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

E-mail

Phone Number (s) **864-280-1944**

Signature



Date

2/13/20

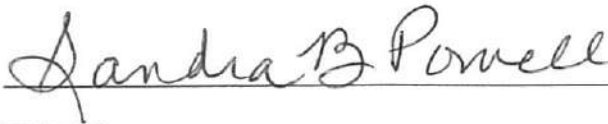
B. Alternate Contact **Sandra Powell** Title

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

E-mail west@oconeechambersc.com

Phone Number (s) **864-247-6838** Fax No.

Signature



Date

2-13-20

TV-Company	Cost	Radio	Cost	Print	Cost	Other Cost	Totals
WYFF	4000	WGOG	997.5	Journal	500	Lamar	1500
Cable Concepts	755	WSNW	225	Living	1715		
		WFBS	250	Fair Town	100		
		Salem	1200	Carolina Festivals	755		
				Gardener Media	944		
Total	4755		2672.5		4014	1500	12941.5





SLIP

25

31

Date	Name	CITY/STATE
8/3	Kay Garbrough	Corpus Grove TX •
9/6	Rudy LeRoif	Seneca S.C.
9-6	Beth Hancock	Harwell, GA
9-6	Empa Hall	Seneca
9-6	Frank Hook	Seneca
9-6	Wileen Johnson	Lanesville, Ohio •
9-6	Carolee Jones	Biloxi, MS •
9-6	Jennifer Vaughn	Bowenville, GA
9-6	Caitlyn Moore	Westminster, SC
9-6	Rene Vaughn	Westminster, SC
	Betty Chou	Westminster S.C.
9-6	AMIN RAO	Westminster, S.C.
9-6	Regina Reed	Westminster, SC
9-6	Aerial K. Jewett	Westminster, SC
9-6	Becky Castro	Spartanburg SC
9-6	Aaron Spake	Spartanburg SC
9-6	Mary Hanningan	Pauline SC
9/6	Coni Reese	MOORE, OK •
9-6	Jewell Hadwigerworth	Westminster, S.C.
9/6	Clyde & Deb Cartwright	Plymouth, IN •
9/6	Loriline Glover + Jim Powell	Westminster, SC
9/6	LESTER & FAYE ROSE	WESTMINSTER SC
9/6	DENNIS + KAREN FROBIE	FT LAUDERDALE, FL •

Date	Name	CITY/STATE
9/7	LAURA DE ROSIER	Easley, SC
9/7	Gabbye Harris	Dallas Ga
9/7	Katheryn Long	Dallas Ga
9/7	Margaret Garrison Brock	Westmeester
9/7	F. Joe	Bonita, CA
9/7	Linda Brewer	Jaylors, SC
9/7	Marie Zollner	Walthalla
9/7	Opure Mallin	Anderson
9/7	Wenjuan Wang	Ocala, FL
9/7	Jamie	Ocala / FL
9/7	Mary Stewart	Fair Play SC
9/7	Marc and Johanna Anack	Clemson SC
9/7	Richard & Becky Payne	Chappells, SC
9/7	Holly & Thomas	Dahlonega, GA
9/7	Doug & Donna Carter	Williamston, SC
9/7	Pat & Jimmy Bagwell	Walthalla, SC
9/7	Tina & Ricky Moore	Walthalla SC
9/7	Sonia Rhodes	Russia
9/7	Belle Sprunt	Anderson
9/7	James & Kisty	Easley
9/7	Marty & Vivian Hoyer	Anderson, SC
9/7	Jill & Jerr	Six Mile, SC
9/7	Karen Duncan	Anderson, SC



Wednesday, February 05, 2020

Oconee County ATAX Committee
c/o Mr. Phil Shirley
Oconee PRT Director
415 S Pine Street
Walhalla, SC 29693

Dear ATAX Committee Members:

The South Carolina Apple Festival is a shining example of promoting cultural welfare for our City and Oconee County. The Apple Festival stands out as an exemplary example of a street Festival bringing in a diverse crowd and tourism expenditures into our County each September for a wonderful weekend.

As recently as 2013 this Festival was voted one of the top 100 Festivals in the United States and has built each year on this successful reputation.

The City supports this worthwhile endeavor each year through our own Hospital Tax appropriation and requests the County support it as well due to its stature in our State.

Sincerely,

Chris A Carter, City Administrator

Donald P. Campbell
Wishbrook Furnishings
204 West Main Street
Westminster, SC 29693
864-647-2320

February 14, 2020

Oconee PRT
415 S. Pine Street
Walhalla, SC 29691

Dear Oconee PRT:

Wishbrook Furnishings would like to endorse funding the South Carolina Apple Festival with the County's ATAX money. The 50+ year partnership this festival has had with the town of Westminster have been vital to the success of the City businesses.

The festival is the signature event for the town and is something that all want to see succeed and build upon. The South Carolina Apple Festival draws a significant crowd and ensures that hundreds of new visitors come to Westminster and the surrounding areas.

Lastly, the community the Festival creates is so important to the citizens of our County. The festival has such history and cultural richness for our area, highlighting craft vendors and artists, and also serves as an ad-hoc reunion for families and friends.

Thank you for your consideration for this great use of the County's ATAX funds and understanding of the importance of this Festival for local businesses and community members alike.

Sincerely,



Donald P. Campbell
Wishbrook Furnishings



512 East Main Street, PO Box 69, Westminster, SC 29693
864 647-5446 | FAX 864 647-5448
Email: info@sandiferfuneralhome.com
www.sandiferfuneralhome.com

The Sandifer Funeral Home is great full of all the hard work that is placed into the Westminster Apple Festival each year by the Apple Festival Committee that works so hard to help make our small town and exciting town one week out of the year. The Westminster Apple Festival bring guest into town and visitors that have the opportunity to enjoy our town and what we have to offer.

We are very thankful for the town of Westminster and the Westminster Apple Festival Committee and all of their hard work. We look forward to The Apple Festival each year and the visitors that come and enjoy the festivities.

Thank you

Brian & Tammy Allen

Sandifer Funeral Home

Brian and Tammy Allen

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**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 \$ 4,360

B. How will ATAX Funds be used?

ATAX Funds will be used for the moving/preservation of a grist mill in Oconee County. Specifically, they will be used to hire laborers to dismantle the existing structure and a crane service to move the heavy equipment- all to a safe location. Subsequently, once the grant funds have helped to move/preserve the mill, it will be rebuilt at the Foothills Farmstead site for tourists to come, see and learn about this part of this region's history.

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

D. Funds furnished by your organization \$1,000
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Moving/Preservation of Grist Mill

B. Description of project:

The Foothills Farmstead is a living history farm located in Oakway, SC. It illustrates the lives of farming in the Foothills of the Southern Appalachian Mountains of Georgia, South Carolina and North Carolina.

The purpose of this grant specifically is to move and preserve a 19th-century grist mill in Oconee County. The mill will then be rebuilt in working order at the farmstead site in Oakway, SC. The moving and preservation of the mill includes 320 hours of labor and 16 hours of crane services being hired out.

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

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2.14.20

farmstead including out-of-town bus tours, weddings, festivals, and other events such as tractor/engine shows, etc.

IV. DATES OF PROJECT

Beginning April 2020

Ending June 2020

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?

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 ___ 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: Nicholas Gambrell Title Director
Signature Nicholas Gambrell Date 2-14-20
Address _____
Email ng33986@gmail.com Fax No. _____
Phone Number (s) 864-710-1568

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

ATAX Grant Application for Foothills Farmstead (Itemized Budget)

Labor to Deconstruct the wooden structure of the grist mill

\$3,200 (2 laborers @ \$10/hr for 160 hours each)

Towe's Crane Service for moving heavy parts of the mill including engine, stones, gears, etc.

\$2,160 (16 hours @ \$135/hr)

Total Project Cost: \$5,360 (of which the Foothills Farmstead will supply \$1,000)



NATIONALS CHAMPS
Washington takes Game 7 on road for team's first world title. **C1**

ON THE EDGE: Saint Andrew Catholic Church to offer free concerts. **B1**
GROWING CONCERN: Twitter bans political ads ahead of 2020 election. **D1**

WESTMINSTER

Candidates talk social media's impact on city

BY RILEY MORNINGSTAR
THE JOURNAL

WESTMINSTER — The growth of social media has allowed millions of people around the world to communicate with one another at any time.

Nearly 72 percent of adults in the United States use at least one social media site, according to a study from the Pew Research Center in 2019.

In Westminster, Facebook is the prevalent platform for community members to share their opinions.

But Mayor Brian Ramey said he feels there are some candidates who "support and lead" Facebook groups spreading misinformation.

Challenger and current councilwoman Susan Ramey said the community would accomplish much more if residents came together rather than

EDITOR'S NOTE
This is part of a short series of articles on highlighted topics Westminster's mayoral and council candidates discussed in interviews with The Journal. Continue reading this series — including another article inside today's issue about the city's recently refunded sewer money — to learn where each candidate stands on select issues. The next article will feature discussion on what the city should do with the recently purchased Hill Road property.

SEE SOCIAL, PAGE A3

CENTRAL

Unnamed donor gives town \$100K for depot project

BY GREG OLIVER
THE JOURNAL

CENTRAL — The town of Central has been notified it will soon receive \$100,000 from an anonymous donor in order to complete renovations to the train depot.

"The donor doesn't want to be identified," town administrator Phillip Mishoe said.

"That individual doesn't want the publicity." Efforts to renovate the depot have taken place over the past several years, and a train-depot committee was created in 2016. The cost for the Central Depot Heritage Park project is estimated at \$1.2 million, and plans call for the creation of an amphitheater and

SEE DONOR, PAGE A6

OAKWAY

Foothills Farmstead breaks ground for reconstruction

Around 50 people showed up with shovels on Saturday to participate in the ground-breaking ceremony for the Foothills Farmstead in Oakway.

SPECIAL TO THE JOURNAL



THE JOURNAL STAFF

OAKWAY — Years in the making, ground was officially broken to make way for reconstruction — namely reconstruction — at the Foothills Farmstead on Saturday.

Despite a rainy forecast, about 50 people showed up with shovels in hand to celebrate the living history farm.

The nonprofit recently received several grants from Occanee County and the state to help rebuild the main

farmhouse on the 16-acre property near the former Oakway Intermediate School.

"We wanted to break ground as a community, and we had a great response," farmstead director Nicholas Gambrell said. "This project has been about 20 years in the making, and it is more than exciting to finally see it begin."

The farmstead will reproduce a working farm as it would have operated in Occanee County in the 1920s,

and the farmhouse will be the centerpiece of the educational setting.

Gambrell said there are plans for at least 12 other buildings to be reconstructed on the site.

All buildings are historical and will be moved to the property one piece at a time. Currently, the main farmhouse is numbered and stored in a warehouse awaiting the reconstruction that symbolically began Saturday.

For more information, visit foothillsfarmstead.org.

DECISION 2019

Making their case

Bagwell, Owens spar at Walhalla mayoral debate



Walhalla City Councilmen Tjay Bagwell, left, and Dennis Owens spoke Wednesday night at a debate sponsored by The Journal at the Walhalla Performing Arts Center. The two are among four candidates running for mayor in next week's municipal elections.

Edwards, Chastain are no-shows

BY NORM KANNADA
THE JOURNAL

WALHALLA — Two Walhalla city councilmen who want to be the city's next mayor sparring on a variety of topics, including transparency, the role of mayor and spending priorities, during a debate sponsored by The Journal Wednesday night at the Walhalla Performing Arts Center.

The other two candidates in Tuesday's city election — Mayor Danny Edwards and former Mayor Randy Chastain — had committed to attending the debate more than a week ago, but did not show up.

Edwards didn't call The Journal to say he wasn't attending, while Chastain called The Journal Wednesday morning saying he had to be out of town for work. But he later announced he was "standing together" with Edwards in the decision not to attend the debate.

On the issue of transparency, Bagwell told the crowd of more than 60 people that council executive session conversations sometimes go beyond the scope of the reasons for those closed-door meetings.

"We have too many executive sessions that the conversations stray off of what we need to do in executive session," Bagwell said. "And more of you'll know that, because executive sessions are closed to the public. It's appropriate to have executive sessions sometimes. I would like to

OUR VIEW
TO READ A RELATED EDITORIAL, TURN TO PAGE A4.

SEE DEBATE, PAGE A5



ADVERTISING	A6	COMICS	B3	OPINION	A4
CALENDAR	A2	ENTERTAINMENT	B4	SPORTS	C1
CLASSIFIEDS	D3	LIFESTYLE	B1	STOCK REPORTS	D2
COLUMNISTS	B3	OBITUARIES	B2	WORLD/NATION	D1

DELIVERY	(864) 882-2325
CLASSIFIEDS	(864) 882-2325
ADVERTISING	(864) 973-6305

WILLIE SAYS: The cobwebs in my house are decorations. **B5**



So much for so little...it's spooky!
The 2019 GLA 250 SUV
Starting at \$33,950

CARLTON MOTORCARS
2446 Laurens Road
Greenville, SC 29607



— *The* —
FOOTHILLS
FARMSTEAD

c.1925

13 February 2020

Oconee County
Parks, Recreation and Tourism Commission
1099 South Cove Road
Seneca, SC 29672

Dear PRT Commission,

Enclosed is an urgent ATAX grant request for the preservation of an old grist mill in Oconee County. The property owner has requested that we not divulge its specific location for safety purposes and we would like to honor that request until it has been secured.

The 19th-century grist mill was signed over to the Foothills Farmstead late 2019. The structure is collapsing so time is of the essence. We are requesting funds to salvage as much of the structure as possible and to move the machinery that comprises the mill itself (stones, gears, shafts, engine, etc.). The mill was converted in the early 1900s to run on a diesel engine which is still on site. In order to do all of this, a crane is needed to lift everything and then transport to a secure location.

Originally, the Foothills Farmstead did not include a grist mill due to lack of sufficient water power to run a mill. However, we have a unique opportunity to move and restore this mill (running with the engine) for everyone to come and learn about another part of this region's history.

However, we have to act fast. The building has continued to collapse since the farmstead's acquisition. Towe's Crane Service has offered to lift and haul the inner workings of the mill at a rate of \$135 per hour. This is a single source bid for two reasons: one, they are the only crane service offered in Oconee County, and two, no crane service outside of Oconee returned our calls. We are confident that the price quoted by Towe's is more than fair and that they can handle the job needed.

In 2017 and 2018, the farmstead was granted two ATAX grants for the rebuilding of the main farmhouse. We have been in constant fundraising ever since and have received all funding necessary for this initial project (\$101k). Ground was broken in October 2019. The grant application process with SCPRT and the subsequent procurement process with the county has taken 2 years to be able to actually begin work. The Purchase Order to begin building the main farmhouse and utilize the previous award amounts totaling \$6k was issued on February 11, 2020.

We appreciate you considering this urgent request and look forward to saving another piece of local history for future generations.

Sincerely,


Nicholas Gambrell

Mailing Address: 158 Grant Road
Westminster, SC 29693

info@oldoakway.com
864.710.1568

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

I. APPLICANT

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

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 20k
B. How will ATAX Funds be used? Advertising through 12 countries within 3 states, SC-GA-NC
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 70%
D. Funds furnished by your organization \$ 30k++
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 we will have 85th Shows 20-21

A. Project Title 2020-2021 season advertising budget
B. Description of project Marketing to not only Oconee County residents but also patrons in SC, NC, GA & TN
C. Who will benefit from this project? WPAC, Oconee County residents and residents from surrounding states

IV. DATES OF PROJECT

Beginning 2020 Ending 2021

V. APPLICANT CATEGORY

Government Entity: _____
 Non-profit Organization: Incorporation date 4/1994
_____ Eleemosynary Organization under IRS Code: IRS # _____
_____ Date of Determination Letter _____

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VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Our ticketing software shows that
70% of our patrons come from outside Oconee County

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

26K-28K last year with 28K-31K this season

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 19K +/-

This Year 21K +/-

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

Last year: _____
This Year: _____ many!

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

radio - newspaper + our new social media company

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)

radio spots, newspapers and Facebook

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)

Bills and invoices

VII. AUDIT

Does your organization perform an independent audit? Yes No

Name of the Auditor: H K Block Seneca

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project. 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: Mark Thompson Title WPAC Director
Signature Mark Thompson Date 2/14/20
Address 19 E. N. Road SE Waynes SC 29691
Email mark@mkentertainment.com Fax No. _____
Phone Number (s) 804-638-5277 804-991-7298

B. Alternate Contact Name: Andre Crow Title Board president
Signature _____ Date _____
Address _____
Email _____ Phone Number (s) _____

804-483-9219

WALHALLA PERFORMING ARTS CENTER 2020 SEASON

2020 ATAX Budget Request of \$20,000

With the request for \$20,000 to assist in advertising for the WPAC listed below are budgeted points;

- \$55,000+ total advertising budget for the 2020 season
- \$35,000 to be spent in Greenville-Spartanburg-GA markets, 70+ mile radius
- \$20,000 to be spent on Oconee County advertising media
- Money will be spent on radio/newspaper/digital and social media promoting WPAC with all tag lines including Oconee County in all spots.
- With more than 85+ shows in 2020 WPAC will be spending \$750+ per show
- More than 25,000 paid patrons along with more than 5000+ patrons at free events at WPAC had almost 30,000+ patrons through our doors!
- WPAC has received \$10,000 funding from the City of Walhalla for 2019-2020 season for stage curtains and equipment repairs.
- WPAC will bring in more than \$1.2 Million+ in ticket revenues for 2020-2021 season to the Oconee County area
- 25,000+ patrons visiting Oconee County area food and beverage venues along with hotel stays and local tourism (65%+ from outside OC!)

We feel that the WPAC is a very worthy candidate based on qualification's for Oconee County Accommodations Tax Grant, we cannot survive without the support of our community, we are the **ONLY** performing arts center in OC!

Many thanks

Mark Thompson WPAC Director