

# 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