

AGENDA
OCONEE COUNTY PRT COMMISSION
August 31, 2026
10:00 AM
Council Chambers

Call to order
Welcome Guests
Approval of Minutes
Treasurer's Report
Grant Presentation
Vote on Grants

Grant Applications Received

1. City of Seneca – advertising Half Marathon & 5K - \$7,500.00
2. Discover Upcountry Carolina Association – advertising - \$20,000.00
3. Eagles Nest Art Center – advertising - \$15,270.00
4. Friends of Jocassee – advertising Bell Fest - \$5,000.00
5. Lake & Mountain Quilters Guild – advertising - \$2,500.00
6. Oconee Farm Foundation – advertising Oconee Farm Crawl - \$10,000.00
7. The FARM Center – advertising - \$10,000.00
8. Upstate Heritage Quilt Trail – promotion of UHQT - \$2,345.00
9. Walhalla Performing Arts Center – advertising winter/spring 2026/2027 season - \$12,000.00
10. Westminster Music Centre – advertising Music on Main - \$11,450.00
11. Wild Hearts Equine Therapeutic Center – fabricate & install visitor kiosk - \$6,429.14

Vote on Grants

Next meeting date is November 19, 2026, in County Council Chambers beginning at 10:00 am.

Grants for the Spring cycle will be due Friday, February 15, 2027 by 3:00 pm.

ADJOURNMENT

PRT Commission

Tony Adams
Noah Baker
Trey Barnett

Alex Butterbaugh
Kevin Cope
Riley Johnson
Kelli Thomason

Sep-26

Local ATAX Grants

Applicant	Funds Request	Project Description	Amount Eligible for ATAX	PRT Commission Recommendation
City of Seneca	\$7,500	WSPA Advertising "Race for the Green"	\$7,500	
Discover Upcountry SC	\$20,000	Advertising-Print and Digital	\$20,000	
Eagles Nest Arts Center	\$15,270	Advertising	\$15,270	
Friends of Jocassee	\$5,000	2027 Bell Fest	\$3,780	
Lake and Mountain Quilters Guild	\$2,500	Advertising	\$2,500	
Oconee Farm Foundation	\$10,000	Advertising Oconee Farm Crawl	\$6,046	
The FARM Center	\$10,000	Advertising	\$10,000	
Upstate Heritage Quilt Trail	\$2,345	Advertising	\$2,345	
Walhalla Performing Arts Center	\$12,000	Advertising	\$12,000	
Westminster Music Centre	\$11,450	Advertising	\$11,450	
Wild Hearts Equine Center	\$6,429	Fabricate & Install Visitor Kiosk	\$3,215	
TOTAL	\$102,494		\$94,106	\$0

PRT Internal Request

TOTAL		\$0		\$0

Total Requested

\$0

County copy
2027 RACE

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization City of Seneca
B. Address 221 E. N. First Street
Seneca SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 7,500.00
B. How will ATAX Funds be used? Funds will be used to secure
advertising with WHNS-Fox to promote out-of-county
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100% town-
dance.
D. Funds furnished by your organization See Budget Attached
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding _____ Source _____
Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Race for the Green-The Ultimate 5K-2027
B. Description of project The Ultimate 5K And Kids Fun Run
C. Who will benefit from this project? Businesses in both downtown by-pass
area of Seneca; also, county hotels, restaurants, and
peripheral county retail businesses.

IV. DATES OF PROJECT

Beginning Sept 1, 2026 Ending MARCH 13, 2027

V. APPLICANT CATEGORY

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

RECEIVED
8.13.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This project will create overnight stays in both County & City hotels and will fill up County-wide restaurants.

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

2026 (1,200) 2027 (1,500)

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 7090

This Year 7090

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

Last year: Furnished Separately

This Year: Furnished Separately

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

WVNS TV ADS, SOCIAL MEDIA - OUR 3 WEBSITES - Newsletter going to 20,000 people.

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)

Registration ORIGIN Print out - PLACER DATA ANALYTICS.

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) Geo-fencing program, website clicks, lead ads targeting custom audiences - PARTICIPANT Registration demographics.

VII. AUDIT

Does your organization perform an independent audit? Yes ☒ No

Name of the Auditor: MARLENE J. JENKINS, GREENVILLE 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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Riley Johnson Title EVENTS Coordinator
Signature [Signature] Date 8-12-26
Address 221 E. N. 1ST ST Seneca SC 29678
Email rjohnson@seneca.sc.us Fax No. _____
Phone Number (s) 864-723-3910

B. Alternate Contact Name: DERRIC WILLIAMS Title EXECUTIVE ASSISTANT
Signature [Signature] Date 8-12-26
Address 221 E. N. 1ST ST Seneca SC 29678
Email _____ Fax No. _____
Phone Number (s) 864-888-0880

DWILLIAMS@SENECA.SC.US

**RACE FOR THE GREEN 2027 – THE ULTIMATE 5K
CITY OF SENECA**

T-SHIRTS, SOCKS, MEDALS	\$ 21,000.00
TIMING FOR THE RACE	\$ 5,000.00
MCS SEPTICSEPTIC	\$ 1,700.00
HOTEL ROOMS FOR TIMER	\$ 500.00
DJ FOR EVENT	\$ 500.00
ATAX GRANT – WHNS	\$ 7,500.00
HAT ADS	\$ 30,000.00
PRIZE MONEY	\$ 3,000.00
PHOTOGRAPHER FOR RACE	\$ 500.00
TOTAL	\$ 69,700.00

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM-RELATED PROJECTS

I. APPLICANT

A. Name of Organization: *Discover Upcountry Carolina Association*

B. Address: *500 E North Street, Suite C, Greenville, SC 29601*

II. FUNDS REQUESTED

A. ATAX Funds Requested: *\$20,000.00*

B. How will ATAX Funds be used?

Advertising will be placed in travel-oriented publications and platforms such as Southern Living, South Carolina Living, The SC Travel Guide, Carolina Country, Georgia Magazine, AAA Living, Our State, and Blue Ridge Country. Additionally, digital advertising campaigns (Facebook sponsored & boosted posts, Google Search, Google Display, and sponsored content) will be implemented to drive traffic to our website.

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

D. Funds furnished by your organization	<i>\$534,500.00</i>
Matching Grant	<i>\$38,000.00</i> Source – <i>Tourism Advertising Grant (SCPRT)</i>
Matching Grant	<i>\$310,000.00</i> Source – <i>Accommodations Tax funds</i>
Other Funding	<i>\$186,500.00</i> Source – <i>Appropriated funds from SC General Assembly</i>

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. Our organization implements a comprehensive advertising, marketing, and public relations program that attracts around 685,000 leisure visitors to the region every year. Our marketing efforts focus on a 500-mile radius, and the main message in our advertising is aimed at the outdoor enthusiast due to the abundance of lakes, rivers, waterfalls, parks, and forest lands.*

C. Who will benefit from this project?

The main beneficiaries of our campaigns will be lodging, restaurants, attractions, and recreation providers/outfitters. Retail establishments will also enjoy the benefits, along with festivals & special events held in the county.

IV. DATES OF PROJECT

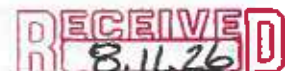
Beginning: *9-1-26*

Ending: *7-31-27*

V. APPLICANT CATEGORY

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

VI. DEMOGRAPHIC DATA



How will the project influence tourism in Oconee County?

The entire advertising and marketing budget for our organization is targeted at audiences that are within a 50- to 500-mile radius of our region. Most of our advertising creative features outdoor recreation and the scenic beauty of the area, such as the waterfalls, Lakes Jocassee, Keowee, and Hartwell, the Chattooga River, the four state parks, and three county parks. Also featured in the annual Visitors Guide to the Upcountry are many Oconee attractions, sites, and activities.

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

Projected 52,550 in FY 2026. 55,178 in FY 2027.

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 – 52,550 This Year – 55,178

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

Last Year – 85,652 This Year – 89,935

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

The primary target markets for the Upcountry have traditionally been SC, NC, GA, and FL, so the majority of our advertising purchases are in publications (and on online platforms) that reach these geographic markets. The typical visitor to our area has a mean age of 57, an average HHI of \$92,463, and an average group size of 3.4.

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)

Several of our members and partners in Oconee County have shared testimonials about the positive benefits our efforts bring to their businesses and organizations. Lodging properties, restaurants, attractions, and recreation providers are the businesses that provide us with the most feedback. We also receive excellent 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 by our organization via multiple methods. Website visits are tracked with Google Analytics. Our site currently gets approximately 1.75 million 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 (66,000 subscribers). Facebook Analytics is also tracked to evaluate our engagement. We currently average over 147,000 engagements per month on our page.

VII. AUDIT

Does your organization perform an independent audit? *Yes.*

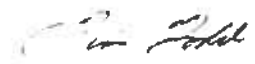
Name of the Auditor: *McKinley, Cooper, & Company, 777 Lowndes Hill Rd, Bldg. 3, Ste 225, Greenville, SC 29607*

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: *August 11, 2026*

Address: *500 E North Street, Suite C, Greenville, SC 29601*

Email: *Tim@UpcountrySC.com*

Phone Number: *864-233-2690*



Advertising & Marketing Budget for FY 2027

Literature	Cost
2027 Upcountry Visitors Guide	\$55,000.00
Upcountry Map	\$7,500.00
Waterfalls Brochure	\$7,500.00
Digital, Print, & Social Media	
AAA Digital	\$15,000.00
Advent Media (Good Housekeeping)	\$4,000.00
Blue Ridge Country	\$21,000.00
Compass Media - Digital Program	\$51,500.00
Compass Media - Print	\$10,000.00
Facebook/Social Media Advertising	\$30,000.00
Georgia Magazine	\$10,000.00
Graphic Design Services (VG & ads)	\$3,000.00
Guest Quest	\$12,000.00
Our State	\$20,000.00
Phoenix Publishing - Digital Program	\$12,000.00
Power Play Marketing - USA Today	\$19,500.00
SC Fishing Regulations	\$1,000.00
SC Living	\$22,000.00
SC Travel Guide	\$8,000.00
Southern Living	\$55,000.00
Spartanburg Visitors Guide	\$1,500.00
Unscheduled	\$2,000.00
VisitGreenvilleSC Visitors Guide	\$3,000.00
Website Development	\$35,000.00
Shipping/Postage	\$35,000.00
Research	\$10,000.00
Photography/Videography	\$30,000.00
Photography/Videography CMS (Crowdriff)	\$10,000.00
Promotions/PR/Writing Projects	\$25,000.00
Promotional Giveaways	\$2,500.00
Familiarization Tours	\$1,500.00
Special Projects	
Euphoria	\$10,000.00
SCATR Revolutionary War Marketing	\$5,000.00
Total	\$534,500.00



**FY 2027 Budget For
Oconee County Accommodations Tax Grant Funds**

Print Media (<i>Southern Living, SC Living, Georgia Magazine, and Blue Ridge Country Magazine</i>)	\$12,500.00
Social Media (FaceBook & Instagram) and Digital Advertising (Google Search & Display)	\$ 7,500.00

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Eagles Nest Art Center

B. Address 4 Eagle Lane

Salem, SC 29676

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 15,270.00

B. How will ATAX Funds be used? Advertising-radio, programs, communications, need a copier/printer for ENAC office, paint and supplies to improve appearance of bathrooms and auditorium and upgrade electrical for the stage, signage, website outreach, copy and print supplies

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 30%

D. Funds furnished by your organization

Matching Grant

Source

Matching Grant

Source

Other Funding x

Source fundraising events

Other Funding x

Source individual donations, sponsors

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 Event series for 2026 & 2027

B. Description of project Monthly events: concerts, plays, shows, seminars, local and regional talent shows, education, improved signage, improved appearance of bathrooms and auditorium

C. Who will benefit from this project? Artists and musicians have a venue to perform and educate. The communities of upstate South Carolina, Georgia, and North Carolina, Residents and visitors of all ages for family entertainment, restaurants, AIRBNB's, hotels, BRBO's, businesses and other local attractions.

IV. DATES OF PROJECT

Beginning August 14, 2026

Ending August 13, 2027

V. APPLICANT CATEGORY

Government Entity: 1

x

Non-profit Organization: Incorporation date 6-15-2020

x

Eleemosynary Organization under IRS Code: IRS # 85-1919132

Date of Determination Letter 9-19-2020

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

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8.14.26

Outreach to our upstate SC and joining states North Carolina and Georgia to our special events and shows. We host thousands of visitors partnering with the Tow of Salem.

- A. How many visitors/participants attended the event last year and are anticipated this year?
150 average
- 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 200
This Year 300
- C. How many overnight stays were created by this event last year and are anticipated this year? Last year: 30
This Year: 40 We have visitors outside the 50 miles radius. Some stay with relatives.
- D. How do you plan to advertise this event beyond a 50-mile radius of Oconee County?
Radio, Facebook, Flyers, Newspaper, Webpage, Member of Oconee County Chamber of Commerce which provides weekly newsletter to members of our upcoming events.
- 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) _____
logbook, Online and site ticket sales,
- F. What records will be kept during this event to obtain the above demographic data? (i.e., guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Inquires by Guest-online ticket sales, website hits—demographic collection of sales

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: Lynne R Martin Title President
Signature _____ Date 8/13/2026
Address 730 Jumping Branch Rd
Email _____ Fax No. _____
Phone Number (s) _____
- B. Alternate Contact Name: Darlene Chapman Title Secretary
Signature _____ Date 8/13/2026
Address 330 George Todd RD, Tamassee, SC
Email Darlenechapman52@gmail.com Fax No. _____
Phone Number (s) 864-710-8758

Eagles Nest Art Center Budget – August 13, 2026 to August 13, 2027

Concert Events

Performance	\$2500 x 4 shows	\$10,000
Hospitality	\$125 x 4 shows	\$500
Sound	\$500 x 4 shows	\$2,000
Posters	\$100 x 4 shows	\$400
Advertising	\$500 x 4 shows	\$2,000
Facebook Boosting	\$125 x 4 shows	\$ 500
	Budget	\$15,400.00

Local Talent Events

Performance	\$400 x 4 shows	\$1,600
Sound	\$100 x 4 shows	\$ 400
Posters	\$100 x 4 shows	\$ 400
Advertising	\$200 x 4 shows	\$ 800
Facebook Boosting	\$125 x 4 shows	\$ 500
	Budget	\$3,700.00

Other Needs:

Printer/Copier	\$800
Stage Lighting	\$4,000
HVAC upgrades	\$2,000
Signs for identifying location	\$3,000
Paint & supplies	\$2,000
<u>Roof and inside wall repairs</u>	<u>\$20,000</u>
Budget	\$31,800.00

Total Budget	\$50,900.00
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**OCONEE COUNTY ATAX GRANT
APPLICATION FORM
FOR TOURISM RELATED PROJECTS**

I. APPLICANT

A. Name of Organization Friends of Jocassee
B. Address 161 Holcombe Circle Salem, SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 5,000
B. How will ATAX Funds be used? To cover expenses associated with the hosting of the annual BellFest celebration
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization 1,000
 Matching Grant _____ Source _____
 Matching Grant _____ Source _____
 Other Funding _____ Source _____
 Other Funding _____ Source _____

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title BellFest Celebration
B. Description of project Annual fundraising project for the Friends of Jocassee non-profit organization
C. Who will benefit from this project? Devils Fork State Park, Oconee County Tourism, Local Hotels/Restaurants

IV. DATES OF PROJECT

Beginning March 20, 2027 Ending March 20, 2027

V. APPLICANT CATEGORY

Government Entity: _____
☒ Non-profit Organization: Incorporation date 12/27/12

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

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8.14.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

This annual celebration was founded to recognize and promote the biodiversity in the Jocassee Gorges and serve as the primary fundraising event for Friends of Jocassee (FOJ). The Jocassee Gorges and Lake Jocassee are a significant driver of tourism in Oconee County, and the FOJ organization exists to protect and promote this area.

- A. How many visitors/participants attended the event last year and are anticipated this year?
2026 Attendance - approx 2,000, 2027 Attendance estimate - 2,500
- 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 1250
This Year 1500
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : 35 at Devils Fork (unknown in community)
This Year: 45 expected at Devils Fork (will work on fidelity of overnight in community)
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
Social Media Platforms (website, FaceBook, Instagram), Filers, Word-of-Mouth,
- 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) Pull photos from Drive photographic montage from last year and any other documentation we have
- 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) What demographic info do we have

VII. AUDIT

Does your organization perform an independent audit? Yes No X
Name of the Auditor: N/A

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

I have read the guidelines for the Oconee County Accommodations Grant Request and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

- A. Contact Name: Matthew McCreery Title FOJ Board Member - Grants
Signature *Matthew McCreery* Date July 23, 2026
Address 201 Stone Briar Lane Easley, SC 29842
Email mat@jocasseerequest.com Fax No.
Phone Number (s) 864-616-0670
- B. Alternate Contact Name: Dan Polstra Title FOJ Board Member - President
Signature *Dan Polstra* Date July 23, 2026
Address 107 STILLINGFORD CT SIMPSONVILLE, SC 29681
Email danpolstra@gmail.com Fax No.
Phone Number (s) 864-380-8768

BellFest at Devils Fork State Park



March 20th, 2027

Expense allocation for requested grant funding:

- Shuttle Services -1,750
 - Due to limited parking at Devils Fork State Park, shuttle services are needed
- Entertainment – 1,000
 - Each year we provide musical entertainment and other local media/artist outlets that are family friendly
- Supplies – 600
 - Tent Rentals, Chair Rentals, Audio/Video
- Advertisement – 400
 - Fliers, Leading Events to promote
- Food/Beverages – 1,250

Prepared by Matthew McCreery

Board Member of Friends of Jocassee (Grants)

Email: matt@jocasseequest.com

864-616-0670

Mandy Holbrooks

From: Matthew McCreery <matt@jocasseequest.com>
Sent: Friday, August 14, 2026 9:20 AM
To: Mandy Holbrooks; Phil Shirley
Subject: ATAX Grant Application - Friends of Jocassee
Attachments: ATAX Grant Application_Friends of Jocassee (1).pdf; BellFest at Devils Fork State Park_Expenses.pdf; 1000018819.png; 1000018820.png; 1000018817.png; 1000018818.png; 1000018816.png



This message needs your attention

- This is their first email to your company.

Report this Email or Mark as Safe

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To whom it may concern,

Good morning, my name is Matt McCreery and I'm a Board Member with the nonprofit organization Friends of Jocassee. Please see our attached ATAX Grant Application requesting support for our annual BellFest celebration.

This annual event is held at Devils Fork State Park to celebrate the Oconee Bell flower as well as promoting the beauty and uniqueness of Lake Jocassee and the Jocassee Gorges.

This annual event is Friends of Jocassee main charity raising. Last year's attendance reached over 1000 guests. The event along with other Friends of Jocassee (FOJ), helps promote and preserve a key tourist attraction for Oconee County. This event alone brings in not only locals but tourists outside of the state bringing in lodging and restaurant revenue to Oconee County.

Our mission statement is to preserve, protect, and promote the natural and cultural resources of Lake Jocassee and the Jocassee Gorges. We work closely with Devils Fork State Park and collaborate on numerous events that help fulfill this mission statement.

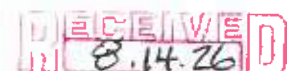
By providing this grant you can help our organization grow this event, offset costs which allows us to further our goals of assisting Devils Fork State Park with needed improvements as well as providing educational outreach programs, regular cleanup efforts of Lake Jocassee and the Gorges area, and other events geared towards our mission statement. By doing these things, we protect a valuable tourist resource for Oconee County.

We welcome the opportunity to sit down and further discuss our Grant Application and organizations needs/goals.

Thank you in advance for your time and consideration.

I have uploaded a few pictures of last year's event. Our Friends of Jocassee website has numerous pictures to view not only last year's Bell Fest but previous years as well as other events.

<https://friendsofjocassee.org/>



OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

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

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$2,500.00
- B. How will ATAX Funds be used? To create and develop marketing tools to promote the 2027 LMQG Quilt show to the tri-state area.
- C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
- D. Funds furnished by your organization TBD _____
- | | |
|--------------------------------------|---------------------------------|
| Matching Grant _____ | Source _____ |
| Matching Grant _____ | Source _____ |
| Other Funding Income from show _____ | Source <u>Revenue from show</u> |
| Other Funding In-kind services _____ | Source <u>TBD</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 Promotion of 2027 LMQG Quilts and Threads Quilt Show
- B. Description of project Advertise and publicize the guild's biennial quilt show. The show will be held June 25 & 26 at Seneca Middle School. These funds will be used for print ads, save the date cards and social media boosts to reach audiences more than 50 miles from Seneca. Distribution to local outlets throughout the county, South Carolina Welcome Centers and fabric stores in the tri-state area.
- C. Who will benefit from this project? Local merchants, restaurants, and various destination sites throughout Oconee County. Visitor information will be provided to all attendees. Students at Hamilton Career Center will receive real world experience working with a client to create advertising products for this event.
- _____
- _____

IV. DATES OF PROJECT

Beginning November 2026_ Ending August 2027_

V. APPLICANT CATEGORY

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

RECEIVED
8.12.26



August 11, 2026

Dear Mr. Shirley,

Please find attached the 2026 August ATAX application from the Lake and Mountain Quilters Guild. This application has also been sent to you digitally.

In support of this application you will find our extensive social media plan, some very interesting demographics about quilters and a letter about collaboration with the local school district.

Both Carolyn Harris and I are interested in attending the Commission meeting when the applications are reviewed, and we'll be prepared to answer any questions they might have.

Thank you for your support,

Sincerely,

Jakki Vink Wiseman, LMQG
Carolyn Harris, LMQG 2027 Show Chair

Enclosure: Grant application & supporting paperwork

RECEIVED
8.12.26

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Lake and Mountain Quilters Guild is dedicated to the appreciation and promotion of all aspects of the art of quilting. The long

standing tradition of quilting in Oconee County will be highlighted. Oconee County quilters and other artists are noted for their expertise and creativity. This show helps bring attention to the studios, workshops, and individuals throughout the area displaying their craft for visitors. The attached distribution list of printed media shows where throughout South Carolina, regionally and nationally information will be distributed. The demographic information shows who quilters are willing to travel for their hobby.

- A. How many visitors/participants attended the event last year and are anticipated this year? This event takes place every other year. In 2025, there were 934 attendees. We anticipate a higher number in 2027. We have already received requests for date/time/location information online.
- 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 2025 - 321 _____
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year? Last year : _____
This Year : _____
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
- **Promotional Video and Shorts** created by Keowee Creative in collaboration with the Upstate Heritage Quilt Trail. This could be used by Visit Oconee, the Chamber of Commerce and any other county entity that would like to promote the rich history of quilting in the area.
 - **Quilters of South Carolina** newsletter. Membership 350
 - **Carolina's Country Register** This publication has a distribution of over 8,000 papers that are distributed through retailers, events and the 17 Welcome Centers in both Carolinas. The paper is free to readers. We would advertise twice before the show and they are willing to do a feature story on the show for no additional cost.
 - **The Laurel of Northeast Georgia Magazine** The Laurel of NE Georgia is available at 150 locations throughout NE Georgia.
 - **Mailings** 11,000 cards to tri-state area and distribution throughout the Upstate - see attached distribution plan
 - **Social Media** Please see attached plan for use of our Facebook and Instagram accounts. All show related posts would include the #visitoconeesc tag. Also asking quilt shops to post show information on their social media outlets.
 - **Media Coverage** We will be contacting the press and media outlets in Greenville, Asheville and Atlanta suburbs.
 - **Raffle Quilt Display** and selling of raffle tickets
 - **South Carolina Living Calendar**
 - **AAA Living Calendar**
 - **Radio Outlets**
-
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) Please see attached _____
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) All visitors' zip codes will be recorded at registration and analyzed. Website and social

media activity will be monitored and the analytics will be broken down. Mailings will be recorded as well as any other impact information noted when reviewing the show. _____

VII. AUDIT

Does your organization perform an independent audit? Yes _____ No _____

Name of the Auditor: Internal, Sue Swann

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Jakki Vink Wiseman **Title** LMQG Social Media Chair

J. Wiseman
Signature _____ **Date** August 10, 2026
Address 227 Jana Drive, Walhalla SC 29691
Email jakkiwiseman@gmail.com **Fax No.** _____
Phone Number (s) 803-729-9544

B. Alternate Contact Name: Carolyn Harris **Title** LMQG 2027 Show Chair

Carolyn Harris
Signature _____ **Date** August 11, 2026
Address 650 Deer Creek Lane, Fair Play SC 29643
Email chrrs650@gmail.com **Fax No.** _____
Phone Number (s) 864-710-1272



Hamilton Career and Technology Center

Discovering Passion. Defining Purpose.

LETTER OF SUPPORT

August 8, 2026

To Whom It May Concern:

I am pleased to provide this letter of support for the proposed collaboration between Hamilton Career and Technology Center, its Marketing and Graphic Arts programs, and Lake and Mountain Quilt Guild in preparation for the guild's 2027 quilt show. This partnership provides an exciting opportunity to connect classroom learning with a real-world community project while giving students meaningful career and technical education experiences.

Students in the Marketing and/or Graphic Arts programs will have the opportunity to work directly with a local organization to develop professional promotional materials for the quilt show. Depending on the scope of the project, students may create branding, logos, advertisements, posters, social media graphics, signage, programs, digital materials, and other visual communications to support the event.

This collaboration provides students with an authentic client-based experience that mirrors expectations in the Marketing and graphic design industries. Students will listen to a client's needs, develop concepts, receive feedback, revise their work, meet deadlines, and produce materials for an actual public event. These experiences build valuable skills that prepare students for college, careers, internships, and future employment.

The partnership also benefits Lake and Mountain Quilt Guild and the surrounding community. The quilt show provides an opportunity to showcase creativity, craftsmanship, history, and the artistic traditions of quilting. Working with HCTC students will allow the guild to incorporate fresh perspectives and contemporary design into its marketing while introducing students to an important local art and cultural tradition.

Most importantly, this project demonstrates the power of **school-community partnerships**. Students will see firsthand how their developing skills can contribute to a local organization, while guild members will have the opportunity to mentor and engage with young people.

This collaboration aligns strongly with the goals of career and technical education by developing **communication, creativity, collaboration, problem-solving, project management, technology, and professional workplace skills**. It also demonstrates how grant funding can create authentic experiences connecting education with the needs and opportunities of the local community.

Sincerely,

Carson LeCroy
HCTC Director
decroy@sdoc.org



SEW CLOSE TO THE SEA A quilt has three layers: the front, back and batting in between. The term "quilting," whether done by hand or machine, refers to the stitching that holds the three layers together. Look carefully at the quilting on this ocean quilt, made by Sue Swan—shown below at her long-arm Bernina in her home quilting studio—and you'll spot all sorts of sea creatures in the border like the seahorse center left.

Stitching in time

BY LINDSEY BLACKWELL
PHOTOS BY MATTHEW FRANKLIN CARTER

SUE SWAN GRABS A QUILT In 1959, when her husband died, Sue Swan, 85, was left with a lot of time on her hands. She decided to take up quilting, a craft she had learned about from her mother. She started with a simple patchwork quilt, but soon moved on to more complex designs. She now has a long-arm Bernina quilting machine in her home studio, where she spends her days stitching up beautiful quilts.

Sue's quilting is a labor of love. She spends hours researching different patterns and fabrics. She also enjoys teaching others how to quilt. She has a class at the local community center, where she shows them the basics of quilting, from choosing fabrics to finishing the quilt.

Sue's quilting is a labor of love. She spends hours researching different patterns and fabrics. She also enjoys teaching others how to quilt. She has a class at the local community center, where she shows them the basics of quilting, from choosing fabrics to finishing the quilt.



KEEP 'EM IN STITCHES "Applique" is the term for fabric shapes that are sewn onto the quilt top (shown above) and on much of the ocean quilt. "Piecing" is the process of sewing fabric pieces together to form blocks and ultimately the quilt top, as shown on the wall behind Sue Swan.



together a new project on the design wall. Or you'll find her in the living room, hand-stitching the latest block of the month from folk-art quilt designer Sue Spargo.

Quilts are tucked away in closets and spread over every bed in Swan's house. On the walls hang art quilts with a zoo's worth of animals drawn with thread: raccoons, squirrels, goats, a kangaroo. Even an octopus with a whale and 77 tiny pink shrimp.

Swan has gifted her work to children and grandchildren. She's made quilts to celebrate new life and commemorate those who are gone. Her tuxedo cat, Riley, often curls up for a nap in the bedroom, princess-and-the-pea style, on a mattress 10 quilts thick.

Swan has mastered free-motion quilting, ruler quilting and English paper piecing, but there will always be one conundrum she can't overcome.

"I have everything I need except time," Swan says. The advanced techniques she's fond of take a lot of it, and there's always something new to learn.

Plus, this year the pressure's really on: The annual Anderson Area Quilt Show is in July. Swan hopes to complete several of her current works in progress by the deadline—if she can ignore the distraction of the next project that always seems to be calling her name.

Wrapped in a story

Quilting is centuries old, an art form born from the necessity for warmth. The craft found its way to Europe during the Crusades, and early American settlers brought the skill with them to the New World. The wealthy bought colorful pieces imported from faraway places, but everyone else saved cast-off fabric scraps—a bit of an outgrown flannel sack dress, the torn fragment of a cotton work shirt—and stitched them together by hand. These bits and pieces formed a story, a collection of memories families could wrap themselves in.

Quilting styles and technology have changed, but for modern-day quilters like Swan and other members of the

"What the quilt was designed for was to put around you and feel the hug."
—QUILT RETIREE SMITH

Prickly Fingers Quilters Guild, the sentiment remains.

There's the excitement of planning a new project or discovering a new fabric store. The satisfaction of uninterrupted time at the sewing machine. The nothing compares to the joy of sharing the finished product with a grandchild who lives overseas, a friend who recently lost her husband, or a daughter who just had a daughter of her own.

Better than a blue ribbon

"What the quilt was designed for was to put around you and feel the hug," says Renée Smith, another Prickly Fingers member.

Smith isn't a fan of precise measurements, so she leans toward art quilts that allow her to stick with whole and half inches. While traditional quilts rely on geometric designs pieced in blocks, art quilts use colors and patterns to portray an image. Art quilts with hand-embroidery or raw fabric edges are often reserved for wall hangings, where they don't have to endure the rough and tumble of everyday life.

Many of Smith's designs are inspired by her family, such as the



SOFT PORTRAITS Prickly Fingers guild member Renée Smith makes art quilts that hold special meaning to her and those she gives them to.

Frída Kahlo in Conversations design she made for her art-loving daughter, or the quilted wall hanging of another daughter's Facebook profile picture.

For this year's quilt show, Smith plans to enter a replica of her favorite photo of her granddaughter. After converting the photo to a pattern, Smith paper-pieced two identical quilts. One she gifted to her granddaughter on the child's seventh birthday. The other will be on display at the Anderson Civic Center this month, where quilt show attendees' votes will determine how this piece stacks up against other entries.

After the show, though, Smith plans to take the quilt back home and hang it in the living room where, every time she sees it, she'll go back in her mind to the day her granddaughter was born. Rushing to her daughter's house. The paramedics on one phone and the midwife on another. Her granddaughter born so fast that the per to cutter Smith started when she arrived hadn't even finished birthing.

The gift of a healthy baby girl. The joy of holding her for the first time.

A blue ribbon might be nice, but it can't beat that. ☺

GET THERE

Anderson Area Quilt Show

More than 200 quilts created by members of the Electric City and Prickly Fingers quilters guilds will be on display, along with craft vendors, raffles and a silent auction.

WHEN: July 17, 10 a.m.–5 p.m., and July 18, 10 a.m.–4 p.m.

WHERE: Anderson Civic Center, 3027 Martin Luther King Jr. Blvd., Anderson

ADMISSION: \$7 per day to attend

MORE INFO: andersonscquilters.org

2027 LMQG Show Expenses and Income Budget

Expenses

Facility rental	\$2,800.00	Based on past rental fee
Promotion	\$3,500.00	ATAX proposal to be submitted Aug. 26 & Jan. '27
Preview Event	\$1,840.00	
Show Ribbons	\$350.00	
Pipe and Drape, other show supplies	\$3,017.00	white gloves, etc.
Printing	\$3,700.00	show books, forms, other printed materials
Postage	\$500.00	
Raffle Tickets	\$200.00	
Presentation Quilts	\$200.00	
Fat Quarter Baskets	\$75.00	
Judges	\$1,300.00	
Silent Auction	\$200.00	Display sets
Misc. supplies	\$150.00	show tags, gift for custodian
Insurance	\$0	
Signs	\$300.00	Directional and onsite
Replacement racks	\$1,200.00	
Work and vendor room	\$100.00	
Appraiser	\$150.00	

Estimate	\$19,722.00
----------	-------------

Anticipated Income from 2027 LMQG Show

Admissions	\$4,000.00
August & January ATAX	\$3,500.00
Boutique	\$2,000.00
Fat Quarter Baskets	\$800.00
Library	\$400.00
Presentation Quilt	\$2,000.00
Program Ads	\$1,500.00
Sponsor Donations	\$3,000.00
Silent Auction	\$2,000.00
Vendor Booths	\$1,500.00
Appraiser	\$0
Total	\$20,546.00

Lake and Mountain Quilters Guild June 2027 Show Promotion Budget

Items	Requested Funding
<i>Carolinas Country Register</i> ads January and March, \$199/placement	\$200.00
UHQQT and LMGQ Promotional Video \$1,500 non-profit rate from Keowee Creative (split cost)	\$750.00
Save the Date Card - printing production of 11,000 4"by 6" two Sided color cards	\$600.00
Postage Save the Date Card - Distribution October - January	\$300.00
Social Media Boosts: October - January	\$100.00
The Laurel of NE GA; ¼ page ad and sidebar ad	\$375.00
Supply costs for banner production - all artwork created by Hamilton Career Center students would be at no cost, this is for the physical supplies.	\$175.00
Total Request	\$2,500.00

2027 LMQG Printed Materials Distribution Plan

<i>Mailings greater than 50 miles from Oconee County</i>	<i>Group Category</i>	<i>Quantity Distributed</i>
12	Quilt Shops GA - 3, FL - 3, NC - 7 and SC (8 greater than 50 miles)	1,575
58	Quilting Guilds and Groups GA - 9, NC - 3 and SC (46 greater than 50 miles)	1,965
8	SC Welcome Centers	3,175
6	Quilt Museums	245
22	SC Historical Societies, Museums, Low Country Visitors Centers	330
40	LMGQ representative presentations and workshops	1,400
<i>Total for distribution >50 miles</i>		8,470
<i>Within Anderson, Oconee or Pickens Counties</i>		
1	SC Welcome Center, Fair Play	500
50	Local Destination Sites	1,750
<i>Total Delivered or mailed <50 miles</i>		2,250
Total Distribution		11,000



Quilt Show Social Media Plan

Facebook + Instagram | June 2027 Show

Recommended overall rhythm

- **August–October 2026:** 1 post/week
- **November–December 2026:** 1–2 posts/week
- **January–February 2027:** 2 posts/week
- **March 2027:** 2–3 posts/week
- **April 2027:** 3 posts/week
- **May 2027:** 3–4 posts/week
- **June 2027:** 4–5 posts/week + Stories/Reels
- **After the show:** 2–3 recap posts

The same basic content can be used on both platforms, but **Instagram** should emphasize beautiful photos, Reels, and Stories, while **Facebook** can carry more detailed information, event reminders, and community interaction.

PHASE 1: Build Awareness

August–October 2026

Goal: Let people know the show is coming

August

- 📅 **Save the Date** announcement
- Introduce the quilt show theme
- "What is a quilt guild quilt show?" educational post
- Share photos from the guild's previous show
- Introduce the quilt show committee

Sample post:

📅 SAVE THE DATE! 📅

Our guild is excited to announce that our next quilt show will be held in **June 2027!**

Mark your calendars now and plan to join us for beautiful quilts, talented makers, vendors, demonstrations, and plenty of quilting inspiration.

More details coming soon!

#QuiltShow #Quilting #QuiltGuild #SaveTheDate

September

- Meet the quilt show committee
- "Did You Know?" quilt trivia
- Throwback photo from previous show
- Member quilt spotlight
- Ask: "What do you most enjoy at a quilt show?"

October

- Halloween quilt/fabric inspiration
 - Quilt show theme reveal, if applicable
 - "Quilters, what are you working on?"
 - Behind-the-scenes planning photo
-

PHASE 2: Build Interest

November–December 2026

November

Post 1: Thanksgiving/Gratitude

"Quilters are thankful for..."

Invite members to complete the sentence.

Post 2: Previous show photo

Post 3: Vendor announcement teaser

Post 4: "Start planning your trip!" post

December

Use the holidays as an opportunity to keep the show visible without making every post promotional.

Ideas:

- Christmas quilts

- Quilted ornaments
 - Quilted gifts
 - Member holiday projects
 - Favorite quilting books
 - "12 Days of Quilting" mini-series
 - Quilt show gift idea: **Put the June show on someone's calendar!**
-

PHASE 3: Countdown Begins

January 2027

Now begin a more deliberate countdown.

Post ideas

January 5 – 6 Months to Go!

📅 6 MONTHS TO GO! 📅

We're officially counting down to our June 2027 Quilt Show!

Have you started planning your visit? Tell us what you're most excited to see!

Other January posts

- Quilt show logo reveal
- Official show dates and location
- Admission information
- Vendor registration announcement
- Featured quilt sneak peek
- "Meet the Makers" series begins

New recurring feature:

#QuiltShowCountdown

Use the same hashtag throughout the campaign.

PHASE 4: Increase Engagement

February 2027

Post twice each week, with additional Stories.

Suggested posts

Week 1

-  Valentine's Day quilt
- Member spotlight

Week 2

- Vendor spotlight
- Quilt show FAQ

Week 3

- "Which quilt would you choose?" photo poll
- Behind-the-scenes planning

Week 4

- Featured quilt
- "4 months to go!"

Great Facebook question

If you could only buy ONE thing at a quilt show, what would it be?

-  Fabric
-  Notions
-  Books & patterns
-  Quilting gifts

This type of post encourages comments and gives the guild information about what visitors want.

PHASE 5: Quilt Show Promotion

March 2027

This is when I'd begin shifting from "We're having a show" to "Here's why you should come."

2-3 posts per week

Content categories:

Featured Quilts

Post one beautiful quilt at a time.

Include:

- Quilt name
- Maker
- Pattern/designer
- Technique
- Interesting story

Vendor Spotlights

Introduce vendors individually.

Example:

VENDOR SPOTLIGHT!

We're excited to welcome [Vendor Name] to our June Quilt Show!

What can you expect? Beautiful fabrics, quilting tools, patterns, and plenty of things you didn't know you needed! 🥰

Who's ready to shop?

Speaker/Demonstrator Spotlights

Introduce:

- Lecturers
- Teachers
- Demonstrators
- Special guests

Visitor Information

Start providing:

- Location
- Parking
- Admission
- Hours
- Nearby attractions
- Lodging information
- Restaurants

PHASE 6: 3-Month Countdown

April 2027

Increase to 3 posts per week.

Week 1

"3 Months to Go!"

Week 2

Featured Quilt

Week 3

Vendor Spotlight

Week 4

Member/Volunteer Spotlight

Introduce a "Quilt Show Countdown" Graphic Series

Create a consistent graphic for:

90 Days

75 Days

60 Days

45 Days

30 Days

14 Days

7 Days

This gives the campaign a recognizable visual identity.

PHASE 7: Final Push

May 2027

This is your **big promotional month**.

Post **3–4 times per week**.

Suggested weekly schedule

Monday – Countdown

30 days until the quilts arrive!

Wednesday – Featured Quilt

Show a beautiful quilt.

Friday – Vendor/Activity Spotlight

Tell people what they can do at the show.

Sunday – Planning Post

Planning your trip? Here's what you need to know!

May Content Ideas

"10 Reasons to Attend Our Quilt Show"

Make this a carousel on Instagram and an album/post on Facebook.

1. Beautiful quilts
2. Local artists
3. Vendors
4. Demonstrations
5. Raffle quilt
6. Shopping
7. Inspiration
8. Friendship
9. Door prizes
10. Supporting the guild

Award Preview

"Which category are you most excited to see?"

Raffle Quilt

Create several posts, not just one.

- Reveal the quilt
- Story behind the quilt
- Close-up details
- Meet the makers
- How to purchase tickets
- Countdown to drawing

Vendor Map

Show visitors where vendors will be located.

"What to Bring to a Quilt Show"

- Shopping bag
- Comfortable shoes
- Camera/phone

- Measuring tape
- List of supplies
- Friends!

PHASE 8: SHOW MONTH

June 2027

Now move to **4–5 feed posts per week**, plus frequent Instagram Stories.

Week Before the Show

7 Days

📢 ONE WEEK! 📢

The quilts are coming. The vendors are coming. We're almost ready!

5 Days

5 Things You Need to Know Before You Come

3 Days

Behind-the-scenes setup

Post photos of:

- Hanging quilts
- Decorating
- Vendor setup
- Volunteers working
- Signage going up

1 Day

TOMORROW!

Use your best quilt photo.

DURING THE SHOW

This is where Instagram can really shine.

Instagram Stories

Post throughout the day:

- "Good morning!"
- First quilt visitors see
- Vendor booths
- Demonstrations
- Crowd photos
- Volunteers
- Award winners
- Raffle quilt
- Interesting quilt details
- Short video clips

Reels

Create quick videos such as:

"Come with us to the quilt show!"

Film 1–2 seconds of:

- Entrance
- Quilts
- Vendors
- Demonstrations
- People shopping
- Special displays

Put the clips together with music and text.

Facebook

Facebook is particularly useful for:

- Schedule reminders
- Parking information
- Event updates
- Photos
- Winner announcements
- Last-minute changes

AFTER THE SHOW

Don't stop posting immediately after the event.

1–2 Days After

Thank You Post



What an incredible quilt show! Thank you to everyone who attended, exhibited a quilt, volunteered, demonstrated, sponsored, vended, donated, and helped make the event possible.

Our guild is grateful for every person who helped make this show a success.

We hope you left inspired to go home and **make something beautiful!** 🧵

One Week Later

Post:

"By the Numbers"

For example:



What a weekend!

Two Weeks Later

People's Choice Award

Share the winning quilt.

Three Weeks Later

Behind-the-Scenes Thank You

Recognize volunteers and committee members.

Recurring Series to Use Throughout the Campaign

I would strongly recommend giving your guild several **named series** so followers begin recognizing them.

Series

Frequency

Content

 Quilt Show Countdown	Monthly → Weekly	Countdown
 Meet the Maker	2/month	Quilt makers
 Vendor Spotlight	2/month	Vendors
 Quilt Sneak Peek	2/month	Exhibited quilts
 Quilting Tip Tuesday	Weekly	Tips & techniques
 Throwback Thursday	Monthly	Past shows
 Behind the Seams	2/month	Planning
 Volunteer Spotlight	Monthly	Committee members
 Quilt Show FAQ	Monthly	Visitor questions
 Color Inspiration	Monthly	Quilt/fabric colors

Holidays to Incorporate

Rather than forcing every holiday into your campaign, use holidays that naturally connect to quilting.

2026

- Halloween – October 31
- Thanksgiving – November 26
- Christmas – December 25
- New Year's Eve – December 31

2027

- Valentine's Day – February 14
- National Quilting Day – **March 20, 2027**
- Easter – March 28
- Mother's Day – May 9
- Memorial Day – May 31
- Father's Day – June 20
- Independence Day – July 4

National Quilting Day is particularly valuable for your campaign. Use it for a major post such as:

 **Happy National Quilting Day!** 

Today we celebrate the creativity, tradition, friendship, and stories stitched into every quilt.

And we're celebrating by getting even more excited about our **June 2027 Quilt Show!**

What does quilting mean to you? 

Recommended Hashtags

Create a consistent set rather than using dozens of hashtags.

Core hashtags

#QuiltShow
#Quilting
#QuiltGuild
#QuiltersOfInstagram
#QuiltLife
#QuiltInspiration

Your own show hashtags

Create a unique hashtag such as:

#[GuildName]QuiltShow2027

or

#QuiltsAndThreads2027

If your guild is using the **Quilts and Threads** show name from your previous planning, that would make an excellent consistent campaign hashtag:

#QuiltsAndThreads2027

A Simple Weekly Posting Calendar

Once you get into the final few months, you could make the schedule extremely easy for volunteers to manage:

Day	Post
Monday	 Countdown/announcement
Tuesday	 Quilting tip
Wednesday	 Featured quilt
Thursday	 Vendor/member spotlight

Friday	 Behind the scenes
Saturday	Instagram Story/reel
Sunday	 Question/poll

You **don't need to post all seven days**. Three quality posts each week will be much more effective than posting every day simply to fill a calendar.

Most important strategy

I'd make the campaign about **the quilts and the people**, not just the event. A post that says "*Quilt Show June 12–13*" is an advertisement. A post showing a gorgeous quilt and telling the **story behind its creation** gives people a reason to stop scrolling—and eventually gives them a reason to attend.

Why Quilters Are Valuable Event Attendees

Compared with many hobbyists, quilters tend to be:

- Financially established (many are retired with disposable income)
- Willing to travel specifically for quilting events
- Loyal repeat attendees
- Heavy purchasers from vendors
- Interested in local tourism, restaurants, hotels, and attractions while attending shows

For this reason, quilt shows generate meaningful economic impact for host communities through hotel stays, dining, shopping, and tourism spending.  Smoky Mountain... +1

Snapshot of the Average Quilter

- Female, age 65
- Retired
- Household income: \$75,000–\$100,000+
- Quilts 6–9 hours per week
- Spends about \$3,300 annually on quilting supplies
- Owns multiple sewing machines and a dedicated sewing space
- Attends one or more quilt shows each year
- Often spends \$700–1,500 per quilt show trip, plus hundreds of dollars with vendors

This combination of high engagement, discretionary spending, and willingness to travel makes quilters one of the most economically active segments within the craft industry.

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization Oconee Farm Foundation

B. Address 209 Serenity Bay Drive
Seneca, SC 29672

II. FUNDS REQUESTED

A. ATAX Funds Requested \$10,000

B. How will ATAX Funds be used? ATAX funds will support tourism related expenses for the Spring 2027 Oconee Farm Crawl including regional advertising, visitor booklets and maps, event signs, promotional materials, and other expenses that help bring visitors to Oconee County and connect them with our local farms.

C. Estimated percentage of costs directly attributed to attracting or serving tourists? 35%

D. Funds furnished by your organization _____

Matching Grant _____	Source _____
Matching Grant _____	Source _____
Other Funding <u>\$10,000</u>	Source <u>Ticket Sales</u>
Other Funding <u>\$1,200</u>	Source <u>Participating Farm Fees</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 Spring 2027 Oconee Farm Crawl

B. Description of project The Oconee Farm Foundation is a year-round agritourism organization connecting people with Oconee County farms through our signature Oconee Farm Crawl where visitors tour working farms, meet local farmers, learn about agriculture, and shop local.

C. Who will benefit from this project? Local farms, small businesses, residents, and visitors all benefit as the Farm Crawl brings new customers to our farms while encouraging visitors to eat, shop, and explore throughout Oconee County. Our goal is to build connections with our farms that continue long after Farm Crawl day.

IV. DATES OF PROJECT

Beginning October 1, 2026 Ending May 31, 2027

V. APPLICANT CATEGORY

_____ Government Entity:

_____ Non-profit Organization: Incorporation date November 3, 2025

_____ Eleemosynary Organization under IRS Code: IRS # 39-5012175

_____ Date of Determination Letter _____

RECEIVED
8.15.26

V1. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

The Oconee Farm Crawl brings visitors to experience farms throughout the county while supporting local farmers and businesses.

Our May 2026 Crawl sold out with 1,000 tickets, representing 69 cities across 12 states, with 61 of those cities located outside Oconee County.

- A. How many visitors/participants attended the event last year and are anticipated this year?
Fall 2025 - 500 SOLD OUT May 2026 - 1,000 SOLD OUT September 2026 - 1,250 anticipated

Last Year 350

This Year	Unknown
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
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93	93
94	94
95	95
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97	97
98	98
99	99
100	100

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

Last year : Unknown

This Year: *Take a course*

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

We will use targeted regional social media advertising, email marketing, our website, regional media, community calendars, printed materials, and tourism partnerships to reach visitors.

- 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) Ticket and registration records, visitor location data, social media and website analytics, advertising results, event photography, promotional materials, media coverage, and attendee surveys.

- 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 registration records, ZIP codes, website and social media analytics, advertising results,
and attendee surveys. Spring 2027 surveys will also track distance traveled, overnight stays, lodging, other Oconee County businesses visited, and estimated local spending.

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

- A. **Contact Name:** Cynthia K. Carleton **Title:** Executive Director
Signature: *Cynthia K. Carleton* **Date:** August 15, 2026
Address: 209 Serenity Bay Drive, Seneca, SC 29672
Email: info@coconee-farmcraw.com **Fax No.:**
Phone Number (s): 720-936-3793

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

Proposed Spring 2027 Oconee Farm Crawl Budget

Event Planning & Management – Oconee Farm Collective: \$6,000

Farm Crawl Booklet Design: \$1,500

Farm Crawl Booklet Printing: \$2,000

Regional Advertising & Promotion: \$2,000

Posters & Postcards: \$300

Graphic Design for Promotional Materials: \$100

Event Signs / Additional Yard Signs: \$300

Sponsor Banners: \$300

Wristbands: \$150

Farmer T-Shirts: \$1,500

Farm Crawl Merchandise Inventory: \$2,000

Merchandise Supplies & Bags: \$50

Welcome Bags / Visitor Materials: \$250

Welcome Postcards: \$225

Check-In Supplies: \$250

Gas & Meals: \$300

Parking / Event Supplies: \$50

TOTAL PROPOSED PROJECT BUDGET: \$17,275

Abbeville	29620 SC	Abbeville	OUT OF COUNTY	1	28 CITIES	OUT OF COUNTY
Anderson	29625 SC	ANDERSON	OUT OF COUNTY	22		
Asheville	28805 NC	Asheville	OUT OF STATE	3		
AUGUSTA	30907 GA	AUGUSTA	OUT OF STATE	1	34 CITIES	OUT OF STATE
Battle Ground	98604 WA	Battle Ground	OUT OF STATE	1		
Braselton	30517 GA	Braselton	OUT OF STATE	2		
CAMPOBELLO	29322 SC	CAMPOBELLO	OUT OF COUNTY	1	8 CITIES	OCONEE COUNTY
CANON	30520 GA	CANON	OUT OF STATE	6		
Central	29630 SC	Central	OUT OF COUNTY	2		
CHARLESTON	29412 SC	CHARLESTON	OUT OF COUNTY	1		
Chesnee	29323 SC	Chesnee	OUT OF COUNTY	1		
Chicago	60605 IL	Chicago	OUT OF STATE	2		
CLEMSON	29631 SC	Clemson	OUT OF COUNTY	11		
Coraopolis	15108-89 PA	Coraopolis	OUT OF STATE	2		
DECATUR	30033 GA	DECATUR	OUT OF STATE	1		
EASLEY	29640 SC	EASLEY	OUT OF COUNTY	10		
FAIR PLAY	29643 SC	FAIR PLAY	OCONEE COUNTY			
Flemington	8822 NJ	Flemington	OUT OF STATE	1		
FLINTON	16640 PA	FLINTON	OUT OF STATE	1		
GAINESVILLE	30501 GA	GAINESVILLE	OUT OF STATE	2		
Greenville	29615 SC	Greenville	OUT OF COUNTY	10		
GREEK	29650 SC	GREEK	OUT OF COUNTY	2		
HARTWELL	30643 GA	HARTWELL	OUT OF STATE	1		
HENDERSONVILLE	28739 NC	HENDERSONVILLE	OUT OF STATE	2		
INMAN	29349 SC	INMAN	OUT OF COUNTY	1		
Landrum	29356 SC	Landrum	OUT OF COUNTY	4		
Lavonia	30553 GA	Lavonia	OUT OF STATE	4		
LIBERTY	29657 SC	LIBERTY	OUT OF COUNTY	9		
LONG CREEK	29658 SC	LONG CREEK	OUT OF COUNTY	5		
MARIETTA	29661 SC	MARIETTA	OUT OF COUNTY	5		
Matthews	28105 NC	Matthews	OUT OF STATE	5		
Merritt Island	32953 FL	Merritt Island	OUT OF STATE	1		
Mills River	28759 NC	Mills River	OUT OF STATE	4		
Milton	30004 GA	Milton	OUT OF STATE	1		
Morrisville	27560 NC	Morrisville	OUT OF STATE	2		
Mount Holly	28120 NC	Mount Holly	OUT OF STATE	1		
MOUNTAIN RESI	29664 SC	MOUNTAIN RESI	OCONEE COUNTY			
Naperville	60565 IL	Naperville	OUT OF STATE	2		
NAPLES	34117 FL	NAPLES	OUT OF STATE	2		
NANTIC	06357-16 CT	NANTIC	OUT OF STATE	2		
Palm Coast	32137 FL	Palm Coast	OUT OF STATE	2		
PAWLEYS ISLAND	29585 SC	PAWLEYS ISLAND	OUT OF COUNTY	1		
PENDLETON	29670 SC	PENDLETON	OUT OF COUNTY	8		
Pickens	29671 SC	Pickens	OUT OF COUNTY	16		
PIEDMONT	29673 SC	PIEDMONT	OUT OF COUNTY	2		

Powder Springs	30127	GA	Powder Springs	OUT OF STATE	2
RICHLAND	29675	SC	RICHLAND	OUT OF COUNTY	6
Rio Verde	85263	AZ	Rio Verde	OUT OF STATE	2
Rochester Hills	48306	MI	Rochester Hills	OUT OF STATE	6
SAINT PETERSBURG	33702	FL	SAINT PETERSBURG	OUT OF STATE	2
SALEM	29676-36	SC	SALEM	OCONEE COUNTY	
SAPPHIRE	28774	NC	SAPPHIRE	OUT OF STATE	5
SARASOTA	34233	FL	SARASOTA	OUT OF STATE	4
SENECA	29678	SC	SENECA	OCONEE COUNTY	
Simpsonville	29680	SC	Simpsonville	OUT OF COUNTY	4
SIX MILE	29682	SC	SIX MILE	OUT OF COUNTY	12
Summerville	29485	SC	Summerville	OUT OF COUNTY	5
Sumter	29154	SC	Sumter	OUT OF COUNTY	4
Tamassee	29686	SC	Tamassee	OCONEE COUNTY	
Tiger	30576	GA	Tiger	OUT OF STATE	4
Toccoa	30577	GA	Toccoa	OUT OF STATE	1
TOWNVILLE	29689	SC	TOWNVILLE	OUT OF COUNTY	19
Travelers Rest	29690	SC	Travelers Rest	OUT OF COUNTY	2
Walhalla	29691	SC	Walhalla	OCONEE COUNTY	
Weaverville	28787	NC	Weaverville	OUT OF STATE	1
West Columbia	29169	SC	West Columbia	OUT OF COUNTY	1
WEST UNION	29696	SC	WEST UNION	OCONEE COUNTY	
Westminster	29693	SC	Westminster	OCONEE COUNTY	
WILLIAMSTON	29697	SC	WILLIAMSTON	OUT OF COUNTY	4
Total				247	0

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

I. APPLICANT

A. Name of Organization FARM Center / Carolina Foothills Heritage Fair
B. Address 2063 Sandifer Blvd Seneca SC 29678
mailing PO Box 130 Richland SC 29675

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 10,000.00
B. How will ATAX Funds be used? Promotion and Advertising Fair and other upcoming events.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 50%
D. Funds furnished by your organization _____
Matching Grant _____ Source _____
Matching Grant _____ Source _____
Other Funding 5000 Source Donations / Sales
Other Funding 5000 Source Sponsorships

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

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title Carolina Foothills Heritage Fair, Night of Worship, Native Plant
B. Description of project Holiday Market, Live Nativity, 4 Wheeling ^{show} at Farm
Promoting Agriculture in Oconee Co and farms.
C. Who will benefit from this project? Restaurants, Hotels, and Campgrounds and farms.

IV. DATES OF PROJECT

Beginning 9-1-26

Ending 12-31-26

V. APPLICANT CATEGORY

Government Entity:



Non-profit Organization: Incorporation date 12-03-09

Eleemosynary Organization under IRS Code: IRS # 30-0593172

Date of Determination Letter 1-11-11

RECEIVED
8.13.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Tourist stay in hotels and Campgrounds. They eat in our restaurants and shop in our retail stores.

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

20,000

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

Last Year 8,000

This Year 9,000

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

Last year: 5%

This Year: 5%

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

Billboards, Radio, TV and Newspaper

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

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, Stripe account payments

VII. AUDIT

Does your organization perform an independent audit? Yes ☒ No

Name of the Auditor: Kellie Good - Blackstone Accounting

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 or ineligibility of future grants. I will complete Interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Melinda Harbin Title Program + Events Chairman
Signature Melinda Harbin Date 8-10-26
Address 720 Penny Ln, Seneca, SC 29678
Email melinda.scfhf@gmail.com Fax No. -
Phone Number (s) 864-723-0698

B. Alternate Contact Name: Sandra Powell Title Board Member
Signature Sandra Powell Date -
Address 203 Augusta St Westminster
Email Shopp11902@gmail.com
Phone Number (s) 864-247-6838

Heritage Fair Income and Expenses 2026		
Item Description	Income	Expenses
Heritage Fair Income and Expenses 2026		
Item Description	Income	Expenses
Comm. Vendors/Sponsors	\$ 12,000.00	
ATAx		
Food Vendors	\$ 4,250.00	
Snack Vendors	\$ 500.00	
Inside Craft Vendors	\$ 2,250.00	
Outside Craft Vendors	\$ 600.00	
Livestock Entries	\$ 750.00	
Carnival/Games Proceeds	\$ 15,000.00	
Ticket Sales	\$ 50,000.00	
Pageant	\$ 500.00	\$ 500.00
Ag Days	\$ 3,000.00	\$ 3,000.00
Security		\$ 15,000.00
Dues/conventions		\$ 150.00
Livestock Premiums		\$ 500.00
Barn Shavings/Supplies		\$ 1,000.00
Fuel		\$ 300.00
Gate sales staff		\$ 3,000.00
Judges		\$ 750.00
Ribbons/awards		\$ 1,000.00
Advertising (Social/radio/print)		\$ 6,000.00
Signs/Flyers		\$ 1,000.00
Entertainment		\$ 15,000.00
Arena Events		\$ 10,500.00
Rentals/tents/tables etc.		\$ 6,000.00
Misc. Supplies		\$ 500.00
Parking		\$ 3,000.00
Trash and Bathrooms		\$ 3,500.00
Utilities		\$ 1,500.00
Restroom Trailer/Porta Johns		\$ 4,000.00
Totals	\$ 88,850.00	\$ 76,200.00
Fund Balance		\$ 12,650.00

Night of Worship



Journal ads	\$300
Fliers/poster prints.	300
Banner.	75
Social media fees.	500
Radio ads	500
Total.	\$1675

Golden Corner Native Plant Festival 2026 Budget

Income

sponsorships	\$6,000.00	\$4000 presenting sponsorship already obtained
vendor fees	\$1,000.00	\$40 inside, \$30 and \$50 outside
	-	food trucks will be handled by the FARM Center
	-	merchandise will be handled by the Festival Committee
total income	\$7,000.00	

Expenses

signage/printing	\$600.00	
tent rental	\$1,500.00	
FARM Center fees	\$750.00	
speaker fees	\$4,000.00	4 speakers
total expense	\$6,850.00	
Profit/Loss	\$150.00	

4-Wheelin' at The FARM Center Budget			
<u>Income</u>		<u>Expenses</u>	
Sponsorships		\$ 5,000.00 Banner printing	\$ 200.00
Food Vendor Fees (\$100 x 4)		\$ 400.00 Decals	\$ 300.00
Commercial/Retail Vendors (\$100 x 5)		\$ 500.00 Power	\$ 300.00
Overland Camping (\$30 per night x 10)		\$ 300.00 Restrooms / Porta Johns	\$ 500.00
50/50 Raffle		\$ 500.00 Security	\$ 750.00
Show & Shine (\$30 x 20)		\$ 450.00 Prizes	\$ 500.00
4x4 Course (\$40 unlimited x 20)		\$ 800.00 Advertising	\$ 2,000.00
4x4 Course \$15 per run - x20		\$ 300.00	300.00
Spectators (\$10 per vehicle x 200)		\$ 2,000.00 Guard Rail Installation	\$ 3,000.00
Total INCOME		\$ 10,250.00 Total EXPENSES	\$ 7,550.00



10695-2 for 4weeks at \$1,000 starting August 28th
S/O Sheep Farm Rd WS

10708-2 for 4weeks at \$1,000 starting August 28th
Hitec Rd ES, S/F

10715-2 for 4weeks at \$1,000 starting August 28th
Hwy 123 350 ft N/O Davis Creek Rd WS

11209-1 for 4weeks at \$1,000 starting August 28th
Hwy 17 Alt 200ft N/O Rock Creek Rd ES (Toccoa)

Total contract value would be \$4,000 for the four boards.

Let me know if you have any questions, thank you!!

Loudon M. Rosier

Sales Executive

Mobile: 864-280-5079

Email: trosier@trailheadmedia.com

Web: www.trailheadmedia.com

WHNS

of Tactics

2

Impression Total

189,473

Total Cost

\$3,000

Homepage Takeover

Increase your brand's visibility with high-impact creatives that take over our website's homepage, ensuring unparalleled exposure and engagement from every visitor.

150,000
Impressions

Targeted Streaming TV

Reach the right audience on the biggest streaming platforms with precision targeting. Deliver your message to households most likely to become customers while they watch the content they love—combining the impact of television with the accuracy and measurability of digital advertising.

39,473
Impressions

Noah Lay

Media Executive

Phone: 864.361.1958

Email: Noah.Lay@foxcarolina.com

Greenville Studios

21 Interstate Court

Greenville, SC 29615

www.FOXCcarolina.com

www.TelemundoGreenvilleSC.com



TELEMUNDO
SOUTH CAROLINA

THE JOURNAL

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

Proposal for the Farm Center

Melinda,

Per our conversation today we know that you would to increase traffic to the Fair.

Print Advertising and Digital Advertising

Print Advertising-

Print advertising in the Pendleton Post, the Journal and Editorial Content

Pendleton Post ads publish twice a month and are full color – rate is \$175 for a quarter page

x 4 months =
\$700

Journal advertising is included in your monthly spend along with Editorial content

Digital Advertising on our website-

Banner ads placed on our website with 20,000 impressions per month.

Starting in August and running through September

Link will be to the website or Facebook page

Price will be \$140 per month

x 4 months = \$560

Geofencing-

40,000 Impressions

Starting in August and running through September

Price will be \$500

\$500

Prepared on August 10, 2026

By Jeremy Power



Farm Center Fall/Winter Marketing Plan

Goal -To promote and encourage listeners to visit the Farm Center for upcoming Foothills Heritage Fair.

Plan – To utilize both radio stations and a strong commercial schedule to promote the upcoming Foothills Heritage Fair. Both stations will offer additional support through sharing FARM Center posts on our social media platforms and morning show interviews. Recommended schedules per station are below.

100 commercials per month/per station for September

5 ads per day Monday through Friday

\$1,000 per station

\$2,000 total for September

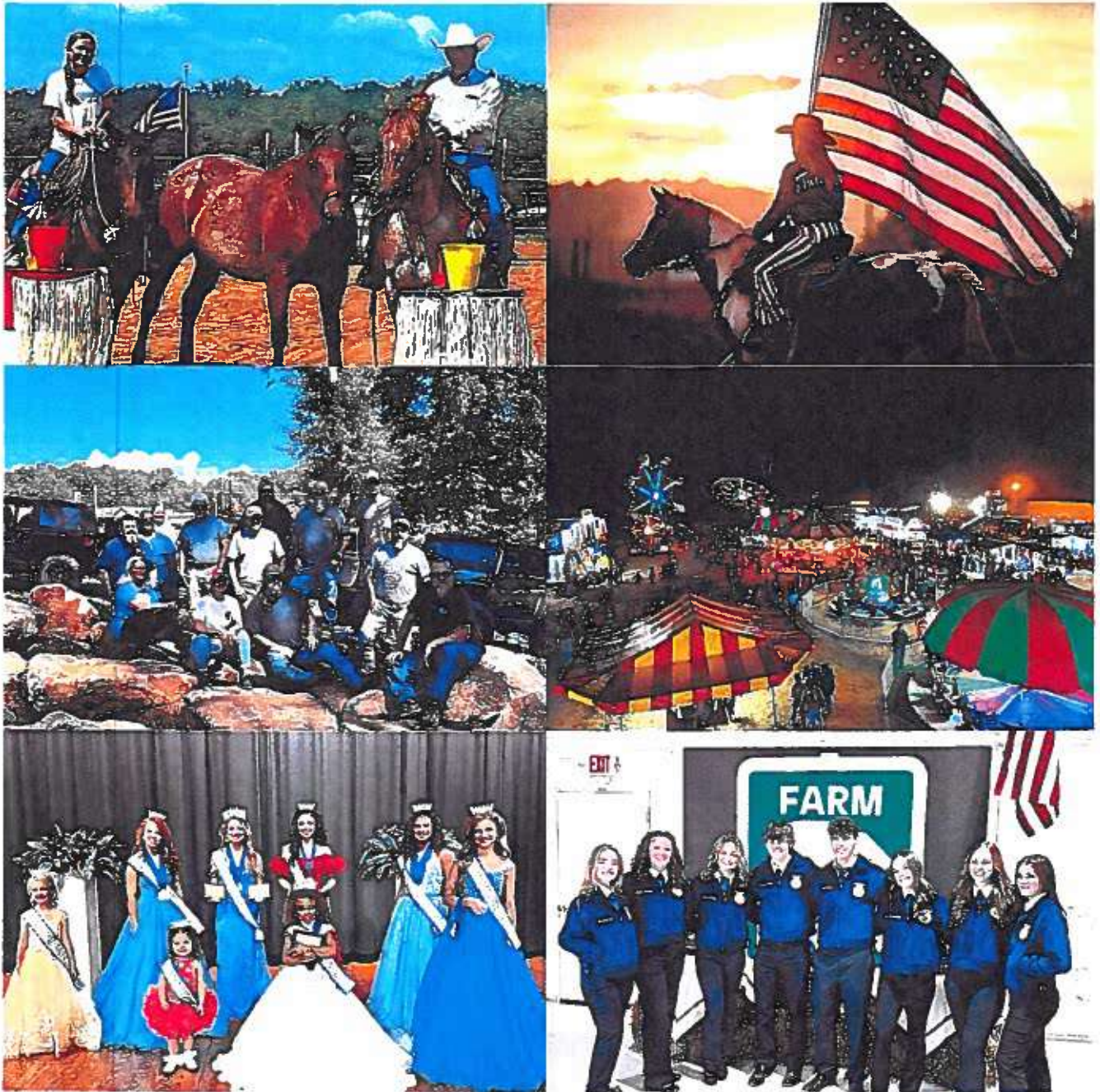
* Thirty second commercials to be run between 6a-7p

*Net rates

(Brandon Kessler-Sales)

(Advertiser)









Mr Phil Shirley
Oconee PRT
415 S Pine street
Walhalla SC 29691

Mr Shirley ,

The City of Westminster proudly support the FARM center activities such as the Carolina Foothills Heritage Fair and other activities they conduct. The FARM center provides an outlet for wholesome activities for all ages. Visitors and locals alike support our restaurants and retail stores during events at the center. We appreciate the work at the center to support our local farmers.

Thank you,

James M Powell

Westminster Mayor Pro Tem

OOCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

- A. Name of Organization: Oconee Conservatory of Fine Arts dba Upstate Heritage Quilt Trail
B. Address P.O Box 482 Seneca, SC 29679

II. FUNDS REQUESTED

- A. ATAX Funds Requested \$ 2,345.00
B. How will ATAX Funds be used? Funds will be used to promote and market the Upstate Heritage Quilt Trail.
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization To be determined
Matching Grant to be determined Source: Anderson County aTax 2026-27
Matching Grant _____ Source: City of Anderson aTax 2026-27
Other Funding \$2,019 Source: Pickens County aTax 2026
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 and Marketing of the Upstate Heritage Quilt Trail
B. Description of project see attached
C. Who will benefit from this project? see attached

IV. DATES OF PROJECT

Beginning Fall, 2026 Ending Spring 2027

V. APPLICANT CATEGORY

Government Entity:

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

RECEIVED
8.13.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

See attached

- A. How many visitors/participants attended the event last year and are anticipated this year?
UHQT is a self-guided tour. As such, we use other sources to measure participants.
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year _____
This Year _____
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year _____
This Year _____
- D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
UHQT website, ads in art and quilting publications, both print & online, social media, Oconee County's website, attendance at local events, local online advertising
- E. What other documentation can you provide demonstrating this event promotes Tourism in Oconee County? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) see attached
- F. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising demographics) Website analytics, feedback from UHQT sites, UHQT Facebook analytics, Collaborative collection with the Lake & Mountain Quilter's Guild project

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? Yes, Lake and Mountain Quilters' Guild in Oconee County

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Cynthia J. Blair Title: BOD Chair
Signature: Cynthia J. Blair Date: 8/13/26
Address: 738 Old Seneca Rd. Central, SC 29630
Email: info@uhqt.org Fax No. _____
Phone Number (s): 864-973-3921

B. Alternate Contact Name: Nancy Warmath Title: Treasurer
Signature: Nancy Warmath Date: 8/12/26
Address: 507 Willow Branch Ln. Seneca, SC 29672
Email: nwarmath@icloud.com Fax No. _____
Phone Number (s): 864-710-1351

III B. Description of Project

The Trail continues to request funding for computer support and maintenance of our website (uhqt.org), program analytics, social media, email services, domain fees and security. Earlier this calendar year we canceled our relationship with the STQRY, a company who had previously supported our tour app for smart phones. Under new ownership, STQRY had raised their fees to a level that we did not feel was either justified by their services or within our budget. Subsequently, we have moved our tours to the UHQT website and it is now under the management of our webmaster, Janice Hinson.

Our relationship with CU Prints in Clemson has been very satisfactory and we plan on continuing this relationship. Our new advertising with Carolina Arts and The Country Register has been fruitful, yielding exposure to a much broader audience. We have also joined the South Carolina Quilters and can advertise on their website now as members.

We continue to request support for our interpretive signs that are included in sites that are open to the public and assistance in repairs or replacement of some of our older, damaged blocks. Unfortunately, we did not receive enough funding to assist in the replacement of the older blocks that were painted on MDO in the last grant cycle. Some of these early blocks are located in Oconee County and are placed at sites that do not have the funds to replace them at this time.

UHQT has been approached by the Lake and Mountain Quilters Guild to join in a collaborative project that will encourage visitors to come to Oconee County to view the talents of both the Guild and UHQT. As we know, Oconee County has a legacy of quilting and many amazing current quilters that should be a draw for visitors interested in history and the arts. The two groups, LMQG and UQHT, would like to develop a promotional video highlighting historical locations, local venues and events across the county. The cost of this video would be split equally between the two groups and is dependent on both entities receiving this funding.

The video could be posted on a variety of media sites including Visit Oconee. We would achieve this objective by videotaping interviews with area quilters with their quilts and of local sites with quilt panels that are historical or of artistic excellence. Additionally, short clips would be developed for use on social media by both organizations. Oconee County's rich history is told through the stories of its past and present quilters, a story, often overlooked, but which should be shared.

III C. Who will benefit from this project?

The proposed new video should enhance interest in many sites throughout Oconee County where quilt blocks are placed. We anticipate feedback from those visitors in response to their experiences when they visit the county. Local restaurants, shops and other businesses in the upstate benefit from the visitors to the Trail's walking, biking and driving tours. Businesses such as restaurants and marinas on Lakes Keowee and Hartwell will benefit from the increased tourism as a result of the Trail's new Water Tours.

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

We hope to extend the video presentation to many of our sources throughout the country that support us through advertising to share the video on their websites. The collaboration between the Quilt Guild and the Trail is sure to excite many visitors. We feel that we offer a different take on barn quilt trails, which are located in every state of the US and a good portion of Canada. Because our quilt blocks represent real quilts, our interactive website includes the stories of the original quilters, and in addition, this first collaborative effort to join a guild and a trail together to promote both entities should be one of a kind!

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

The Trail is active on our website and Facebook page, posting not only items about the Trail but also sharing event information and local venue's posts on our pages. We have increased our advertising in two new publications; one the Carolina Arts magazine, an online comprehensive entity that covers both North and South Carolina artists and art events and the Country Register, which is more craft and quilt oriented, a bi-monthly, printed newsletter that covers North Carolina, South Carolina and Tennessee. With the addition of the video on a variety of websites, the quilts and their makers will reach a much more diverse audience.

We also attend many quilt shows throughout the southeast, connecting with attendees, vendors and visitors. We always carry a stack of our rack cards with us to add to their information tables to share what's happening in the Upstate. Trail members of the Board also give presentations throughout the region to groups that are interested in hearing about the Trail.

UHQT Annual Budget 2026-2027			
Marketing Line Items	UHQT Annual Budget 2026-2027	OC ATAX Requests	
Adobe-1 year	\$255.00	\$64.00	
Elementor-1 year	\$320.00	\$80.00	
Website	\$282.00	\$71.00	
Freemius Independent Analytics-1 year	\$80.00	\$15.00	
Subtotal	\$917.00	\$230.00	
Printed Materials			
Rack Cards-Design and Printing+	\$897.00	\$224.00	
Rack Cards-Postage and Shipping	\$274.00	\$69.00	
County Register-ad	\$573.00	\$143.00	
Carolina Arts-ad	\$438.00	\$109.00	
Upcountry ad	\$156.00	\$39.00	
Subtotal	\$2338.00	\$684.00	
Social Media Marketing			
Video Collaboration with Guild	\$750.00	\$750.00	
Online Design	\$267.00	\$67.00	
Subtotal	\$1017.00	\$817.00	
Promotional Projects			
Equipment			
New Projector for Presentations	\$104.00	\$26.00	
Development			
Update Slide Presentation	\$156.00	\$39.00	
Subtotal	\$260.00	\$65.00	
Interpretive Signs			
	\$104.00	\$26.00	
Subtotal	\$104.00	\$26.00	
Block Repair			
Quilt Block Repairs	\$623.00	\$623.00	
Subtotal	\$623.00	\$623.00	
TOTAL UHQT BUDGET	\$8257.00	\$2345.00	

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11p
m

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

I. APPLICANT

A. Name of Organization Wahalla PAC
B. Address 101 E.N. Broad St
Wahalla, SC 29691

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 12K
B. How will ATAX Funds be used? Advertising of the
WAPAC and Oconee County SC
C. Estimated percentage of costs directly attributed to attracting or serving tourists? 100%
D. Funds furnished by your organization \$100K
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 Advertising-marketing 26'-27' winter-spring
B. Description of project promoting 40+ events Oct 26' - April 27'
C. Who will benefit from this project? Greater Oconee County and
surrounding communities in and around @ 60 mile
radius

IV. DATES OF PROJECT

Beginning 10/26 Ending 4/27

V. APPLICANT CATEGORY

Government Entity: _____
☒ Non-profit Organization: Incorporation date 1993-501C3

Eleemosynary Organization under IRS Code: IRS # _____

Date of Determination Letter _____

57-0994911
WCA

RECEIVED
8.15.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Promoting 100+ events for the greater
Oconee County area entertaining residents and families
of all ages helping support the OC tourism dollars

- A. How many visitors/participants attended the event last year and are anticipated this year?
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
- Last Year 20k+
This Year 20k+
- C. How many overnight stays were created by this event last year and are anticipated this year?
- Last year: _____
This Year: 10-2090 of attendees

D. How do you plan to advertise this event beyond a 50 mile radius of Oconee County?
WPAC website - Social media - Brochures - Radio - TV - newspaper
and email blasts of 40k people

- 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) ticketing software, website tracking,
social media, email, local tourism dollar

VII. AUDIT

Does your organization perform an independent audit? Yes ☒ No _____

Name of the Auditor: HR Block

- VIII. Will your project be using any funds from another group that received ATAX funds? The City of Walhalla

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: Mark K Thompson Title WPAC Director
Signature Mark K Thompson Date 8/15/26
Address 101 E. R. Street Walhalla, SC 29691
Email _____ Fax No. _____
Phone Number (s) _____

B. Alternate Contact Name: Darryl Drame Title WPAC Board President
Signature _____ Date _____
Address _____
Email _____ Fax No. _____
Phone Number (s) _____

mark @ waltheentertainment.com
walhalla pac @ gmail.com
walhalla pac.com



WALHALLA

PERFORMING ARTS CENTER

EST. 1993

Walhalla Performing Arts Center

PO Box 523, Walhalla SC, 29691

864-638-5277

Walhallapac@gmail.com

WPAC 2026-2027 Media & Advertising Budget

Radio

- iHeart Media, Greenville SC (covering the complete upstate)- \$2,000 Monthly/ \$24,000 annually.
- WGOG 101.7 & The Lake 94.1 (SC, OC), WNEG (Toccoa GA), WLHR (Hartwell GA)- \$2,600 monthly/ \$32,000 annually.
- Audacy Media, WORD - \$2,000 monthly/\$24,000 annually.

Newspaper

- The Journal (covering all of Oconee County) includes Scuttlebutt and Visit Oconee Tour Guide- \$2,200 monthly/ \$26,400 annually.

Facebook

- Social Media Advertising- \$600 monthly/ \$7,200 annually.

Website

- Drum Creative- \$500 monthly/ \$6,000 annually.

Brochures

- Design and build by WPAC and The Journal- \$3,000 half season/ \$6,000 annually.

WPAC Logoed Concert Cups

- Design and build by WPAC and Whirley DrinkWorks- \$3,000 half season/ \$6,000 annually.

Keowee Creative

- Marketing/Social Media- \$1,200 monthly/ \$14,400 annually.

Total Advertising Cost- \$140,000.00

OCONEE COUNTY ATAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization **Westminster Music Centre**

B. Address 216 E Main St Westminster SC 29693

II. FUNDS REQUESTED

FUNDS REQUESTED

Produce and Promote our free family-friendly concert series "Music on Main" which brings in over 500 people per event from all around the region to downtown Westminster. In addition, we are seeking additional funding to help with infrastructure improvements and marketing funds to help our new community concert venue in 216 E Main St move forward. We will be opening this Fall! See attached project description for details

A. ATAX Funds Requested \$ 11450

B. How will ATAX Funds be used? attributed to attracting or serving tourists? 100

C. Estimated percentage of costs directly

D. Funds furnished by your organization 8000

Matching Grant	Source
Matching Grant	Source
Other Funding <u>3000</u>	Source <u>Beverage sales, guitar raffle, VIP tickets</u>
Other Funding <u>5000</u>	Source <u>Business/Personal Sponsorships</u>
<u>10000</u>	<u>State PRT Grant</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 2026-27 Music on Main & 216 E. Main St. Venue Infrastructure/Marketing

B. Description of project Please see attached addendum for Description and Benefits

C. Who will benefit from this project? Please see attached addendum for Description and Benefits

IV. DATES OF PROJECT

Beginning 7/1/26

Ending 6/30/27

V. APPLICANT CATEGORY

Government Entity:

x

Non-profit Organization: Incorporation date 9/19/16 81-2463067

Eleemosynary Organization under IRS Code: IRS #

Date of Determination Letter

RECEIVED
8.13.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

Please see attached addendum for tourism influence

- A. How many visitors/participants attended the event last year and are anticipated this year?
1500 last year & 2500 this year
- B. How many of the visitors/participants were from beyond a 50 mile radius of Oconee County last year and are anticipated this year?
Last Year ~40%
This Year ~40%
- C. How many overnight stays were created by this event last year and are anticipated this year?
Last year : ~10%
This Year: ~10%

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

Online marketing (google/facebook/instagram ads, website, newspaper ads, radio ads, billboard, e-newsletter

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

patron data cards, photos of parking lots, letters from local business owners & vendors, attendee testimonial

- 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)

Data Cards, Website & Social Media analytics, newspaper/radio demographics, newsletter clicks

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

A. Contact Name: BJ Callahan Title Director
Signature [Signature] Date 8/8/26
Address 129 Greenfield Rd Westminster
Email fnkymusic@gmail.com Fax No. _____
Phone Number (s) 8642803779

B. Alternate Contact Name: Randy Roberts Title Board President
Signature [Signature] Date 8/8/26
Address 224 E Main St Westminster
Email randy.roberts.sc@gmail.com Fax No. _____
Phone Number (s) 7704024199

Music on Main Budget - 2026				
Item	Cost	Vendor		
Performance				
Headliner Band x3	7,500	WMC		
Opening Band x6	2,500	WMC		
Meals (Band & Staff)	1200	On-Site Food Vendors Catering		
Hospitality	900	WMC		
Total Band Budget	12,100			
Production				
Stage Rental	0	City of Westminster partnership		
Production Coordinator + assistant	1,500	WMA director & subcontract labor		
Sound/Light equipment	1500	WMC & FNKY Music		
GL/Board Annual Insurance	1500	Johnson & Johnson via Insurance Works, Westminster		
Event Insurance (GL/liquor)	950	Specialty Advantage (via Acord)		
On-site Security	750	Off Duty City Police Officer		
Total Production	6,200			
Marketing				
Website hosting/plugins/domains	600	Godaddy		
Social Media ads	2000	Facebook, Instagram		
Newspaper ads	2400	Daily Journal		
Radio ads	900	WSNW, WGOG, WNCW		
Billboard	1000	Trailhead Media		
printed flyers, postcards	0	Blue Ridge Electric		
Total Marketing	6900			
216 E Main St Rent	6000	Appletown Properties		
NEW 216 E Main St Infrastructure				
Acoustic Treatment (20) 4x4 Panels	3300	Kings Woods		
Theater Curtain for Stage Walls (12x20x11')	1250	Denis Window Treatments Inc		
Electrical Upgrade-wire receptacles, fixtures etc	7500			
Total 216 Infrastructure	12050			
Annual Budget	43,250			

Westminster Music Centre

8.8.26

Fall 2026 ATAX Grant Request Addendum

The Westminster Music Centre, a registered 501c3, has renewed our commitment to organizing and promoting “Music on Main” which is a family-friendly, free-to-the-community concert series. This concert series aims to further the mission of the Music Centre, which is to *promote the joys of live music to our community*.

In addition, we are excited about opening our indoor Music & Events Venue in our new home at 216 East Main Street, which has an anticipated “soft opening” during the South Carolina Apple Festival on September 11, 2026, with many more events to follow. We are seeking grant funding to help ensure the sustainable growth of both Music on Main and the new Music Centre venue.

A Record of Sustainability and Growth

Music on Main has a 10 year track record of generating tourism to Oconee County. These events help further establish the County and the City of Westminster as a destination for our region due to the high quality music and family environment we seek to create and foster.

In 2026, we are committed to renewing our 4 events-per-year program and our goal is to grow to an attendance of 1000+ per event. In 2021, our first year back hosting events in the wake of the pandemic, we hosted 2 Music on Main events, the 2nd of which grew to an estimated 200 attendees. In 2022, we produced 4 events, with an average attendance of 300, with majority of attendees coming from outside of city, and many from outside of the county (and even state!).

In 2023 and 2024, with help from ATAX funds, we held 4 successful events, with an average attendance closer to 500. In 2025, due to budgetary constraints, we held only 2 events, with similar attendance. These events are free to the public, but do require significant financial inputs in order to fulfill our commitment to the high quality of music we have set for ourselves, as well as the standard of patron experience we seek to achieve. In 2026, we plan to return to our 4 event program.

We also partner with and support other local organizations with similar missions of music promotion and tourism generation. The Music Centre is completely volunteer run, with the addition of paid production staff on event days. Our volunteer board of directors not only generously give of their time to make Music on Main a success, but each has also made

financial contributions to ensure our future success.

Resilience and New Opportunities

In 2020, we made the difficult, but necessary, decision to leave our home at 101 W Main St, to pursue a more sustainable path for keeping our mission alive in Downtown Westminster. This plan has recently taken some unexpected, but exciting turns. We now have taken lease of 216 E Main St, a space which is much closer to being ready to host events. The space will be used for ticketed concerts, but we are also taking a much broader, more community focused approach to the use of 216; We intend to offer other events such as: group and private music lessons, band rehearsal space, open Blues, Jazz, and Rock Jam sessions, and private bookings such as camps and workshops.

Putting the Grant to Work

Our specific infrastructure requests regarding the 216 space are to be used in purchasing and installing acoustic paneling all around the venue to make for a world class sonic experience for our patrons. These panels will be made by a local artisan and installed generously throughout the audience listening area. Additionally, we will purchase and install a high-quality theater curtain surrounding the walls of the stage area which will add great acoustic and aesthetic value. Using grant funds from Spring 2026, our board and team of volunteers have been hard at work re-painting and finishing the interior walls and ceiling. We have also already significantly invested in upgrading the electrical work to meet code and event requirements. We recently completed building a 20x12' stage and fully expect to be able to hold concerts and events starting in Fall 2026, with a planned "soft opening" during the Apple Festival September 11-12th.

The funds requested for this grant will be used both to help with the final upfit of 216 and to help fund the production and promotion of Music on Main, which is a free event open to the public. We have committed to booking national and regional level original talent for our headliner bands, while also committing to booking up-and-coming local talent for the opening slots. This ensures a high quality of music for the concerts, but it also allows for us to be recognized in a much more visible way to the greater region. As such, we have expanded our marketing efforts far beyond Oconee County, and these grant funds will allow us to continue to expand the reach of our marketing. This greatly increases the brand potential for Oconee County to be seen as a destination for regional tourism. Now that we have indoor events to promote once again, we will be able to more efficiently market all of our events in tandem with our existing Music on Main marketing strategy.

Bringing People Together

Attendees are drawn to Music on Main events for more than the music and family-friendly elements. Each event includes a “classic car cruise in” with over 100 classic cars, food trucks, arts & crafts vendors, and a beverage stand which is our main avenue for raising funds. In 2022, we instituted a popular guitar raffle and VIP experience, which served as further self-generated revenue. The rest of the operating funds come from generous support of local businesses and individuals who are passionate about bringing live music to Westminster – “The Little Town with the Big Sound.”

Grant funding at the local, county and state level are therefore essential in helping to continue and grow Music on Main and ensure that it will not only exist for years to come, but will flourish and expand as work to make this concert series a destination event for our community and those in the greater region.

Thanks sincerely for your consideration,

BJ Callahan

Interim Director, Westminster Music Centre

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

I. APPLICANT

A. Name of Organization WILD HEARTS EQUINE THERAPEUTIC CENTER, INC.

B. Address 598 WILD HEARTS WAY
SENECA, SC 29678

II. FUNDS REQUESTED

A. ATAX Funds Requested \$ 6,429.14

B. How will ATAX Funds be used? FABRICATE & INSTALL A PERMANENT
VISITOR WELCOME & INFORMATION KIOSK AT WILD HEARTS

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

D. Funds furnished by your organization \$0
Matching Grant \$0 Source _____
Matching Grant _____ Source _____
Other Funding \$0 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 DISCOVER WILD HEARTS: VISITOR WELCOME & INFORMATION KIOSK

B. Description of project PLEASE SEE ATTACHED PROJECT NARRATIVE

C. Who will benefit from this project? VISITORS TO WILD HEARTS, INCLUDING SC
AGRI-TOURISM PASSPORT PARTICIPANTS, AND OTHER TRAVELERS
EXPLORING OCONEE COUNTY

IV. DATES OF PROJECT

Beginning NOV. 2026

Ending APRIL 2027

V. APPLICANT CATEGORY

Government Entity: _____

☒ Non-profit Organization: Incorporation date EFFECTIVE 7/2/2015

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____

RECEIVED
8.10.26

VI. DEMOGRAPHIC DATA

How will the project influence tourism in Oconee County?

PLEASE SEE ATTACHED PROJECT NARRATIVE

- A. How many visitors/participants attended the event last year and are anticipated this year?
N/A - INFRASTRUCTURE PROJECT, 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?
N/A - INFRASTRUCTURE PROJECT, NOT AN EVENT
- 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) 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) N/A

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 or ineligibility of future grants. I will complete interim reports every 180 days and a final report no more than 60 days from completion of the project. All information required for final reporting MUST be detailed when project is complete.

1. Contact Name: PAM MURDOCK Title: GRANTS COORDINATOR
Signature: Pam Murdock Date: 8/8/2026
Address: 598 WILD HENETS WAY, SENECA SC 29678
Email: FUNDRAISING@WILDHENETSORG Fax No.: —
Phone Number (s): (864) 314-4751 THEARTTHERAPY.ORG
- B. Alternate Contact Name: _____ Date: 7/26
Signature: _____
Address: _____
Email: _____ Fax No.: _____
Phone Number (s): _____

WILD HEARTS VISITOR INFORMATION KIOSK

CONCEPT RENDERING & SPECIFICATIONS



96\"/>

FRONT VIEW



SIDE VIEW



REAR VIEW



NOTES

All dimensions are approximate.
Final design may vary slightly
based on materials and
construction methods.
Install panels in sequence starting
top, left, right and bottom.

PROJECT OVERVIEW

The Wild Hearts Visitor Information Kiosk will provide visitors with a welcome, orientation, and information about our farm, programs, amenities, and upcoming events.

FEATURES

- Illustrated farm map
- Key locations & amenities
- Visitor information
- QR code for tours, events and horse stories
- Welcoming, durable, and easy to read

MATERIALS

- Premium-treated timber posts (4\"/>

SIGN PANEL SIZE

48\"/>

COLORS

- Custom colors
- Additional branding
- Optional lighting

PLACEMENT

To be installed near to the Collaborative Farm Shop.



WILD HEARTS
EQUINE THERAPY

wildheartsequinetherapy.org



WILD HEARTS EQUINE THERAPY

598 Wild Hearts Way, Seneca, SC 29678
864-991-9163 | www.wildheartsequinetherapy.org

Discover Wild Hearts: Visitor Welcome & Information Kiosk

TOTAL PROJECT BUDGET

- Digital Print (36" × 48" visitor information panel): \$369.00
- Fabrication of Visitor Welcome & Information Kiosk: \$4,800.00
- Delivery, Installation & Concrete Footing: \$950.00
- Sales Tax: \$310.14

Total Project Cost: **\$6,429.14**

ATAX FUNDS REQUESTED

- Digital Print (36" × 48" visitor information panel): \$369.00
- Fabrication of Visitor Welcome & Information Kiosk: \$4,800.00
- Delivery, Installation & Concrete Footing: \$950.00
- Sales Tax: \$310.14

Total ATAX Funds Requested: **\$6,429.14**

Budget Narrative

ATAX funds will be used to fabricate and install a permanent ***Visitor Welcome & Information Kiosk*** at Wild Hearts Equine Therapeutic Center. The project includes fabrication of the kiosk structure, production of the 36" × 48" digital visitor information panel, delivery and installation with a concrete footing, and applicable sales tax. The total project cost is **\$6,429.14**, based on the most cost-effective complete turnkey proposal received.

Three estimates were obtained for the project in accordance with ATAX requirements. Two vendors submitted complete turnkey proposals for fabrication and installation of the **Visitor Welcome & Information Kiosk**. One vendor submitted an estimate for the 36" × 48" information panel only, as that company does not construct kiosk structures.



D-Sign and Graphics, LLC
PO Box 1707
Seneca, SC 29679
Ph: (864) 885-0435
Email: Debbie@dsignseneca.com
Web: <http://www.dsignseneca.com>

Estimate #: 4496

Page 1 of 1

Created Date:	7/29/2026 4:19:00PM	Prepared For:	Wild Hearts Equine Therapeutic Center
Salesperson:	House Account	Contact:	Pam Murdock, Administrative
Email:		Office Phone:	(864) NA -
Phone:	N/A	Email:	fundraising@wildheartsequinetherapy.org
Entered by:	Chrystal Baker	Address:	598 Wild Hearts Way Seneca, SC 29678

Description: VISITOR KIOSK SIGN

		Quantity	Unit Price	Subtotal
1	Product: Digital Prints Description: 7-10 Year Vinyl • 1, 36 in x 48 in Single Sided Custom Roll Print, Made From Premium Cast Vinyl	1	\$369.00	\$369.00
		Quantity	Unit Price	Subtotal
2	Product: Signage Description: Single Sided Wood Stained Frame with Metal Roof Hardware Included	1	\$4,800.00	\$4,800.00
		Quantity	Unit Price	Subtotal
3	Product: Service and Install Description: Standard Install with concrete footing • Standard Install	1	\$950.00	\$950.00

Notes

Estimate valid for 30 days.

Estimate Total:	\$6,119.00
Subtotal:	\$6,119.00
Taxes:	\$310.14
Total:	\$6,429.14
Deposit Required:	\$3,214.57

Payment Terms: 50% Deposit required payable at <https://dsignseneca.wixsite.com/d-sign/payments>.
Balance due upon receipt.

Client Reply Request

- ☐ Estimate Accepted "As Is". Please proceed with Order.
☐ Changes required, please contact me.

☐ Other: _____
SIGN: _____ **Date:** / /

Print Date: 8/7/2026 11:05:10AM

The ***Visitor Welcome & Information Kiosk*** is a permanent tourism amenity that directly enhances the experience of travelers visiting an Oconee County agritourism destination. It builds upon Wild Hearts' continued growth and previous ATAX-supported tourism improvements while providing a practical, long-term resource for visitors.

The kiosk will also serve as the foundation of the ***Discover Wild Hearts*** tourism initiative, a phased effort to further enhance the visitor experience through future projects such as a professional tourism marketing campaign, expanded wayfinding and interpretive signage, self-guided visitor experiences, promotional videos, and additional visitor amenities.

Together, these efforts represent a long-term commitment to strengthening Wild Hearts as an agritourism destination and supporting Oconee County's tourism economy.

Thank you for your consideration of this project.

As Wild Hearts has grown, so has the need for clear visitor orientation. First-time guests frequently arrive unsure where to check in, where to go for educational workshops, where accessible trails are located, where to obtain their Agritourism Passport stamp, or what other experiences are available.

Previous ATAX-funded improvements—including RV utility hookups, Horse Hotel advertising, guest equine pasture fencing, tourism signage, and the Highway 24 South Carolina Agritourism directional sign—have helped expand Wild Hearts' tourism infrastructure and visitor offerings. As more visitors discover Wild Hearts, the **Visitor Welcome & Information Kiosk** is the next logical step in supporting that continued growth by providing visitors with the information they need upon arrival.

Enhancing the Visitor Experience:

The kiosk will provide visitors with immediate access to information that helps them confidently navigate the property and discover its amenities. Depending on the final design, it may include:

- Property map with *"You Are Here"* orientation
- Check-in information
- Walking trail map
- Collaborative Farm Shop information
- South Carolina Agritourism Passport information and stamping instructions
- QR codes linking to the Wild Hearts website, calendar of events, self-guided walking tour, educational information, and trail descriptions
- Weather-protected literature holder for Wild Hearts rack cards and, if appropriate, South Carolina Agritourism Passport booklets

By making this information readily available, the kiosk allows visitors to spend less time figuring out where to go and more time enjoying the farm and its visitor experiences.

Supporting Tourism in Oconee County:

The kiosk strengthens Wild Hearts' role as an established Oconee County agritourism destination by improving the experience of travelers who visit the farm as part of their time in the county. It also supports the South Carolina Agritourism Passport Program by making Passport information and stamping instructions readily accessible to participating travelers.

A well-organized visitor experience can encourage guests to stay longer, return for future experiences, share their visit through social media and online reviews, and recommend Wild Hearts to others—all of which contribute to continued tourism activity in Oconee County.

The kiosk will also be a lasting tourism asset that can be updated as Wild Hearts' visitor offerings evolve.

Why this project is an appropriate use of ATAX funds:



WILD HEARTS
EQUINE THERAPY

598 Wild Hearts Way, Seneca, SC 29678
864-991-9163 | www.wildheartsequinetherapy.org

PROJECT NARRATIVE

Discover Wild Hearts: Visitor Welcome & Information Kiosk

Description of Project:

Because a visitor's experience begins the moment they arrive, Wild Hearts is committed to creating a welcoming, informative, and positive first impression.

Wild Hearts proposes the fabrication and installation of a permanent **Visitor Welcome & Information Kiosk** adjacent to the primary visitor parking area. The kiosk will serve as a centralized welcome point providing orientation, wayfinding, maps, check-in information, South Carolina Agritourism Passport information, and resources to help visitors make the most of their visit.

The kiosk will feature a **48" x 36" visitor information panel** with property maps, wayfinding, and information about Wild Hearts' visitor experiences and amenities. QR codes will provide access to additional information, including the Wild Hearts website, events, self-guided walking tours, educational information, and trail descriptions.

Demographic Data: How will the project influence tourism in Oconee County?

- 1) Creates a welcoming point-of-contact for visitors to one of Oconee County's agritourism destinations.
- 2) Enhances the visitor experience by encouraging longer visits, repeat visitation, positive word-of-mouth, social media sharing, and online reviews.
- 3) Strengthens an existing countywide tourism initiative by supporting South Carolina Agritourism Passport participation and improving visitor orientation.

Project Need:

Wild Hearts Equine Therapeutic Center welcomes hundreds of visitors each year, including educational workshop participants, farm tour guests, travelers participating in the South Carolina Agritourism Passport Program, RV groups, visiting horse owners, and others exploring Oconee County.

Over the past decade, Wild Hearts has grown into one of Oconee County's unique agritourism destinations, offering the Collaborative Farm Shop, guest equine facilities, walking trails, RV accommodations, and participation in the Farm Crawl and South Carolina Agritourism Passport Program. These offerings provide visitors with multiple opportunities to experience and explore the farm.

EyeCatcher Signs, Inc.

15312 Wells Hwy
Seneca, SC 29678
864-557-6357 Mobile

Estimate

DATE	ESTIMATE NO.
8/4/2026	1721/181

NAME / ADDRESS
Wild Hearts Equine Therapeutic Center

P.O. NO.	PHONE NO.	FAX NO.
Verbal/email		

DESCRIPTION	QUANTITY	COST	Total
36"x48"(apprx size) SIGN FACE with UV laminated digital Print on aluminum with 3/4" back panel and bracing	1	6,250.00	6,250.00T
Painted Posts (2-6"x6"x12") painted supports & timber framework, includes standing seam metal roof w/ hardware & posts to remain at groundlevel, in concrete	1	8,780.00	8,780.00T
Service and Install Crew to install the Kiosk & sign and post system with steel flat bar so posts will remain level and above ground, in concrete	1	2,800.00	2,800.00
Does not include any permit fees or sales tax or any unforeseen expenses required to complete the project. Any variations from original project scope may result in a change order and additional charges This quote is valid for 30 days		0.00	0.00T
Finalize and setup concept into scaled drawings for production and fabrication & installation	1	1,750.00	1,750.00T
This project will require a 50% deposit of \$10,250 (please allow 6-8 weeks for completion once final specifications are approved		0.00	0.00T

Estimate per request	Subtotal	\$19,580.00
	Sales Tax (6.0%)	\$1,006.80
	Total	\$20,586.80



4130 Clemson Blvd
Ste A
Anderson, SC 29621
(864) 964-0029

ESTIMATE

EST-23012

Payment Terms: Deposit Required

DESCRIPTION: Kiosk Sign Panel

Bill To: Wild Hearts Equine Therapy Center
135 Jim Joe Road
Seneca, SC 29678
US

Installed: Wild Hearts Equine Therapy Center
Pam Murdock
598 Wild Hearts Way
Seneca, SC 29678
US

Requested By: Pam Murdock
Email: fundraising@wildheartsequinetherapy.org
Work Phone: (864) 314-4751
Tax ID: 31274

Salesperson: Cameron Tarrant
Email: Cameron@signarama-anderson.com

PRODUCTS	QTY	UNIT PRICE	TAXABLE	TOTALS
1 36x48 ACM Panel	1	\$170.00	\$0.00	\$170.00
2 Installation	1	\$350.00	\$0.00	\$350.00

Unless credit terms have been pre-approved by Signarama Anderson, orders of \$500 or less must be paid in full at the time the order is placed. Orders over \$500 require a 50% deposit (minimum) before any work can begin, including design. Final payment is due upon notification of completion and/or delivery of the signage. Installation, if included in the order, will not begin until final payment is received. All shipping services are considered FOB shipping point.

Subtotal:	\$520.00
Taxable Amount:	\$0.00
Taxes:	\$0.00
Grand Total:	\$520.00
Deposit Required:	\$260.00
Credit Card Surcharge:	3.00%
Total with Surcharge:	\$535.60
Deposit with Surcharge:	\$267.80

Estimate is valid for 30 days after delivery.

Signature: _____ Date: _____

Thanks for choosing Signarama Anderson for all of your sign and graphics needs.
Each office is independently owned and operated