



October 28, 2015

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

Honorable Members of Council:

The Accommodations Tax Advisory Committee met again on October 1, 2015 to recommend the remaining balance funding of FY2015 in the amount of \$64,183.87.

The committee was in agreement that we would not re-review any of the "D" projects and that we would concentrate on more funding for the "C" and "B" projects as we felt this would have more of an impact on tourism in Greenville County.

Specifically, we reviewed the Metropolitan Arts Council's request for funding of Greenville Open Studios. Upon further review, we feel that this project definitely satisfied the characteristics of special development projects and activities as it:

- creates a tourism destination event for Greenville
- it is expandable
- it is unique to enhance the overall image of the county
- creates interest and identity
- directly promotes tourism throughout Greenville County.

Additionally, we are recommending additional funding for Artisphere as it generates significant regional tourism impact, creates interest and identity making Greenville a destination, and is unique to enhance the overall image of Greenville County. Also, we are recommending to fully fund the Upcountry History Museum's installation of a Humidity Control System as this project is negatively impacting their ability to grow, develop, and attract new exhibits into the area.

After making these three assessments, we decided to divide the remainder of the funding between the other "C" projects based on need and their amount requested.

The remainder of the funding was recommended as follows:

FY2015-2016 A-Tax Applicants/Project/Amount Requested							
Sponsoring Organization	Name of Project	Amount Requested	Grade (A,B,C or D)	Amount of Funding Recommended	Council Funding	Additional Funding Recommended	Comments
Artisphere	2016 Artisphere Festival Tourist Marketing Campaign	\$ 25,000.00	A	\$12,500.00	\$12,500.00	\$12,500.00	
Carolina Elite Soccer Academy (CESA)	Southern Regionals 2016	\$ 50,000.00	A				Signature Event - Do not use in calculations
Center Stage SCI	Location Signage	\$ 15,000.00	D				
City of Fountain Inn - Younts Center for Performing Arts	Programing for 2015/2016 Season	\$ 20,000.00	C	\$5,000.00	\$5,000.00	\$10,000.00	
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$ 25,000.00	A	\$20,000.00	\$20,000.00	\$5,000.00	
EURO Auto Festival	EURO Auto Festival 2015	\$ 5,000.00	C	\$1,000.00	\$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	\$50,000.00		
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	\$10,000.00		
Greenville Chorale	2015-2016 Greenville Chorale Season Marketing and Promotion	\$ 5,000.00	C	\$1,000.00	\$1,000.00	\$2,500.00	
Greenville Little Theatre	Greenville Little Theatre 2015/2016 Season	\$ 10,000.00	C	\$1,500.00	\$1,500.00	\$2,500.00	
Greenville Symphony Orchestra	Holiday at Peace 2015	\$ 7,000.00	C	\$1,500.00	\$1,500.00	\$2,500.00	
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		\$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	\$7,000.00	\$5,000.00	
South Carolina Children's Theatre (SCCT)	2015-2016 Main Stage Season	\$ 5,000.00	C	\$1,000.00	\$1,000.00	\$2,500.00	
South Carolina Theatre Association (SCTA)	South Carolina Theatre Association Annual Festival & Convention	\$ 5,000.00	B	\$2,500.00	\$2,500.00	\$1,000.00	
Special Olympics South Carolina	Special Olympics South Carolina Fall Games	\$ 12,000.00	A	\$12,000.00	\$12,000.00		
The Children's Museum of the Upstate	Traveling and Special Exhibits and Related Marketing	\$ 35,000.00	A	\$17,500.00	\$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	\$15,000.00	\$10,000.00	
Travelers Rest Farmers Market	The Travelers Rest Farmers Market Program Development	\$ 6,980.00	C	\$2,500.00	\$2,500.00	\$683.87	
<b>TOTAL</b>		<b>\$ 535,130.00</b>		<b>\$160,000.00</b>	<b>\$160,000.00</b>	<b>\$64,183.87</b>	

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 the 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 style with a long, sweeping horizontal line extending to the right.

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