



October 9, 2014

Greenville County Council Finance Committee  
Greenville County Council  
301 University Ridge  
Greenville, SC 29601

Re: 2014/2015 Accommodations Tax Recommendations, Revised

Honorable Members of Council:

The Accommodations Tax Advisory Committee met Tuesday, October 7 at 9:00 AM to revisit our earlier recommendations for the allocation of 2014/2015 Accommodations Tax revenue. We addressed the concern that our previously recommended Signature Event, Notus Sports' UCI Para-Cycling Road World Championships, had already occurred before Council had an opportunity to vote on our recommendations. As a result, we addressed two issues.

We first addressed the issue of timing on funding recommendations. Because projects must fall between July 1 and June 30 each year, it's imperative that the committee submit recommendations to Council early enough for Council to vote on those recommendations so as not to eliminate those qualified projects that may fall too early in the fiscal year. Given the January 31 deadline for applications, the committee agreed that we should hold our initial meeting before the end of March, conduct the interviews between that date and May 1 in order to submit our recommendations to Council no later than May 1. This will allow Council two months to consider those recommendations before the end of the fiscal year. These recommendations would, of course, be based on budget projections and not include any excess funds carried over from the previous year. In the event that excess funds are available, the committee would reconvene and submit those recommendations at that time.

The second issue was to revisit the allocation of available funds. To recap:

The Committee met first on May 30, 2014 to conduct interviews with the applicants, and because of the availability of additional funds from FY2012/2013, met again on July 16. The total projected budget for FY2014/2015 is \$700,000. After mandated and previously approved Council funding, the balance for distribution (excluding the Signature Event) is \$95,458. With the remaining balance from FY2013 in the amount of \$43,873, the total budgeted amount for distribution is \$139,331. Please see the breakdown below.

Projected Budget	\$700,000
Mandated:	
County	<u>\$ 25,000</u>
	\$675,000
County 5%	33,750
VGSC (CVB) 30%	<u>202,500</u>
	\$438,750

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County Council Approved:

Community Foundation	\$146,320
Recreation	<u>50,000</u>
	\$242,430
VGSC (CVB) 40%	\$ 96,972
Signature Event	<u>50,000</u>
Remaining for Grants	\$ 95,458
FY2013 Remaining Balance	<u>\$ 43,873</u>
Total Recommendation /Projects	\$139,331

SIGNATURE EVENT: GREATER GREENVILLE SCOTTISH GAMES

Remaining applicants were ranked with grades of A, B, C and D, again, according to Council guidelines. Our recommendations are as follows:

Grade	Sponsoring Organization	Funds Requested	Committee Recommendation
A	Artisphere	\$ 15,000	\$15,000
A	Discover Upcountry Carolina Association	\$ 20,000	\$20,000
A	Greater Greenville Scottish Games	\$100,000	\$22,000*
A	Special Olympics South Carolina	\$ 10,000	\$10,000
A	The Children’s Museum of the Upstate	\$ 25,000	\$15,000
B	City of Fountain Inn – Younts Center	\$ 20,000	\$10,000
B	Greenville Chorale	\$ 2,250	\$ 2,250
B	Greenville Little Theater	\$ 10,000	\$ 4,981
B	Roper Mountain Science Center	\$ 20,200	\$20,200
C	Black Pages International	\$ 25,000	\$ 2,200
C	Carolina Ballet Theatre	\$ 28,000	\$ 2,200
C	Greenville Symphony Orchestra	\$ 6,000	\$ 2,500
C	James F. Daniel, Jr., American Legion Post # 3	\$ 12,350	\$ 3,000
C	Simpsonville Area Chamber of Commerce	\$ 8,000	\$ 4,000
C	Slater Hall Citizens’ Committee	\$ 7,000	\$ 3,500
C	South Carolina Children’s Theatre	\$ 2,500	\$ 2,500
D	Aloft	\$ 25,000	-0-
D	Miniature World of Trains	\$ 30,000	-0-
D	Notus Sports	\$ 50,000	-0-
D	Wyatt Sports, LLC	\$ 50,000	-0-

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\*Please note that the \$22,000 allocated to the Greater Greenville Scottish Games is *in addition* to the \$50,000 they would be awarded as a Signature Event.

Both Aloft and Wyatt Sports had been recommended for funding in our initial meeting, however, subsequent to that, Aloft has filed for bankruptcy, and David Wyatt has joined the Medal of Honor Bowl which, in his words, “eliminated the need to produce the College All-Star Bowl.” Notus Sports was eliminated because it was a one-time event that took place in August and would, therefore, not be able to use the funds for which they were requested.

On behalf of the Advisory Committee, I wish to thank Council for the opportunity to serve on this important committee. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. Should you have any questions concerning these recommendations, please don’t hesitate to contact me or another member of the committee.

Yours truly,

A handwritten signature in black ink, appearing to read "BJ Koonce". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

BJ Koonce, Chair

Cc: G. Nadine Chasteen, Director, Procurement Services Division, County of Greenville

Committee: Kris Bryant, large hotel; Glen Williams, CVB Chairman; Michael Heater, small hotel; B. J. Koonce, cultural organization; and Joyce McCarrell, at large/restaurant

**FY2014-2015 A-Tax Committee Grading/Recommendations**

<b>Sponsoring Organization</b>	<b>Name of Project</b>	<b>Amount Requested</b>	<b>Grading per County Guidelines</b>	<b>A-Tax Committee Recommendation</b>	<b>Finance Committee Recommendation</b>
<b>Greater Greenville Scottish Games</b>	<b>Gallabrae (Greater Greenville Scottish Games)</b>	<b>\$ 100,000.00</b>	<b>A*</b>	<b>\$ 50,000.00</b>	<b>\$ 50,000.00</b>
Artisphere	2015 Artisphere Festival Tourist Marketing Campaign	\$ 15,000.00	A	\$ 15,000.00	\$ 15,000.00
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$ 20,000.00	A	\$ 20,000.00	\$ 20,000.00
Greater Greenville Scottish Games	Gallabrae (Greater Greenville Scottish Games)	\$ 100,000.00	A	\$ 22,000.00	\$ -
Special Olympics South Carolina	Special Olympics Fall Games	\$ 10,000.00	A	\$ 10,000.00	\$ 10,000.00
The Children's Museum of the Upstate	Traveling and Special Exhibits at The Children's Museum of the Upstate	\$ 25,000.00	A	\$ 15,000.00	\$ 25,000.00
City of Fountain Inn - Younts Center for Performing Arts	Capital Campaign	\$ 20,000.00	C	\$ 10,000.00	\$ 13,000.00
Greenville Chorale	A Carolina Christmas: Holiday Concert by The Greenville Chorale	\$ 2,250.00	B	\$ 2,250.00	\$ 2,250.00
Greenville Little Theatre	Greenville Little Theatre 2014/2015 Season	\$ 10,000.00	B	\$ 4,981.00	\$ 5,981.00
Roper Mountain Science Center Association (RMSCA)	Second Saturdays at Roper Mountain Science Center	\$ 20,200.00	B	\$ 20,200.00	\$ 15,200.00
Black Pages International	Upstate Black Expo	\$ 25,000.00	C	\$ 2,200.00	\$ 2,200.00
Carolina Ballet Theatre	The Nutcracker, Once Upon a Time in Greenville	\$ 28,000.00	C	\$ 2,200.00	\$ 7,200.00
Greenville Symphony Orchestra	Holiday at Peace	\$ 6,000.00	C	\$ 2,500.00	\$ 5,000.00
James F. Daniel, Jr., American Legion Post #3	American Legion Post #3, War Museum Enhancements	\$ 12,350.00	C	\$ 3,000.00	\$ 7,000.00
Simpsonville Area Chamber of Commerce	Upstate Harvest Moon Festival	\$ 8,000.00	D	\$ 4,000.00	\$ 5,000.00
Slater Hall Citizens' Committee	Summer Outdoor Movie Nights	\$ 7,000.00	D	\$ 3,500.00	\$ 4,000.00
South Carolina Children's Theatre (SCCT)	2014-2015 Main Stage Season	\$ 2,500.00	C	\$ 2,500.00	\$ 2,500.00
Aloft, Inc.	Aloft 2015	\$ 25,000.00	D	\$ -	\$ -
Miniature World of Trains	Miniature World of Trains	\$ 30,000.00	D	\$ -	\$ -
Wyatt Sports, LLC.	South Carolina Football Hall of Fame	\$ 50,000.00	D	\$ -	\$ -
Notus Sports	Greenville SC 2014 UCI Para-cycling World Championships	\$ 50,000.00	D	\$ -	\$ -
<b>TOTALS - FY2014-2015</b>		<b>\$ 566,300.00</b>		<b>\$ 189,331.00</b>	<b>\$ 189,331.00</b>

\* Recommended as Signature Event