

MEMO

To: Greenville County Council Finance Committee

**From: Accommodations Tax Advisory Committee
Joyce Smart, Chair, 864.979.5436**

Date: October 17, 2013

On behalf of the Accommodations Tax Advisory Committee, I am pleased to forward to you our recommendations for the 2013/14 ATAX funds. We reviewed all applications submitted on time and heard from representatives of the majority of the organizations.

Our recommendations are based on the following criteria:

- Funding for sales and marketing plans to target out-of-county visitors
- Overnight hotel room impact
- Attendance of guests from out-of-market
- A consideration of the arts community in Greenville County
- Private company funding was eliminated from consideration

Based on the knowledge that County Council allocates \$50,000 to a 'signature' event, we recommend that the Scottish Games receive that designation.

Using the above criteria, a total of \$132,958 in funding is recommended from the 2013-2014 ATAX.

<u>Requesting Organization</u>	<u>\$\$ Requested</u>	<u>\$\$ Allocated</u>
Aloft, Inc.	25,000	10,000
American Legion Post 3	20,000	2,500
Artisphere	18,000	7,500
Black Pages International	30,000	5,000
Discover Upcountry Carolina Assoc.	20,000	20,000
Greenville Chorale	2,500	2,000
Greenville Little Theatre	10,000	2,500
Innoventure, LLC	50,000	18,958
Metropolitan Arts Council	30,000	10,000
NOTUS Sports	50,000	20,000
South Carolina Children's Theatre	2,000	2,000
Southern Goat Producer's Assoc.	4,600	2,500
Special Olympics Fall Games	10,000	10,000
The Children's Museum of the Upstate	25,000	15,000

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In addition to the above recommendations for ATAX funding this fiscal year, there was a surplus in funds from the 2012-2013 fiscal year. With the amount of progress made by the World of Transportation in the past year, and using the criteria described above, The Committee recommends that the **World of Transportation** receive \$15,315.00 which represents a portion of the surplus, plus the \$5,000 reduction from MAC, for a total of **\$20,315**

Finally, the committee agrees that the time put into this project by the members is significant, and that a member of County Council should be invited to each meeting. Representatives from the hospitality industry in the County have valuable insight into impact of events requesting funds and their opinions need to be respected.

As always, we wish to express appreciation to Committee Liaison, Nadine Chasteen for her support in this process.

Respectfully submitted,
Joyce M. Smart, Chair (cultural organizations)

Pamela Solarek (at-large/restaurants)
B.J. Koonce (at-large)
John Deck (large hotels)
Glen Williams (CVB Chair)
Stephen Moore (hotel)

JMS

Greenville County Accommodations Tax – FY2013-2014

Projected Budget	\$	750,000
Mandated		
County	\$	25,000
	\$	<u>725,000</u>
County 5%	\$	36,250
VGSC (CVB) 30%	\$	217,500
	\$	<u>471,250</u>
County Council Approved		
Community Foundation	\$	146,210
Recreation	\$	50,000
	\$	<u>275,040</u>
VGSC (CVB) 40%	\$	110,016
	\$	<u>165,024</u>
Signature Event	\$	50,000
Remaining for Grants	\$	115,024
FY2012 Remaining Balance	\$	<u>33,249</u>
Total for Grants	\$	<u>148,273</u>
Recommendations/Projects	\$	127,958
World of Transportation	\$	<u>20,315</u>
Total Recommendations	\$	<u>148,273</u>
