

AGENDA  
OCONEE COUNTY PRT COMMISSION  
February 21, 2013  
12:00 PM  
Oconee Heritage Center

Call to order  
Welcome Guests  
Approval of Minutes  
Treasurer's Report

**New Grants Received**

1. Historic Old Pickens Foundation – Power Point Program Equipment - \$2,000.00  
(additional information available)
2. Walhalla Civic Auditorium – Roof Repairs - \$30,234.00 (additional information available)
3. Walhalla Chamber of Commerce – Mayfest Advertising - \$2,405.00
4. Walhalla Partners for Progress – Front Porch & Steps (Old St. John's Meeting House) -  
\$1,500.00 (additional information available)
5. West Union – Fun in the Sun Festival Advertising - \$2,500.00
6. Blue Ridge Arts Council – Advertising - \$2,339.50
7. Oconee Heritage Center – Brochure Printing - \$1,604.00
8. Upstate Heritage Quilt Trail – Magazine Advertisement - \$3,598.00  
(additional information available)
9. Patriot's Hall Association – Billboard Advertising - \$2,700.00
10. Patriot's Hall Association – Advertising - \$1,500.00 (additional information available)
11. Bertha Lee Strickland Museum – Advertising - \$2,500.00
12. City of Seneca – Seneca Fest Advertising - \$6,950.00
13. Collins Children's Home – Mud Run Advertising - \$3,000.00
14. Westminster Chamber of Commerce – Advertising - \$750.00
15. Westminster Chamber of Commerce – Apple Festival Advertising - \$4,000.00
16. Oconee County Parks, Recreation & Tourism – 10,000 Camping Brochures - \$1,187.25
17. 9-11 Memorial - \$2,500.00

**INTERIM REPORTS RECEIVED**

1. Downtown Seneca Merchants
2. Devil's Fork State Park
3. Walhalla Civic Auditorium
4. Oconee Heritage Center
5. Cherokee Bear Clan
6. City of Seneca – 3<sup>rd</sup> Annual Half Marathon
7. Pendleton District Commission
8. Bertha Lee Strickland Museum

### **FINAL REPORTS RECEIVED**

1. Upstate Heritage Quilt Trail – advertising - \$1,500.00
2. Westminster Chamber of Commerce – Apple Festival - \$3,500.00
3. Walhalla Civic Auditorium – advertising - \$1,000.00
4. Downtown Seneca Merchants – advertising - \$5,000.00
5. Downtown Seneca Merchants - advertising - \$1,500.00
6. Walhalla Chamber of Commerce – Oktoberfest – advertising - \$4,797.00
7. Lake & Mountain Quilters Guild – advertising - \$1,500.00
8. Walhalla Partners for Progress – Old St. John’s Meeting House - \$1,000.00
9. Cherokee Bear Clan Museum – video - \$2,000.00
10. Oconee Heritage Center – mannequins - \$687.00

### **INTERIM REPORTS NOT RECEIVED**

1. Oconee Community Theatre – advertising - \$2,325.00
2. Westminster Chamber of Commerce – Mayberry Comes to Westminster advertising - \$2,870.00
3. Blue Ridge Arts Council

**NEW BUSINESS: The PRT Commission will vote on grants at the next scheduled meeting on February 28, 2013.**

### **OLD BUSINESS**

### **ADJOURNMENT**

Feb-13

**Local/State ATAX Expenditures -Recommended**

<b>Applicant</b>	<b>Funds Request</b>	<b>Project Description</b>	<b>Amount Eligible for ATAX</b>	<b>PRT Commission Recommendation</b>	<b>State or Local ATAX</b>
Historic Old Pickens Foundation	\$2,000	Computer, projector, screen, software	\$700	\$595.00	Local
Walhalla Civic Auditorium	\$30,234	Repair/Replace Roof	\$9,975	\$8,478.75	Local
Walhalla Chamber of Commerce	\$2,405	Advertising Mayfest/Art of Living Festival	\$914.00	\$776.90	Local
Walhalla Partners for Progress	\$1,500	Rehab Old St. Johns Meeting House	\$1,500	\$1,275.00	Local
West Union Fun in the Sun Fest	\$2,500	Advertising-Radio/Newspaper	\$750	\$637.50	Local
Blue Ridge Arts Council	\$2,340	Advertising 23rd Annual Juried Art Show	\$415	\$352.75	Local
Oconee Heritage Center	\$1,604	Brochures for OHC and General Store Museum	\$1,604	\$1,363.40	Local
Upstate Heritage Quilt Trail	\$3,598	Advertising Carolina Field Trips Magazine	\$3,598	\$3,058.30	Local
Patriot's Hall Association	\$3,125	Billboard-Hwy 28	\$785	\$716.65	Local
Patriots Hall Association	\$1,500	Advertising Vet Fest	\$435	\$369.75	Local
Bertha Lee Strickland Museum	\$2,500	Advertising Soul of America (FALL 2013)	\$2,500	\$0.00	Local
City of Seneca	\$6,950	Advertising Seneca Fest	\$6,950	\$5,907.50	Local
Collins Children's Home	\$3,000	Advertising 1st annual Mud Run	\$1,650	\$1,402.50	Local
Westminster Chamber	\$750	Advertising	\$750	\$637.50	Local
South Carolina Apple Festival	\$4,000	Advertising Apple Festival	\$3,810	\$3,238.50	Local
9-11 Memorial	\$2,500	9-11 Memorial ( FALL 2013 GRANT CYCLE)	\$2,500	\$0.00	Local
Oconee PRT Internal	\$1,190	Camping Brochures (10,000)	\$1,190	\$1,190.00	Local
<b>Totals Spring 2013 Grant Request</b>	<b>\$71,696</b>		<b>\$40,026</b>	<b>\$30,000.00</b>	
<b>**NOTE-THE FALL 2013 GRANT DEADLINE IS AUGUST 15, 2013</b>					

# APPLICATION FORM FOR TOURISM RELATED PROJECTS

**I. APPLICANT**

A. Name of Organization City of Seneca - Bertha Lee Strickland Museum  
 B. Address 211 West South 1st Street  
Seneca, SC 29168

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2,500  
 B. How will ATAX Funds be used? Advertising, online marketing, Promotion  
 C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
 D. Funds furnished by your organization \$2500  
     Matching Grant \_\_\_\_\_ Source HAT Grant funds/City of Seneca  
     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 The Journey Begins  
 B. Description of project Promotion of Strickland Museum Project - City of Seneca, SC - Oconee County/online marketing  
 C. Who will benefit from this project? City of Seneca, SC - Strickland Museum - Oconee County

**IV. DATES OF PROJECT**

Beginning April 2013 Ending Sept. 2013

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
2-13-13

How will the project enhance tourism in Oconee County?

The online marketing banner will feature the Oconee County website address - county tourism opportunities and events

- 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 \_\_\_\_\_
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : N/A  
This Year: \_\_\_\_\_
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Through online marketing - Soul of America (see attached)
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) 0
- 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) Soul of America will provide data regarding visitor inquiry on banner

**VII. AUDIT**

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

**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: Dr. John Martin Title Director/Curator  
Signature [Signature] Date 2/15/13  
Address 211 W. S. 1st St. Seneca, SC 29678  
Email martjohn6@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-710-7494

B. Alternate Contact Name: Joel Seavey Title Finance Officer  
Signature [Signature] Date 2/15/13  
Address 221 East North 1st St. Seneca, SC 29678  
Email jseavey@seneca.sc.us Fax No. 864-888-2701  
Phone Number (s) 864-888-2722

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

**I. APPLICANT**

A. Name of Organization - Blue Ridge Arts Council

B. Address - 111 E. South Second St., Seneca, SC 29678

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$2,339.50

B. How will ATAX Funds be used? ATAX funds will be used to enhance participation in the 23<sup>th</sup> Annual Juried Art Show at the Blue Ridge Arts Center, opening May 17<sup>th</sup>, 2013; with press releases one month prior and two week before event date. Advertisement throughout the region in a variety of media, the design, printing and mailing of show cards, printing of the exhibition catalog, and advertising for the opening reception will be included in the funded activities

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 20%

D. Funds furnished by your organization: \$3,000.00

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

Other Funding - \$ 1,325.00 Source - Seneca HAT

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



### III. NARRATIVE PROJECT DESCRIPTION

**A. Project Title** 23<sup>rd</sup> Annual Juried Art Show- "Framed"

**B. Description of project** The annual juried show is an opportunity for BRAC to encourage artists both from our membership as well as from outside the area to join in a prestigious event. The use of advertising in a wider area and enticement of higher cash awards will draw more artists to Oconee County for the show. The continuation of the "one-man show" awards, modeled after the Arts Company award, will attract more diverse artists to the juried show. This, in turn, will attract a larger number of visitors to view the show at the gallery. Due to the amazing positive response of the "Salon" it will again be offered to the public but will be held in the studio of the Blue Ridge Arts Center like last year.

**C. Who will benefit from this project?** The entire county can benefit from the dollars spent by the visiting artists who enter a show of this caliber with awards that justify the entry and traveling fees involved. Friends, families and vacationers will also be attracted to the show, which will be promoted throughout the state.

### IV. DATES OF PROJECT

Beginning – May 17<sup>th</sup>, 2013 Ending – June 21<sup>st</sup>, 2013

### V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 1970

Eleemosynary Organization under IRS Code: IRS #23-7360169

Date of Determination Letter October 1974

### VI. DEMOGRAPHIC DATA

**How will the project influence tourism in Oconee County?** The increase in publicity, cash awards will attract increased artists from a wider geographic area to enter the juried show. The diversity and the level of

quality of the artwork submitted will increase. This will increase the number of visitors both from the local area as well as from afar. These visitors will patronize restaurants, lodging, and shops in the county. As the quality of the show increases, the reputation of the yearly show will continue to attract new tourists to the upstate for years to come. Each of the past two years the juried shows, partially funded by Oconee County ATAX funds have been the most successful and highest attended juried shows in BRAC's history. Blue Ridge Arts Council wants to build on this success, expanding our viewing audience past the South Carolina borders, into Georgia and North Carolina. In addition, due to current economic conditions, travelers are choosing destinations closer to home. Therefore we expect increased interest from within South Carolina and neighboring states.

How many visitors/participants attended the event last year and are anticipated this year? 2012 = 540

How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? 13% 2012, 15% for 2013.

How many overnight stays were created by this event last year and are anticipated this year? We estimate about 10% to be overnight stays.

How do you plan to advertise this event beyond a 50 mile radius of Oconee County? State wide media press releases, Sandlapper Mag., Greenville News, Anderson Independent, Golden Corner, Lake Living, Mag., & Carolina Arts Mag (N & S.Carolina), Laurel, SCAC website and BRAC website & links

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) BRAC attendance log, advertising will be designed to include website response coding for tracking effectiveness of ads to the target audience

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) BRAC attendance log, website hits and audience responses, community meetings, constant contact email marketing

**VII. AUDIT** Does your organization perform an independent audit? Yes  
 X  No \_\_\_\_\_

Name of the Auditor - Peter Cooke, Retired CPA, (Volunteer Audit)

**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 Lisa Kiser Title Executive Director

Signature Lisa Kiser Date 2.12.2013

Address 111 E. South Second St., Seneca, SC 29678

E-mail office@blueridgeartscenter.com FAX (864) 882-2722

Phone Number (s) (864) 882-2722

B. Alternate Contact - Cynthia Jones - Title BOD - President

Address 111 E. South Second St., Seneca, SC, 29678

E-mail office@blueridgeartscenter.com FAX (864) 882-2722

Signature Lisa Kiser

Date -2-12-13

Phone Number (s) (864) 882-2722

# OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

## I. APPLICANT

A. Name of Organization Seneca Fest 2013  
B. Address Downtown Seneca SC

## II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 6,950.00  
B. How will ATAX Funds be used? WYFF-TV Advertising + Schedule Attached  
WESC / WRDQ Radio Advertising - Schedule Attached  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization 25%  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding N/A \_\_\_\_\_ 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 Fest 2013  
B. Description of project This is the 7th Annual Seneca Fest Weekend.  
C. Who will benefit from this project? our local hotels + restaurants

## IV. DATES OF PROJECT

Beginning May 1, 2013 Ending May 24, 2013

## V. APPLICANT CATEGORY

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

RECEIVED  
2-19-13

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The main part is only doing 24 shows nationwide so to see the Charlie Daniels Band you must travel Charlie Daniels is a household name.

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

25K-2012 20K-2013

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% 2012

This Year 50-60% 2013

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

Last year: UNK

This Year: UNK

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

WYFF TV and a proposal is attached.

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

WESC - Radio  
WROO - Radio

N/A

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) Ticket sales log with zip codes, website hits

**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: Biley Johnson Title Event Coordinator  
Signature \_\_\_\_\_ Date 2/15/13  
Address 221 E. N. 1st St. Seneca, SC 29167  
Email bjohnson@senecasc.us Fax No. 864-885-2701  
Phone Number (s) 864-723-3910

B. Alternate Contact Name: Joel Seavey Title Finance Officer  
Signature \_\_\_\_\_ Date 2/15/13  
Address 221 E. N. 1st St. Seneca, SC 29167  
Email jseavey@seneca.sc.us Fax No. 864-885-2701  
Phone Number (s) 864-885-2722

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

**I. APPLICANT**

A. Name of Organization Collins Children's Home & Family Ministries  
B. Address P.O. Box 745  
Seneca, SC 29169

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 3,000  
B. How will ATAX Funds be used? Advertising event as the destination Mud Run event for Oconee. (Similar to Greenville's - see: greenvillemudrun.org)\*  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? \_\_\_\_\_  
D. Funds furnished by your organization \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding Sponsors Source Businesses  
    Other Funding Teams Source Individuals, families, etc.

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 Collins Home 1st Annual Mud Run  
B. Description of project 3.2 mile course w/25 obstacles - behind Shaver Complex in Seneca  
C. Who will benefit from this project? At risk children & Families in community, restaurants, vendors, hotels, Health & wellness facilities, citizens, etc.

**IV. DATES OF PROJECT**

Beginning April 20, 2013 Ending April 20, 2013

**V. APPLICANT CATEGORY**

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

Non-profit Organization: Incorporation date 1980

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

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

\* Have worked w/ Greenville mud run folks for best practices & advice.

**RECEIVED**  
2-18-13

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Greenville Mud Run typically attracts approx. 8,000 participants - many traveling from all across the state & neighboring counties & states

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

1st time event

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 \_\_\_\_\_

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

Last year: n/a

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

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

Billboards, Radio, Social Media, website

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

Research from Greenville/Columbia Mud Run Events - Participants from 8,000 - 12,000

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) Info collected at registration

## VII. AUDIT

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

Name of the Auditor: Bylerley, Payne & White

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: Alena Peltrey Title Exec. Dir.  
Signature Alena Peltrey Date 2/14/13  
Address P.O. Box 6745, Seneca, SC 296  
Email apeltrey@collinschildrenshome.org Fax No. 864-882-0452  
Phone Number (s) 864-882-0293 / 864-710-8511

B. Alternate Contact Name: Laurie Churchill Title Event Chair  
Signature \_\_\_\_\_ Date 2/14/13  
Address 305 Willow Oak Ct., Seneca, SC 29672  
Email lauchu@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-882-0621 / 404-626-4244

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

**I. APPLICANT**

A. Name of Organization: Historic Old Pickens Foundation

B. Address: Post Office Box 149  
Salem, S. C. 29676-0149

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2000.00

B. How will ATAX Funds be used? Purchase Power Point Program Equipment to promote the site and the Foundation as a tourist destination

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

D. Funds furnished by your organization: As needed

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: Historic Old Pickens Foundation Power Point Program

B. Description of project: Funds will be used to purchase Power Point Program equipment including a projector, lap top computer, screen and power point software

C. Who will benefit from this project? By increasing awareness of the Old Pickens site, viewers of the program will visit more often and use the site for events which will benefit Oconee County regarding promotion of tourism.

**V. DATES OF PROJECT**

Beginning: Upon A Tax Grant approval Ending: On-going and built upon

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation date

Eleemosynary Organization under IRS Code: IRS # 57-1084542

Date of Determination Letter: 09-22-1999

RECEIVED  
12-27-12

## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

**The Historic Old Pickens Power Point Program will be used to increase interest in the site and the Foundation. This program will function as an outreach tool to show at civic organization meetings both inside and outside Oconee County. It will also be shown continuously (looping) to visitors (tourists) when the church is open and would spark interest to use the site for their own events such as weddings, graduations, reunions, and as a possible stop for touring groups. Touring groups would include automobile clubs, bicycle, and motorcycle clubs. Since Old Pickens has served in this way previously, power point photographs will document all of the ways the site has been used.**

A. How many visitors/participants attended the event last year and are anticipated this year? **Not the event but the average number of weekly visitors to the site would be 12. Visitors sign the guest log to document their visit. They come from all over the country (sometimes other countries) almost every day.**

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 Daily visitors from outside Oconee County was 85%, Event participants are usually local and so was 10%.**

**This Year: Because the site is open daily, visitors from outside Oconee County was 85%. Our November event had 20% from outside the county. (The program was designed to draw descendants of early settlers and so the percent from outside the county including other states was higher).**

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

Last year: **15**

**This Year: 35 (One couple stayed one week at the Walhalla Motel) Folks came to the November event from Alabama, Georgia, North Carolina, Iowa, California, Texas, Washington and Minnesota.**

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County? **There is ongoing promotion for the site by using newsletters, the web site, brochures, photos and newspaper articles. Events are publicized before and after the event by newspaper articles, radio, web site, newsletters, church newsletters, church bulletins, and highway signs.**

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). **Requests for additional brochures from Duke World of Energy, tourist stops, and Welcome Centers.**

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

(i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) **Guest logs collected weekly, web site hits, web site feed back, e mails and renewed memberships from outside the county including from other states.**

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor: **Wells Fargo Bank**

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

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

A. Contact Name: Joyce Brickett Title: Board of Directors  
Signature Joyce Brickett Date: 12-28-2012  
Address: 4 Bowsprit Lane, Salem, S.C. 29676  
Email: joymaeb@aol.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-944-5112

B. Alternate Contact Name: Jack Parris Title: President: HOPF  
Signature [Signature] Date 12-27-12  
Address: 1188 E Preston McDaniel Rd, Pickens, S.C. 29671  
Email: hielander@hughes.net, hielander 45@msn.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-878-9966, 864-444-7891

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

**I. APPLICANT**

A. Name of Organization Oconee Heritage Center  
B. Address 123 Brown's Square Drive Walhalla, SC 29691 (physical)  
PO Box 395 Walhalla, SC 29691 (mailing)

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1,604.00  
B. How will ATAX Funds be used? These funds will be used to professionally print a brochure and rack cards to broadly distribute and attract tourists to OHC sites.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization Ø  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title OHC Brochures and Rack Cards  
B. Description of project The OHC will design and have printed a 3-fold brochure and 2 rack cards to advertise the OHC and General Store Museum.  
C. Who will benefit from this project? The promotional materials will advertise the OHC and General Store Museum to potential visitors across the SC Upstate, Western North Carolina, and Northeast Georgia.

**IV. DATES OF PROJECT**

Beginning a.s.a.p. Ending August 2013

**V. APPLICANT CATEGORY**

Government Entity:

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

**RECEIVED**  
2-14-13

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

The OHC and General Store Museum are 2 great destinations for tourists to Oconee County. Both sites orient visitors to the history and culture of Oconee County in a way that no other facility does.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
2,701 in 2012 at OHC ; 1,600 at General Store Museum (GSM)
- 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 2012 = 941 visitors at OHC ; 736 at GSM  
This Year Anticipated 2013 = 1,100 at OHC ; 1,000 at GSM
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : do not track  
This Year: \_\_\_\_\_

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
These materials will be distributed beyond the 50-mile radius in SC, GA, and NC.

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)  
Our visitors sign our guest log and record their home zip codes.

F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics)  
Guest sign-in forms are maintained annually and visitor feedback surveys will be encouraged.

**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: Leslie White Title Director / Curator  
Signature [Signature] Date 2-2-13  
Address PO Box 395 Walthalla, SC 29169  
Email info@oconeeheritagecenter.org Fax No. same as phone  
Phone Number (s) 804-638-2224

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

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

**I. APPLICANT**

A. Name of Organization Patriot's Hall Association (A Veterans' Museum)  
B. Address 13 Short Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 2700  
B. How will ATAX Funds be used? For outside billboard advertising to advance Oconee County as an attractive destination.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100 %  
D. Funds furnished by your organization \_\_\_\_\_  
Matching Grant None Source \_\_\_\_\_  
Matching Grant None Source \_\_\_\_\_  
Other Funding None Source \_\_\_\_\_  
Other Funding None Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Awareness Project 2013  
B. Description of project 12' X 24' Outdoor Billboard advertising for one (1) year.  
C. Who will benefit from this project? Oconee county restaurants, motels and retail establishments.

**IV. DATES OF PROJECT**

Beginning March 1, 2013 Ending February 28, 2014

**V. APPLICANT CATEGORY**

\_\_\_\_\_ Government Entity:  
 Non-profit Organization: Incorporation date 6 August 2006  
\_\_\_\_\_ Eleemosynary Organization under IRS Code: IRS # \_\_\_\_\_  
\_\_\_\_\_ Date of Determination Letter \_\_\_\_\_



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? Advertise the fact that Oconee County has a proud Patriotic Heritage embodied in a museum dedicated to those in the county who served to insure our freedoms.

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

Last year : 1043

This Year: 1500

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

Last Year 261 (including visitors from two foreign countries)

This Year 300

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

Last year : 15

This Year: 20

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

Information Brochures are placed in SC Welcome Centers and a similar museum in Georgia. Information also provided on the Patriots Hall Website.

E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) Letters: Mountain Lakes Convention and Visitors Bureau; Walhalla Chamber of Commerce. Graph of visitor demographics.

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

## VII. AUDIT

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

Name of the Auditor: Doug Triplett of The Colditz Group, Westminster, SC

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

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

A. Contact Name: A. J. Smith Title PHA President  
Signature *A. J. Smith* Date 2-12-13  
Address 309 Cheyenne Drive, Westminster, SC 29693  
Email mooreh@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-280-0107 or 864-972-8173

B. Alternate Contact Name: Rick Betha Title: PHA Acting Secretary  
Signature *Rick Betha* Date 2/8/13  
Address P. O. Box 908, West Union, SC 29696  
Email rbetha@gmail.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-718-0344

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

**I. APPLICANT**

A. Name of Organization Patriot's Hall Association (A Veterans' Museum)

B. Address 13 Short Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 1500

B. How will ATAX Funds be used? Event advertising

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

D. Funds furnished by your organization \_\_\_\_\_

Matching Grant	<u>None</u>	Source	_____
Matching Grant	<u>None</u>	Source	_____
Other Funding	<u>None</u>	Source	_____
Other Funding	<u>None</u>	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 Vet Fest 2013

B. Description of project Fifth (5th) annual motorcycle run to honor all veterans, with proceeds to benefit Patriots Hall - Oconee County's Veterans Museum

C. Who will benefit from this project? Oconee county restaurants, motels and retail establishments.

**IV. DATES OF PROJECT**

Beginning March 23, 2013 Ending March 23, 2013

**V. APPLICANT CATEGORY**

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

Non-profit Organization: Incorporation date 6 August 2006

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

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



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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

Last year : 52

This Year: 60

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 15

This Year 22

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

Last year : 3

This Year: 5

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

**Advertising in USRiderNews, Anderson Independent, Greenville News and spots on WGOG and WSNW radio. Flyers are also distributed to motorcycle establishments and related veteran groups.**

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) **Copies of USRiderNews "The Carolinas" from 2010-2012. The Jan 2011 edition had VetFest as a cover story.**

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) Registration records are kept that record participant demographic data.

## VII. AUDIT

Does your organization perform an independent audit? Yes X No     

Name of the Auditor: Doug Triplett of The Colditz Group, Westminster, SC

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

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

A. Contact Name: A. J. Smith Title PHA President  
Signature A. J. Smith Date 2-12-13  
Address 309 Cheyenne Drive, Westminster, SC 29693  
Email mooreh@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-280-0107 or 864-972-8173

B. Alternate Contact Name: Risk Bethea Title: PHA Acting Secretary  
Signature Risk Bethea Date 2-12-13  
Address P. O. Box 908, West Union, SC 29696  
Email rbethea@gmail.com Fax No. \_\_\_\_\_  
Phone Number (s) 864-718-0344

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

**I. APPLICANT**

A. Name of Organization     South Carolina Apple Festival

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

**II. FUNDS REQUESTED:**

A. ATAX Funds Requested \$ 4000.00

B. How will ATAX Funds be used?

The funds will be used to pay for TV ads

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

100%

D. Funds furnished by your organization \$7550.00

Matching grant \$ \_\_\_\_\_ Source City of Westminster

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

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

**RECEIVED**  
2-15-13

### 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 it's 52<sup>nd</sup> year and is one of the longest running festivals in the state of South Carolina.

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 3,2013 Ending September 7,2013

### V. APPLICANT CATEGORY

Government Entity:

Non-profit Organization: Incorporation date 1961

Eleemosynary Organization under IRS Code: IRS # 52-1663016

Date of Determination Letter September 1, 1961

### VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The project brings visitors to our area based on zip code studies and Clemson University studies.

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

20,000 over the two day festival and the rodeo.

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

33% of the people surveyed were from beyond a 50 mile radius.

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

Of the people surveyed, a total of 27% stayed overnight as a direct result of the South Carolina Apple Festival. This is based on the Clemson University survey done year before last. The projection would be at least the same as last year. A survey will be conducted again this year as well as information from Magnolia Manor and other lodging facilities.

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

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

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

Letters of support from merchants and pictures from the 2012 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)

A survey of zip codes were taken randomly on the streets last year during the two day festival. We keep monthly records at the Chamber of Commerce about our website hits.

## VII. AUDIT

Does your organization perform an independent audit? Yes  No

Name of the Auditor Connie Spencer CPA

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

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

A. Contact Name Rucia Adams Title President

Address P.O. Box 206 Westminster SC 29693

E-mail ruciaadams@windstream.net

Phone Number (s) 706-491-1522

Signature Rucia Adams Date 2-14-13

B. Alternate Contact Sandra Powell Title

Address P.O. Box 206 Westminster SC 29693

E-mail wcoc@nuvox.net

Fax No. 864-647-9645

Signature Sandra B Powell Date 2-13-13

Phone Number (s) 864-647-5316

**ATAX Grant Processing Report  
FOR OFFICE USE ONLY**

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

**I. APPLICANT**

A. Name of Organization Oconee Conservatory of Fine Arts/ Upstate Heritage Quilt Trail  
Address 201 North College Street  
Walhalla, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$3598.00

B. How will ATAX Funds be used? To promote educational and destination tours throughout Oconee County. Sites and points of interest along the Upstate Heritage Quilt Trail will be featured. This promotion will utilize a one-page advertisement in the Carolina Field Trips Magazine in the fall 2013 issue. Additionally the advertisement developed for this publication will be modified into a 8 1/2" x 11" insert to be mailed to targeted tour companies and educational institutions in Florida, Georgia, South Carolina, North Carolina and Virginia. In addition this flyer will be used as a promotional flyer at various conventions and meetings out of the area attended by the UHQT and other organizations as requested.

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

Funds furnished by your organization Person power to organize and develop campaign

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>-</u>	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 Promotion of Oconee County following the Upstate Heritage Quilt Trail

B. Description of project To promote Oconee County as an educational tour destination for all age groups. Encouraging tour organizers to visit the Quilt Trail and other points of interest dine shop and stay in Oconee County.

C. Who will benefit from this project? Area businesses and tourist destination sites throughout Oconee Co.

**IV. DATES OF PROJECT**

Beginning May 2013

Ending October 2013

**V. APPLICANT CATEGORY**

Government Entity:

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

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

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



## V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This campaign will be marketing Oconee County to educational intuitions and instructional tour companies engaged in experiential learning for all age of students. This effort will work closely with the Mountain Lakes Convention and Visitors Bureau.

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

Unknown, as this is a new venture.

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

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

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

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

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

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

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

This advertisement will appear in the fall 2013 issue of *Carolina Field Trips*, distribution described below and single copies 48,000.

**Distribution:** 8-10 copies of *Carolina Field Trips Magazine* are enclosed in a custom designed, jet rite, self sealed package. The envelope is addressed to the " Grade Level Team Leader" at each respective school in NC and SC. This is EXTREMELY IMPORTANT.

**Total Number of Schools:** 3078 in NC Pre-K 8th grade public, private, non public, federal and charters schools

**Total Number of Schools:** 970 in SC

**Bonus Distribution:** NC Middle School Assn. Meeting, NCAIS Show (private school assn show). In addition the mailing list of all group travel and group travel leaders from the 2013 American Bus Association held in Charlotte will be utilized.

**Counties in NC/SC:** They are 100 counties (110 school systems in NC.) and 60 counties in SC so the actual penetration of the publication covers two states and all 160 counties in two states which is a very large regional audience. Our mailing list is also available to new advertisers. New advertisers also receive a story highlighting the new SC Quilt Trail Program plus online exposure on SC related pages on the *Carolina Field Trips* website which is [www.carolinafieldtripsmag.com](http://www.carolinafieldtripsmag.com)

**Materials Closing: Fall Issue: August 27, 2013, mailed early September 2013.**

The direct mail campaign will focus on tour operators and educational intuitions throughout Florida, Georgia, South Carolina, North Carolina and Virginia. A distribution list will be assembled on information received from area destination sites on the Quilt Trail, local area Chambers of Commerce and Mountain Lakes Convention and Visitors Bureau and *Carolina Field Trip Company*. Anticipated number for Target list is 300 contacts. A package will be sent to target group, included will be a cover letter and information flyer based on advertisement developed for *Carolina Field Trip* magazine.

The Quilt Trail and Mountain Lakes Convention and Visitors Bureau and others will utilize the flyer developed on tour program at meetings, conventions and other venues.

A new tab will be developed for the Quilt Trail web site highlighting tour program and suggestions for areas of concentration. The major areas of focus will be nature and outdoor adventure, art and historical sites; science and agricultural. Other suggestions will include shopping and dining locations while on the Trail.

Announcements about tour program will be posted on Quilt Trail Facebook and other social media outlets. Requests will be made to local Chambers and Mountain Lakes Convention and Visitors Bureau to promote program through their social media outlets.

Maps about the Trail are at all South Carolina Welcome Centers, and Chambers of Commerce in Anderson, Oconee and Pickens counties. All public sites with quilt blocks have racks cards, as well as tourist information centers in the three counties. Maps have been sent quilt shops in the Tri-state area and other quilting organizations in the tri-state area.

- 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 Attachments
- 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 Quilt Trail will be working closely with the Mountain Lakes Convention and Visitors Bureau to manage all aspects of tour requests. Detailed information on number of persons; where they went; how long they were in Oconee County and where they where from will be maintained by MLCVB.

#### VII. AUDIT

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

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

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

A. Contact Name: Martha File Title Director, Upstate Heritage Quilt Trail  
Signature Martha File Date 02/14/2013  
Address P.O. Box 333, Walhalla, SC 29691  
Email info@uhat.org Fax No. \_\_\_\_\_  
Phone Number (s) 864-723-6603 or 904-874-1975

B. Alternate Contact Name: Cindy Blair Title Secretary, Upstate Heritage Quilt Trail  
Signature Cindy Blair Date 2/14/13  
Address 738 Old Seneca Rd. Central, SC 29630  
Email linenmaven@bellsouth.net Fax No. \_\_\_\_\_  
Phone Number (s) 864-868-2878

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

**I. APPLICANT**

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

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ \$2405.00  
B. How will ATAX Funds be used? To advertize the event outside of the 50 mile radius.  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$2500.00  
    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 Walhalla Mayfest and Art of Living Festival  
B. Description of project Arts and crafts vendors and food vendors will line Main Street in Walhalla. There will also be an event on the lawn behind the chamber with artisans, wine and food tasting and music.  
C. Who will benefit from this project? Our vendors, our merchants, restaurants, hotels and bed and breakfasts, museums, our county parks, chamber of commerce and surrounding towns.

**IV. DATES OF PROJECT**

Beginning May 10, 2013 Ending May 11, 2013

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: Incorporation|date April 20, 1992  
 Eleemosynary Organization under IRS Code: IRS # 24015769-1  
 Date of Determination Letter May 2, 1985

**RECEIVED**  
2-07-13

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

Our goal is to promote the arts and tourism in Walhalla by increasing traffic on our streets and thereby increasing foot traffic in our businesses and museums. Stores, restaurants and museums will benefit from the crowds. Our intent is to incorporate all that is available to tourist in town for that weekend. We will close off part of Main Street to create a more intimate experience.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Approx. 2000 \_\_\_\_\_
- 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 750  
This Year 2000
- C. How many overnight stays were created by this event last year and are anticipated this year?  
Last year : 10%  
This Year: 30%
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?  
Via TV, radio, posters, newspaper tab
- 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) Facebook, website link, email blast to partners in festival promotions such as area Chamber of Commerce and Southern High Road Trails.
- 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) Event coordinators will randomly survey tourist. Website will have click app to show site traffic.

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No   
Name of the Auditor: H & R Block- Helen Westmoreland

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

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

- A. **Contact Name:** Vanessa Penton **Title** Executive Director  
**Signature** *Vanessa Penton* **Date** February 1, 2013  
**Address** 105 West South Broad Street, Walhalla, SC 29691  
**Email** director@walhallachamber.com **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-638-2727
- B. **Alternate Contact Name:** Darlene Greene **Title** Chamber President  
**Signature** *Darlene Greene* **Date** February 1, 2013  
**Address** 114 Old Station Rd. West Main, SC 29696  
**Email** darlene@darlenegreene.com **Fax No.** \_\_\_\_\_  
**Phone Number (s)** 864-638-9652

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

## **I. APPLICANT**

A. Name of Organization **Walhalla Civic Auditorium**

B. Address **PO Box 523, Walhalla, SC 29691**

## **II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ **\$30,234**

B. How will ATAX Funds be used? **Repair/Replace roof on Auditorium, stage and green room buildings**

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

D. Funds furnished by your organization **\$3500.00**

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 **Roof Repair Fund**

B. Description of project **To repair and replace existing roofs on our Auditorium, stage and Green room buildings**

C. Who will benefit from this project? **The WCA roof is 100 years old and is in need of repairs. The current leaks if left unrepaired will cause severe damage to our facility and ultimately cause us to shut down. Repairing our roofs will enable us to continue to produce concerts and plays that we will draw attendees from all over the Upstate region. Right now a third of our attendees are considered tourist in that they travel from over 50 miles away.**

## **IV. DATES OF PROJECT**

Beginning: **Spring 2013** Ending: **Spring 2014**

## **V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: **Yes** Incorporation date **1993**

Eleemosynary Organization under IRS Code: **IRS #**

Date of Determination Letter

**RECEIVED**  
**2-03-13**

## **VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

**Providing us with the funding to repair our roofs will enable us to continue to host the concerts, plays and community events that have become synonymous with the WCA. Without these much needed repairs our facility will be damaged beyond our ability to function as Oconee County's premier entertainment venue.**

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

**LY 8910 TY 9800**

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 2940**

**This Year 3234**

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

**Last year : 134**

**This Year: 155**

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

**The WCA advertises in select radio, newspaper and cable TV outlets in NE Georgia, Western NC, and the Upstate of SC. We also use Facebook and email blasts to promote our activities.**

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 WCA is a destination venue that has the capability of drawing patrons from a 100 miles radius of Walhalla. Last year we held over 42 different events that yielded 8910 attendees and 2940 of them were from over 50 miles away. If we can complete our roof repairs we will be able to continue to produce events with even more frequency to draw more tourists to the benefit of Walhalla and Oconee County.**

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)

**For our type of venue attendance/ticket sales is the measure we use to track our success. We keep detailed records of our attendance for each show we produce. This includes general admission sales, season ticket sales and comps. We use a greeter at all our shows whose responsibility it is to obtain the zip code for all attendees as they enter our facility. This provides us with a tracking mechanism to determine where our patrons are coming from.**

## **VII. AUDIT**

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

Name of the Auditor:

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

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

**A. Contact Name: Bill Chinsano Title: Executive Director**

**Signature**  **Date** 2/4/13

**Address** PO Box 523, Walhalla, SC 29691

**Email** [walhalla1744@bellsouth.net](mailto:walhalla1744@bellsouth.net) **Fax No.**

**Phone Number (s)** 864 638-5277

**B. Alternate Contact Name: Nancy C. Carter Title: Board President**

**Signature**  **Date** 2-4-13

**Address** PO Box 523, Walhalla, SC 29691

**Email** [walhalla1744@bellsouth.net](mailto:walhalla1744@bellsouth.net) **Fax No.**

**Phone Number (s)** 864 419-2020

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

**I. APPLICANT**

A. Name of Organization: WALHALLA PARTNERS FOR PROGRESS

B. Address: P.O. BOX 815, WALHALLA, SC 29691

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$1,500.00

B. How will ATAX Funds be used? Rehabilitation of Old St. John's Meeting House (*abbr.* OSJ).

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

D. Funds furnished by your organization:

Matching Grant: \$12,500.00

Source: SC Heritage Corridor (pending)

Other Funding: \$13,000.00

Source: Walhalla Partners for Progress

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: Rehabilitation of Old St. John's Meeting House

B. Description of Project: **Front Porch and Steps:** Install front porch, handrails, and steps; stain floor boards and paint handrails.

C. Who will benefit from this project? OSJ's Meeting House is the only example of "Carpenter Gothic" architecture left in Oconee County; therefore, both the City of Walhalla, Oconee County and the State of South Carolina benefit from the restoration and preservation of this historic structure.

**IV. DATES OF PROJECT**

Beginning: April 2013

Ending: May 2013

**V. APPLICANT CATEGORY**

Government Entity:

Non-profit Organization: X

Incorporation date: JANUARY 24, 2003

Eleemosynary Organization under IRS Code: IRS # 48-1295938

Date of Determination Letter: SEPTEMBER 24, 2004



## VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County? "Historic buildings, sites, and landscapes are tangible reminders of the stories that make each of our communities unique. Recognizing a shared history can bring people together and foster a sense of community. Historic places can also help diverse members of a community learn about and appreciate each other's heritage. Participation in organized historic preservation activities such as revitalizing a downtown, protecting a neighborhood, or saving and restoring a local landmark build pride in a community and its special history." (*Preserving Our Past to Build a Healthy Future: A Historic Preservation Plan for South Carolina 2007-2015*, p. 4). "Heritage tourism is the fastest growing segment of travel and tourism, South Carolina's leading industry. Visiting a historic site is the most popular heritage activity in South Carolina. In 2003, more than 1.6 million travelers visited South Carolina's historic attractions and spent a total of more than \$438 million" (*ibid*: p. 8). The most available numbers for Oconee County show a nearly eight percent increase in tourism from 2006 to 2007, with the contribution to the local economy rising to \$46.9 million from \$43.5 million, supporting about 450 local jobs.

- A. How many visitors/participants attended the event last year and are anticipated this year? The Mountain Lakes Region (Oconee, Pickens, and Anderson counties) of the Heritage Corridor had 990,000 visitors and a direct impact of \$66.4 million in 2009. From this initial spending, \$106.8 million of output, \$40.0 million of earnings, \$9.7 million in indirect business taxes, and 1,901 jobs were created.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year? n/a
- C. How many overnight stays were created by this event last year and are anticipated this year? n/a
- D. How do you plan to advertise this historic site beyond a 50 mile radius of Oconee County? After rehabilitation is completed in 2013, we will apply to have it included on the Mountain Lakes Region of the SC Heritage Corridor and the National Register for Historic Places.
- E. What other documentation can you provide demonstrating this historic building promotes tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shops or accommodations owners) The National Trust defines Heritage Tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources." Old St. John's Meeting House offers an additional stop to the City of Walhalla's Heritage Walking Tour that includes the Oconee Heritage Center, St. John's Lutheran Church and its cemetery, the Cherokee Museum, and the Depot (and eventually the Keowee Courier building).
- 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) Both guest logs and phone logs will be used and currently tracking hits to the WP2 website. City of Walhalla logs users of the building.

## VII. AUDIT

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

Name of the Auditor: WES BILLINGSLEY

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

**A. Contact Name:** REV. FRANK STRICKLAND

**Signature** *Frank Strickland*

**Address:** 442 DICKARD RD., SENECA, SC 29672

**Email** franklin29672@bellsouth.net

**Phone Number:** 864-784-7268

**Title:** PROJECT MANAGER

**Date:** FEBRUARY 8, 2013

**Fax No.** n/a

**B. Alternate Contact Name:** JANET NEVILLE

**Signature**

**Address:** 402 S. COLLEGE STREET, WALHALLA, SC 29691

**Email** janetn-calyxfarm@att.net

**Phone Number:** 864-903-2840

**Title:** TREASURER

**Date:** FEBRUARY 8, 2013

**Fax No.** n/a

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

**I. APPLICANT**

A. Name of Organization West Union Fun In the Sun Festival  
B. Address P.O. Box 129  
West Union, SC 29696

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$2500  
B. How will ATAX Funds be used? Advertising  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization \$15,000  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
    Other Funding \$15,000 Source Hospitality Tax  
    Other Funding \_\_\_\_\_ Source \_\_\_\_\_

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Fun In the Sun Festival  
B. Description of project Community event with craft vendors, food vendors, musical entertainment + childrens activities which are free  
C. Who will benefit from this project? The town of West Union and the citizens of Oconee County

**IV. DATES OF PROJECT**

Beginning 10-8-13 Ending 10-8-13

**V. APPLICANT CATEGORY**

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

**RECEIVED**  
2-13-13

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?

By offering family activities for free this will attract people from all across the upstate to come to West Union and eat at our restaurants, use local gas stations, overnight stays at motels + shop local businesses.

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

over 2000

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

Last Year ?

This Year 2500

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

Last year: ?

This Year: one night

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

Radio stations, Newspapers, website

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

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

**VII. AUDIT**

Does your organization perform an independent audit? Yes  No

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

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

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

A. Contact Name: Bethany Pray Title Council / Event Planner  
Signature Bethany Pray Date 2-10-13  
Address 135 S. Hodder St West Union, SC 29166  
Email prayb8019@yahoo.com Fax No. \_\_\_\_\_  
Phone Number (s) 123-3781

B. Alternate Contact Name: Linda Oliver Title Mayor  
Signature Linda Oliver Date 2-10-13  
Address 205 St 14 West Union, SC 29166  
Email lindaoliver29166@gmail.com Fax No. \_\_\_\_\_  
Phone Number (s) 2547-1592

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

**I. APPLICANT**

A. Name of Organization Westminster Chamber of Commerce  
B. Address P.O. Box 155  
Westminster, SC 29693

**II. FUNDS REQUESTED**

A. ATAX Funds Requested \$ 750.00  
B. How will ATAX Funds be used? Ad for Mtn. Lakes Visitor's Guide  
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%  
D. Funds furnished by your organization Total Ad Budget ( \$5400)  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Matching Grant \_\_\_\_\_ Source \_\_\_\_\_  
Other Funding \_\_\_\_\_ Source City of Westminster  
Other Funding \_\_\_\_\_ Source Chamber Funds

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

**III. NARRATIVE PROJECT DESCRIPTION**

A. Project Title Ad for Mountain Lakes Visitor's Guide

B. Description of project: Ad in CVB visitor's guide to promote the Westminster area.  
This guide is used in all of our mailings for request for information that the chamber sends to potential tourists.

C. Who will benefit from this project? Westminster area businesses.

**IV. DATES OF PROJECT**

Beginning April 2013 Ending June 2013

|

**RECEIVED**  
2-15-13

**V. APPLICANT CATEGORY**

Government Entity:

- X   Non-profit Organization: Incorporation date 9-30-1986
- X   Eleemosynary Organization under IRS Code: IRS # 57-0801881
- Date of Determination Letter \_\_\_\_\_

**VI. DEMOGRAPHIC DATA**

How will the project influence tourism in Oconee County?  
The Visitor's guide is distributed in Welcome centers, tourism packets, and the chamber office.

- A. How many visitors/participants attended the event last year and are anticipated this year?  
Not an event
- 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?  
In the Welcome Centers and tourism packets that are mailed by chamber. (The chamber has mailed 23 packets to date in 2013)
- E. What other documentation can you provide demonstrating this event promotes tourism in Oconee County? (i.e. photographs, letters from local Chambers of Commerce, restaurants, shop or accommodations owners) \_\_\_\_\_
- F. What records will be kept during this event to obtain the above demographic data? (I.e. guest logs, phone logs, accommodations contracts, website hits, advertising Demographics) The Chamber will keep logs at venue of our guests and phone logs.

**VII. AUDIT**

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

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

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

A. Contact Name: Sandra Powell Director

Signature *Sandra B Powell* Date: 2/08/13

Address P.O. Box 155

Email wcoc@nuvox.net Fax No. 647-5013

Phone Number (s) 647-5316

B. Alternate Contact Name: Derek Hodgkin Title Board Chair

Signature *Derek Hodgkin* Date: 2/11/13

Address 218 East Main Street

Email derekhodgin@bellsouth.net

Phone Number (s) 864-650-5037