

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization: Discover Upcountry Carolina Association

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

## II. FUNDS REQUESTED

A. ATAX Funds Requested: \$10,000.00

B. How will ATAX Funds be used?

Advertisements will be placed in publications such as Southern Living, South Carolina Living, The SC Travel Guide, Georgia Magazine, AAA Living, AAA Go and Angler Magazine. Additionally, digital advertising campaigns will be conducted that will drive visitors to the organization's website, UpcountrySC.com.

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

D. Funds furnished by your organization \$212,000.00

Matching Grant	<u>\$45,000.00</u>	<u>Source – SC Dept of Parks, Recreation &amp; Tourism</u>
Matching Grant	<u>\$150,000.00</u>	<u>Source – ATAX grants</u>
Other Funding	<u>\$17,000.00</u>	<u>Source – SCPRT appropriations</u>
Other Funding	<u>                    </u>	<u>Source</u>

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

## III. NARRATIVE PROJECT DESCRIPTION

A. Project Title: Upcountry Advertising and Marketing

B. Description of project: Discover Upcountry Carolina Association was founded in 1978 to promote tourism as an economic development activity in the six northwestern counties of South Carolina. We implement a comprehensive advertising, marketing and public relations program that results in attracting around 600,000 visitors to this region each year.

C. Who will benefit from this project?  
The primary beneficiaries will be accommodations, restaurants, attractions and recreation providers/outfitters. Retail outlets will also see the benefits, as well as festivals and special events that are held in Oconee County.

## IV. DATES OF PROJECT

Beginning 4-1-21 Ending 3-31-22

## V. APPLICANT CATEGORY

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

**RECEIVED**  
2.02.21

## 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. A large portion of the advertising we place features outdoor recreation and the scenic, natural and cultural attributes of the area, so the many waterfalls, Lakes Jocassee, Keowee and Hartwell, the National Wild & Scenic Chattooga River, and the four state and three county parks are all featured prominently in our advertising and marketing efforts. Also, in the annual *Visitors Guide to the Upcountry*, the many Oconee attractions, sites and activities are prominently featured.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
24,238 in FY 2021. Projected 27,874 in FY 2022.
- 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 – 22,057 This Year – 25,366
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last Year – 48,210 This Year – 55,442
- 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 historically 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 small portion (approximately 15%) of the advertising budget is dedicated to 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 (41,000 subscribers). Facebook Analytics are also tracked to evaluate our engagement. We currently average over 115,000 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 3, 2021

Address: PO Box 3116, Greenville, SC 29602

Email: Tim@UpcountrySC.com

Phone Number: 864-233-2690



**Budget for FY 2021-22**

Carryover from FY 2020-2021		30,000
	<b>Income</b>	
Memberships		7,000
Advertising		35,000
Grants		45,000
Appropriated Funds - SCPRT		225,000
Accommodations Tax		160,000
Wildlife Funding		<u>15,000</u>
<b>Total Income</b>		<b>487,000</b>
	<b>Expenses</b>	
Salaries/Wages		80,000
Payroll Taxes		6,000
Deferred Compensation		2,500
Employee Insurance		18,000
Contract Labor		55,000
Rent		23,000
Office Insurance		1,000
Auto Expense		14,000
Utilities		2,000
Telephone		5,500
Office Supplies		8,000
Computer Services		10,000
Maintenance		500
Furniture & Equipment		4,000
Printing		500
Travel Expenses		8,500
Membership Dues		2,000
Subscriptions		500
Meeting Expense		500
Registration Fees		2,000
Professional Services		10,000
Board Development		500
Service Charges		500
Miscellaneous		500
<i>Literature Production</i>		<i>38,000</i>
<i>Advertising</i>		<i>115,000</i>
<i>Website Development/hosting</i>		<i>20,000</i>
<i>Travel/Trade Shows</i>		<i>4,000</i>
<i>Shipping/Postage</i>		<i>8,000</i>
<i>Photography/Videography</i>		<i>18,000</i>
<i>Promotions/PR</i>		<i>4,000</i>
<i>Fam Tours</i>		<i>5,000</i>
<i>Special Projects</i>		<i><u>10,000</u></i>
<b>Total Expense</b>		<b>452,000</b>
<b>Net Profit/Loss</b>		<b>40,000</b>



**FY 2022 Budget For  
Oconee County Accommodations Tax Grant Funds**

Print Advertising ( <i>Southern Living, SC Living, Georgia Magazine, AAA Go, etc.</i> )	\$7,000.00
Social Media (Facebook, Twitter & Instagram) and Digital Advertising	\$3000.00

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Oconee Community Theatre

B. Address P.O. Box 291 Seneca, SC 29679

## II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 20,000
- B. How will ATAX Funds be used? The funds will be used to build a new steel framed stage for the Oconee Community Theatre.  
The theatre will put a plaque in our auditorium stating, "The new stage made possible by Oconee County ATAX grant"
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 40%
- D. Funds furnished by your organization 8,500
- |                |       |        |       |
|----------------|-------|--------|-------|
| 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 New Stage
- B. Description of project The Oconee Community Theatre is seeking funds to build a new steel framed stage for the theatre. The stage was built in 1927 and has not since been updated. The EP3 tornado damaged our roof resulting in major water damage to the stage. For the safety of our performers and patrons and in order to preserve our historical building we need a new stage
- C. Who will benefit from this project?  
The citizens of Oconee County, tourists, and international and out of state guest artists, performers, and teachers will benefit from our new stage. The organisations that hire out our venue will also benefit.

## IV. DATES OF PROJECT

Beginning May 2021 Ending December 2021

## V. APPLICANT CATEGORY

- Government Entity: \_\_\_\_\_
- Non-profit Organization: Incorporation date 14 October 1971
- Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_
- Date of Determination Letter \_\_\_\_\_

**RECEIVED**  
2.13.21

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

We will influence tourism in Oconee County by performing shows, plays, and musicals. We are also bringing in out of state performers and teachers to lead theatre workshops for the children. We have also established mentorship and cultural exchange programmes with Broadway Dreams (NYC), The London Academy of Music and Dramatic Arts (London, UK) and the LIR Academy (Dublin, Ireland). We also rent out our facility to out of state organisations such as a national beauty pageant organisation and for theatre conferences in the South East. We will be launching our LAMDA drama classes this spring and will attract people from all over the state. We will also be livestreaming our performances to London, Dublin, NYC, throughout the United States and the State of South Carolina

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

4,000 last year due to Covid but we anticipate double that this year when we reopen in the Spring

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

Last Year 150

This Year 500

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

Last year : 120

This Year: 500 (this is a very conservative estimate)

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

We intend to publish on our website, on the radio, in national theatre magazines, twitter, NC, GA, FL chambers of commerce, posters and leaflets at welcome centres and also through UpCounty magazine, and through the Governor's Office in Columbia, SC. We will also advertise with USC, College of Charleston, UGA, and Winthrop Universities.

E. What other documentation can you provide demonstrating this event promotes

Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners)

photographs, accommodation owners, newspaper articles, Oconee passport participants, social media plugs

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)

advertising, guest logs, contracts, magazine articles and website hits, recorded interviews

## VII. AUDIT

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

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

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

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

A. **Contact Name:** Herschel Harper **Title** President of the Board of Directors  
**Signature** HHarper **Date** 7 February 2021  
**Address** P.O. Box 291 Seneca, SC 29679  
**Email** hh@oconeetheatre.org **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864 882-1910

B. **Alternate Contact Name:** S Gray **Title** Executive Director  
**Signature** SGray **Date** 7 February 2021  
**Address** P.O. Box 291 Seneca, SC 29679  
**Email** manager@oconeetheatre.org **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864- 882-1910

**OCONEE COUNTY ATAX GRANT**

## New Steel Framed Stage for the Oconee Community Theatre

### BUDGET:

The rain has damaged the floor surface and one part of the stage has dropped down 1/2". Replacement to code requires that the floor be layered with a cement fire barrier between layers, structural steel support, and surrounding areas around the apron and the proscenium are 5/8" sheetrock.

Demolition of old stage-	\$2,500
Cement fire barrier-	\$ 3,000
Structural Steel Support-	\$12,000
Sheetrock-	\$5,000
Cost of Labour -	\$6,000
 Total=	 \$ 28,500.00

Estimates provided by Zorn Contractors, Sam Baxter Carolina Contractors, Georgia Metals and Walhalla Lumber Supply

What is LAMDA . . . . ? The London Academy of Music and Dramatic Art

We are the oldest drama school in the UK, (1861), to offer Classes and Examinations in speech and drama to the public. Since then we have developed an enviable reputation for excellence in the provision of Communication and Performance instruction in the UK, and we are rapidly extending our reach internationally. The **Oconee Community Theatre** is at the threshold of becoming a part of LAMDA, and to begin teaching from the LAMDA Course Syllabi for **K - 12 students and adults**.

LAMDA Courses help Learners to develop a broad range of skills that will serve them throughout life. Our Performance and Communication classes and examinations develop a Learner's ability to:

- read easily, fluently and with good understanding
- expand vocabulary to improve powers of self-expression
- become more confident in speaking and listening
- memorize and recall information
- research and create persuasive formal presentations
- create and defend arguments, and to think on their feet
- engage in constructive informal conversation
- work both on their own and participate as a member of a team

These critical skills will enhance their ability to fulfil their potential as individuals through participation in a worthwhile activity that is critically acclaimed and respected as a global standard.



Foreign &  
Commonwealth  
Office

*"Congratulations to OCT on LAMDA. This is the path to many great things." -Suki Stephens, British actress*

*"Studying LAMDA was a life-changing event. It enhances all areas of life— everything from imagination to communication to self confidence." -Toby Stephens, British actor - Die Another Day*



*"LAMDA unlocks your potential, unleashes you imagination, and prepares you to take on the world." -Dame Maggie Smith*

**LAMDA**



# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

**I. APPLICANT**

A. Name of Organization WPAC/WCA  
 B. Address 101 E.N. Broad St  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 15,000.00  
 B. How will ATAX Funds be used? New HVAC for concession area, (5) office space, Box office and 2 green rooms.  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? ALL  
 D. Funds furnished by your organization \$15,000.00  
 Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
 Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
 Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title WPAC HVAC Installation  
 B. Description of project New HVAC to replace old Chiller-Boiler system after many years of repair!  
 C. Who will benefit from this project? Staff + Patrons!

**IV. DATES OF PROJECT**

Beginning 1/21/21 Ending 2/2/21

**V. APPLICANT CATEGORY**

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



**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

continued growth with success of the  
~~WPAC providing first class family friendly~~  
~~entertainment to Oconee County + patrons~~

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

12K-14K 2020 / 25K-30K 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 60%  
 This Year 60%

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

Last year: \_\_\_\_\_  
 This Year: \_\_\_\_\_ A large Air B+B presence  
since no hotels in Walhalla

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

Radio - newspaper - Facebook - Social media

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

Anything needed!

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)

Vending, Ticketing Service

**VII. AUDIT**

Does your organization perform an independent audit? Yes  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. 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: Wah Thompson Title WPAC Director  
 Signature Wah Thompson Date 2/4/21  
 Address 101 E. N. Speed St Walhalla SC 29691  
 Email wah@wpac.com Fax No. \_\_\_\_\_  
 Phone Number (s) 804-991-7298 - ext - 638-5277

B. Alternate Contact Name: Andrea Skowd Title Board President  
 Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Address \_\_\_\_\_  
 Email \_\_\_\_\_ Fax No. \_\_\_\_\_  
 Phone Number (s) 804-638-5277

**OCONEE COUNTY ATAX GRANT**



O'Kelley Heating & Air  
 314 West Main St.  
 Walhalla, SC 29691  
 hello@okelleyheating.com  
 (864) 638-2402

SC Mechanical License #: M104369

Bill to  
**Walhalla Performing Arts Center**  
 101 E. North Broad St.  
 Walhalla SC 29691

Work Order #: 8493

Transaction Date: 10/12/2020

**Invoice I6920**

Item	Description	Quantity	Price	Amount
Aou30RLXB.	Outdoor Heat Pump Model #: AOU45RLXFZ Serial #: LYN023304	1	\$0.00	\$0.00
Aou30RLXB.	Outdoor Heat Pump Model #: AOU36RLXFZ1 Serial #: LXN050287 Serial #: LXN050288	2	\$0.00	\$0.00
ASU12RLF1.	Wall Mount- Indoor (Box Office) Model #: ASU7RLF1 Serial #: MWA143355	1	\$0.00	\$0.00
ASU9RLF.	Wall Mount Unit (Finance Office & Stars Room) Model #: ASU9RLF1 Serial #: MXA207988 Serial #: MXA210705	2	\$0.00	\$0.00
ASU12RLF1.	Wall Mount- Indoor (Board Room & Executive Office) Model #: ASU12RLF1 Serial #: MYA203880 Serial #: MYA199894	2	\$0.00	\$0.00
ASU18RLF	Wall Mount - Indoor (Band Room) Model #: ASU18RLF1 Serial #: KSA121971	1	\$0.00	\$0.00
AGU12	Fujitsu Mini Split Wall Mount Air Handler (Reception) Model #: AGU15RLF Serial #: MQA008877 Serial #: MQA008372 Serial #: MQA009548	3	\$0.00	\$0.00



O'Kelley Heating & Air  
 314 West Main St.  
 Walhalla, SC 29691  
 hello@okelleyheating.com  
 (864) 638-2402

SC Mechanical License #: M104369

Item	Description	Quantity	Price	Amount
0016	Wall Controller (Reception Hall) UTY-RVNUM UTY-XCBXZ2	1	\$0.00	\$0.00
0016	Aspen Condensation Lift Pumps	3	\$0.00	\$0.00
L15-30/50	Copper Tubing Lineset System	1	\$0.00	\$0.00
0016	Slimduct Tubing & Wire Hide System	1	\$0.00	\$0.00
0016	Electrical - 240V Communication Wiring	1	\$0.00	\$0.00
CCP	Cladlite Condenser Pad	1	\$0.00	\$0.00
MP12	Mechanical Permit-Oconee County	1	\$0.00	\$0.00
INS.	Installation and Labor.	1	\$0.00	\$0.00
TT.	Total Amount For Complete Job.	1	\$28,822.00	\$28,822.00

Subtotal: \$28,822.00

Payments: \$0.00

Balance Due: \$28,822.00

Acceptance

# 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 \$ 3,000

B. How will ATAX Funds be used?

RECEIVED  
2.17.21

*ATAX funds would be used toward purchasing a historic log cabin in Oconee County to use at the Foothills Farmstead. The cabin, built in 1835 near the Chauga River, has been in the same family since being built. It came up for sale last year (2020) and the owner has agreed that the Foothills Farmstead can have first right of refusal. Also, the price has been reduced to about 1/3 of the original asking price. Total purchase price now is \$9,000. After purchasing, the cabin will be disassembled and moved to the Foothills Farmstead where it will be interpreted as part of the living history, working farm.*

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

D. Funds furnished by your organization \$6,000

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 Purchase of Log Cabin

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 purchase a cabin built in 1835 in what is now Oconee County. As a settlers' cabin added to the farmstead's collection of historic buildings, it will be interpreted as a transition from settlement to a working family farm of the early 1900s. After purchasing, the cabin will be disassembled and moved to the farmstead site in Oakway, SC. It features two rooms downstairs and one open room upstairs. The rock chimney that has collapsed will be rebuilt in a historic style. On the new site, the cabin will be placed in one of the proposed Tenant House sites (see included site map). This cabin will subsequently become the main focal point of a naturally-shaped amphitheater with the porch becoming a stage as needed. This will allow for events, such as festivals, to bring in more tourists to Oconee County.*

C. Who will benefit from this project?

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

**IV. DATES OF PROJECT**

Beginning March 2021 Ending April 2021

**V. APPLICANT CATEGORY**

Government Entity:

- Non-profit Organization: Incorporation date March 10, 2017
- Eleemosynary Organization under IRS Code: IRS # 82-0943477
- 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. The farmstead is already listed in the 2021 SC Agritourism Passport.*

- 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 answer to next question...*
- 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)

*The Foothills Farmstead officially opened to the public on July 11<sup>th</sup>, 2020 for 2 hours each week. In order to keep record for demographic data, the Foothills Farmstead is maintaining 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 2-12-21  
Address 158 Grant Rd; Westminster, SC 29693  
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) \_\_\_\_\_

**Itemized Budget**

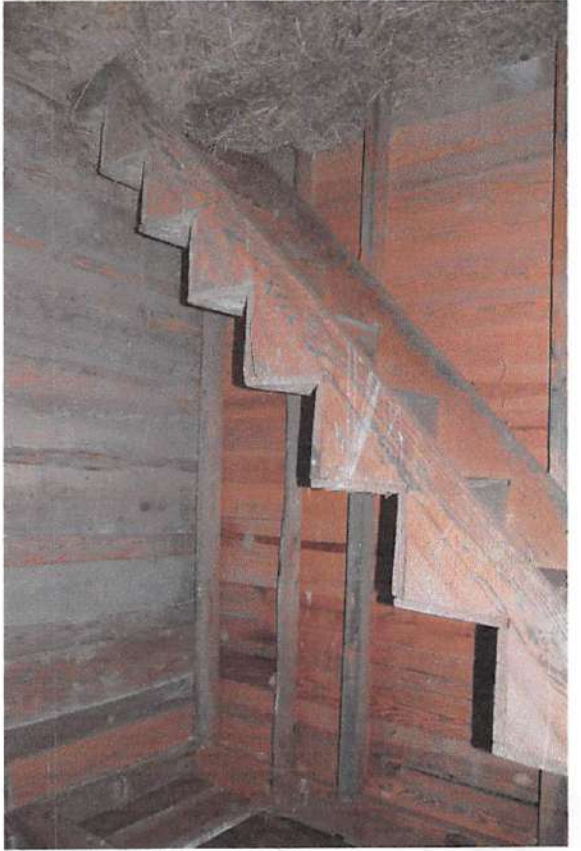
ATAX funds requested:	\$3,000
<u>Foothills Farmstead:</u>	<u>\$6,000</u>
Total	\$9,000

\*\*\* There is no second or third bid in this case since this is a unique opportunity to purchase a historic log cabin in Oconee County, SC.





Log cabin near the Chauga River built in 1835. The exterior had been covered in siding which protected the logs.



Original steps leading to 2nd story.



This photo shows the unusual Flat Notch and the collapsed rock chimney.



Main room downstairs showing bead board and mantel.

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



*Proposed  
Cabins  
Site*



**bluestem**  
LANDSCAPE DESIGN LLC

1000 14th St  
Boulder, CO 80502  
303.440.1414



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

**I. APPLICANT**

A. Name of Organization Museum of the Cherokee in South Carolina

B. Address 70 Short Street, Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$4,724.91

B. How will ATAX Funds be used? The ATAX Funds will be used to continue the construction of the Museum's Library and Research room. The Library and Research room project is to benefit the disadvantaged groups within our community, along with students and scholars. This room will be the 'go-to' place to do research on Southeastern Native American history and culture. The key financial help would go towards finishing the construction of the Library and Research room, along with computers, desks, chairs, lamps, bookshelves, book cart, storage units for archival material like maps and documents.

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

D. Funds furnished by your organization 0

Matching Grant <u>\$5,000.00</u>	Source <u>Oconee County ATAX Grant</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**

**RECEIVED**  
2.8.21

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? The Library and Research room project is to benefit the disadvantaged groups within our community, along with students and scholars. The benefit from the project will be that it will be the 'go-to' place for the public to do research and have access to documents.

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

856

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: 350

This Year: 300

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 museum plans to advertise by using our website ([www.cherokeemuseumsc.org](http://www.cherokeemuseumsc.org)), Instagram and Facebook page.

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 museum has Passport booklets and brochures.

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)

The records kept during this event will be the museum's guest log book, phone calls, and website hits.

## VII. AUDIT

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

Name of the Auditor: N/A

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

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

A. Project Title The Library and Research room project

B. Description of project The Library and Research room project is to benefit the disadvantaged groups within our community, along with students and scholars. This room will be the 'go-to' place to do research on Southeastern Native American history and culture. The key financial help would go towards finishing the construction of the Library and Research room, along with computers, desks, chairs, lamps, bookshelves, book cart, storage units for archival material like maps and documents.

C. Who will benefit from this project? The Library and Research room project is to benefit the disadvantaged groups within our community, along with students and scholars. A great deal of statewide and regional interest has already been expressed in the Museum's progress due in part to our website (www.cherokeemuseumsc.org), social media, newspaper articles, and word-of-mouth. We have received numerous phone calls and emails about the opening date of our library and research room. The success of this project will be measured not only by the number of visitors to the Museum, but by the knowledge they take with them as measured and evaluated by a voluntary feedback form. The benefit from the project will be that it will be the 'go-to' place for the public to do research and have access to documents.

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

Beginning September 2020 Ending May 2021

### **V. APPLICANT CATEGORY**

- Government Entity: IRS
- Non-profit Organization: Incorporation date January 18, 2012
- Eleemosynary Organization under IRS Code: IRS # 90-0798631
- Date of Determination Letter December 11, 2012

*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:** Luther Lyle **Title** Director / Curator

**Signature** \_\_\_\_\_

**Date** 2/7/2021

**Address** 57 Plantation Road Walhalla, SC 29691

**Email** lutherlyle@bellsouth.net **Fax No.** N/A

**Phone Number (s)** (864) 710-9210

**B. Alternate Contact Name:** Denise Ayers **Title** Interim Assistant Director / Curator

**Signature** \_\_\_\_\_

**Date** 2/06/2021

**Address** 631 Pine Thicket Rd. Liberty, SC 29657

**Email** wellbrock.denise@gmail.com **Fax No.** N/A

**Phone Number (s)** (859) 394-3238

## Oconee County ATAX Grant 2021

Museum of the Cherokee in South Carolina

Project: The Library and Research room

**Itemized Total Budget for project:**

Items	Quantity	Individual Cost	Total Cost
Computer	2	549.99	1,099.98
Photoshop	1	99.99	99.99
Chair	6	47.99	287.94
Desk	6	110.00	660.00
Flat File	1	1,066.10	1,066.10
Flat File Base	1	376.20	376.20
Library Lamp	6	39.95	239.70
Bookshelves	3	194.47	583.41
Book Cart	3	140.99	422.97
Room Renovation		600.00	600.00
Internet hook up / wiring		94.99	94.99
		<b>Overall Total Cost:</b>	<b>5,531.28</b>

**Itemized Budget for ATAX funds only:**

Items	Quantity	Individual Cost	Total Cost
Flat File	1	1,066.10	1,066.10
Flat File Base	1	376.20	376.20
Bookshelves	3	100.00	300.00
Room Renovation		600.00	600.00
Library Lamp	6	39.95	239.70
Computer	2	549.99	1099.98
Chair	6	47.99	287.94
Internet hook up/wiring		94.99	94.99
Desk	6	110.00	660.00
		<b>Total use of ATAX funds:</b>	<b>4,724.91</b>