



CANDLEWOOD SUITES

June 06, 2015

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

Honorable Members of Council:

It is with a great sense of pride, dedication, commitment, and passion to our Hospitality Industry that the Accommodations Tax Advisory Committee submit our recommendations for the allocation of the 2015/2016 Accommodations Tax revenue. After three separate meetings and hours of discussion and consideration, we have developed a projected budget, interviewed 26 different applicants, and graded them based their ability to directly promote tourism and positively impact the quality of life in Greenville County.

The budget and amount of funding was based on the following:

Budget Plan	
Category	Estimated Subtotal
Projected Budget	\$851,773
Mandated:	
County	\$25,000
	\$826,773
County 5%	\$41,339
VGSC (CVB) 30%	\$248,032
	\$537,402
County Concil Approved:	
Community Foundation	\$146,320
Recreation	\$50,000
	\$341,082
VGSC (CVB) 40%	\$136,433
Signature Event	\$50,000
Reaminging for Grants	\$154,649
FY2014 Remaining Balance	\$5,351
Total Recommendation/ Projects	\$160,000

As directed in the Greenville County Accommodations Tax Policy and after consideration of the applications from those organizations staging major events and festivals, the Committee voted to recommend **Carolina Elite Soccer Academy (CESA)** the status of this year's signature event. This distinction was based on CESA's direct impact on hotel occupancy of 10,000 room nights in the market and an economic impact of \$6M into Greenville County.

The remaining applicants were ranked with grades of A, B, C, and D according to Council guidelines. Those receiving a grade of C were allocated a small amount of the remaining available funds, and the balance awarded to the A's and B's based on need, tourism impact, and the amount requested.

The following are our recommendations:

Sponsoring Organization	Name of Project	Amount Requested	Grade (A,B,C or D)	Funding Recommended
Artsphere	2016 Artsphere Festival Tourist Marketing Campaign	\$ 25,000.00	A	\$12,500.00
Carolina Elite Soccer Academy (CESA)	Southern Regionals 2016	\$ 50,000.00	A	
Center Stage SC!	Location Signage	\$ 15,000.00	D	
City of Fountain Inn - Younts Center for Performing Arts	Programming for 2015/2016 Season	\$ 20,000.00	C	\$5,000.00
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$ 25,000.00	A	\$20,000.00
EURO Auto Festival	EURO Auto Festival 2015	\$ 5,000.00	C	\$1,000.00
Fall for Greenville, Inc.	Fall for Greenville - Promotional Campaign	\$ 10,000.00	D	
Governor's School for the Arts (GSA) Foundation	Open Doors 2015	\$ 3,500.00	D	
Greater Greenville Scottish Games	Galabrae (Greater Greenville Scottish Games)	\$ 85,000.00	A	\$35,000.00
Greenville Airport Commission	Runway Park at GMU	\$ 50,000.00	D	\$0.00
Greenville Chapter of the SC Restaurant and Lodging Association	Greenville Restaurant Week - Eat, Stay and Love Greenville	\$ 25,000.00	B	\$10,000.00
Greenville Chorale	2015-2016 Greenville Chorale Season Marketing and Promotion	\$ 5,000.00	C	\$1,000.00
Greenville Little Theatre	Greenville Little Theatre 2015/2016 Season	\$ 10,000.00	C	\$1,500.00
Greenville Symphony Orchestra	Holiday at Peace 2015	\$ 7,000.00	C	\$1,500.00
James F. Daniel, Jr., Post 3, The American Legion	American Legion Post 3 - War Museum Enhancements	\$ 11,350.00	D	
Metropolitan Arts Council	Greenville Open Studios 2015	\$ 30,000.00	B	\$10,000.00
Miniature World of Trains	Miniature World of Trains	\$ 10,000.00	D	
Museum and Library of Confederate History	Replacement of Wooden Cannon Carriage	\$ 15,000.00	D	
Roper Mountain Science Center Association	Starry Nights, Butterfly Encounter and Second Saturdays @ Roper Mountain Science Center	\$ 29,300.00	B	\$12,000.00
South Carolina Children's Theatre (SCCT)	2015-2016 Main Stage Season	\$ 5,000.00	C	\$1,000.00
South Carolina Theatre Association (SCTA)	South Carolina Theatre Association Annual Festival & Convention	\$ 5,000.00	B	\$2,500.00
Special Olympics South Carolina	Special Olympics South Carolina Fall Games	\$ 12,000.00	A	\$12,000.00
The Children's Museum of the Upstate	Traveling and Special Exhibits and Related Marketing	\$ 35,000.00	A	\$17,500.00
Travelers Rest Historical Society	Swamp Rabbit Tales	\$ 15,000.00	D	
Upcountry History Museum - Furman University	Installing a Humidity Control System at the Upcountry History Museum - Furman University	\$ 25,000.00	B	\$15,000.00
Travelers Rest Farmers Market	The Travelers Rest Farmers Market Program Development	\$ 6,980.00	C	\$2,500.00
TOTAL		\$ 535,130.00		\$160,000.00

On behalf of the Advisory Committee, I would like to thank Council for the opportunity to serve on this important committee. It is out of passion and dedication to the hospitality industry that our committee committed our time and consideration to these recommendations. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Respectfully,

A handwritten signature in black ink that reads "Michael Heater". The signature is written in a cursive, flowing style.

Michael Heater, Chair
General Manager – Candlewood Suites

CC: Nadine Chasteen, Director, Procurement Services Division, County of Greenville

Committee : Kris Bryant, large hotel; Glen Williams, CVB Chair; Alan Strozier, large hotel; Michael Heater, small hotel; B.J. Koonce, cultural organization; Joyce McCarrell, at large/restaurant; Penny Cooper, at large

FY2015-2016 A-Tax Applicants/Project/Amount Requested/Recomm/Approved

Sponsoring Organization	Name of Project	Amount Requested	Grade (A,B,C or D)	Amount of Funding Recommended	Council Funding	Comments
Artisphere	2016 Artisphere Festival Tourist Marketing Campaign	\$ 25,000.00	A	\$12,500.00		
Carolina Elite Soccer Academy (CESA)	Southern Regionals 2016	\$ 50,000.00	A			Signature Event - Do not use in calculations
Center Stage SC!	Location Signage	\$ 15,000.00	D			
City of Fountain Inn - Younts Center for Performing Arts	Programming for 2015/2016 Season	\$ 20,000.00	C	\$5,000.00		
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