

Recommended allocation for remaining balance of \$62,981.00

<u>REQUESTING ORGANIZATION</u>	<u>REQUESTED</u>	<u>AMOUNT ALLOCATED</u>
American Legion	\$20,000	\$3,080
Black Pages International	\$50,000	\$5,524
Discover Upcountry Carolina Association	\$15,000	\$9,800
Greenville Little Theatre	\$10,000	\$3,080
Greenville Symphony Orchestra	\$5,000	\$3,080
Metropolitan Arts Council	\$30,000	\$9,800
Museum and Library of Confederate History	\$50,000	\$3,080
The Children's Museum of the Upstate	\$50,000	\$10,009
South Carolina Children's Theatre	\$2,000	\$3,080
Special Olympics South Carolina	\$10,000	\$8,528
Fountain Inn Chamber of Commerce	\$8,500	<u>\$3,920</u>
TOTAL		\$62,981

MEMO

From: Accommodations Tax Advisory Committee
Byron K. Rucker, Chairman (864) 430-5115
To: Greenville County Council Finance Committee
Date: October 26, 2011

On behalf of the Accommodation Tax Committee, I am pleased to forward to you our recommendation for the usage of the 2011/12 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:	25
Total Funding Requests:	\$585,100
Freedom Weekend Aloft:	\$100,000
GGSGHF:	\$100,000
Funds Available for Committee Distribution	\$25,958

Based on the new ATAX Policy Approved by County Council, the following list of recommendations will reflect changes to the total amount of available revenue to distribute, the removal of CESA from ATAX consideration with the recent allocation of Hospitality Tax funds, and the funds awarded to two "Signature Events" as determined by council members.

Signature Events

Scottish Games and Highland Festival	\$50,000.00
Freedom Weekend Aloft	<u>\$12,972.00</u>
TOTAL	\$62,972.00