

# MEMO

From: Accommodations Tax Advisory Committee  
Byron K. Rucker, Chairman (864) 430-5115  
To: Greenville County Council Finance Committee  
Date: May 13, 2012

On behalf of the Accommodation Tax Committee, I am pleased to forward to you our recommendation for the usage of the 2012/13 ATAX funds. We accepted the responsibility of reviewing all application submitted, and heard from representatives of the majority of organizations. We based our recommendations based on the following criteria:

- Allocation of funds toward sales and marketing plans to target out-of-town visitors
- Overnight hotel room impact
- Attendance of guests from out-of-market
- Events which supplied funds to non-profit organizations were eliminated from consideration
- Private company requests were eliminate from consideration

Based on the knowledge of an amendment from Council regarding distribution of funds to Freedom Weekend Aloft and the Greater Greenville Scottish Games and Highland Festival, each of the events were removed from our allocation discussions.

Total Applications Submitted: 24 (6 requests were made after the application deadline and were excluded from consideration)  
Total Funding Requests: \$708,000

Based on the new ATAX Policy Approved by County Council for signature events (pool of \$50k in reserve), the following is a list of recommendations will reflect changes to the total amount of available revenue to distribute. The following is a list of allocation recommendations with the remaining balance of \$76,353.00 (the total includes approx. \$9k of unused funds from FY12).

<b><u>REQUESTING ORGANIZATION</u></b>	<b><u>REQUESTED</u></b>	<b><u>AMOUNT ALLOCATED</u></b>
Discover Upcountry Carolina Association	\$20,000	\$10,853.00
GADC – Mini-World of Trains Museum	\$60,000	\$16,500.00
Metropolitan Arts Council	\$30,000	\$12,500.00
NOTUS Sports – 2013 Para-Cycling Championships	\$30,000	\$14,000.00
The Children’s Museum of the Upstate	\$50,000	\$10,000.00
South Carolina Children’s Theatre	\$15,000	\$10,000.00
Freedmon Weekend Aloft	\$50,000	<u>\$12,500.00</u>
<b>TOTAL ALLOCATED</b>		<b><u>\$76,353.00</u></b>

## **2012-13 ATAX Advisory Committee**

Byron Rucker, Chair  
Pam Solarek, Vice-Chair  
Joyce Smart  
Glenn Williams  
Deck John  
Robert Wilson

### A-Tax Projected Revenues

Projection for FY2012-2013	\$	600,000
Greenville County	\$	25,000
	\$	<u>575,000</u>
Less:		
Greenville County 5%	\$	28,750
Convention & Visitors Bureau 30%	\$	172,500
GC Recreation District	\$	50,000
Community Foundation	\$	146,320
Available for Discretionary Allocation	\$	<u>177,430</u>
Less County Policy:		
Convention & Visitors Bureau 40%	\$	50,972
Signature Event* - Scottish Games	\$	50,000
Amount Remaining for Grants	\$	<u>76,458</u>
Add:		
Remaining Balance Prior Year	\$	<u>9,580</u>
Total Balance for Grants	\$	<u><u>86,038</u></u>

\* 30% of Funds Available for Discretionary Allocation, or \$50,000 if only 1 Signature Event identified

### Accommodations Tax Requests - FY 2012 - 2013

Sponsoring Organization	Name of Project	Amount Requested	Committee Recommended
Artisphere	2013 Artisphere Tourist Marketing	\$ 15,000	
Black Pages International	Black Expo	\$ 50,000	
Centre-Stage South Carolina	10th Annual New Play Festival	\$ 5,000	
Discover Upcountry Carolina Association	Upcountry Advertising and Promotions	\$ 20,000	\$ 10,538
Freedom Weekend Aloft, Inc.	Freedom Weekend Aloft	\$ 50,000	\$ 12,500
Greater Greenville Scottish Games	Gallabrae (Greater Greenville Scottish Games)	\$ 100,000	
Greenville Area Development Corporation (GADC) Jerry Howard	Mini World of Trains d/b/a Transportation Museum of the World featuring the Miniature World of Trains	\$ 60,000	\$ 16,500
Greenville Chorale	Greenville Chorale 2012-2013 Fall Concert: "Some Enchanted Evening"	\$ 2,500	
Greenville Little Theatre	Greenville Little Theatre 2012-2013 Season	\$ 10,000	
Greenville Symphony Orchestra	Holiday at Peace	\$ 5,000	
Heritage Foothills Committee/Greater Greenville Recreation District	Dark Corner Oral History Video Project	\$ 30,000	
Metropolitan Arts Council	Greenville Open Studios 2012	\$ 30,000	\$ 12,500
NOTUS Sports in care of Roger C. Peace	2014 UCI Para-Cycling World Championships	\$ 25,000	\$ 14,000
Palmetto Conservation Foundation	Palmetto Trail Hospital Rock Trail	\$ 5,000	
South Carolina Charities, Inc.	BMW Charity Pro-Am presented by SYNEX Corporation	\$ 15,000	
South Carolina Children's Theatre (SCCT)	2012-2013 Season	\$ 2,000	\$ 10,000
The Children's Museum of the Upstate	"Science in Toyland" (A traveling exhibit coming to The Children's Museum of the Upstate)	\$ 15,000	\$ 10,000
Upstate Visual Arts Inc.	Upstate Visual Arts Center	\$ 25,000	
<b>Total Requested for FY2012-2013</b>		<b>\$ 464,500</b>	<b>\$ 86,038</b>