

FY2017-2018 A-Tax Applicants

Sponsoring Organization	Name of Project	Amount Requested	Grade	Funding Recommended by Committee	Comments
Bob Jones University (BJU, Inc.)	Living Gallery Presentation Promotion	\$30,000	A	\$30,000	Has potential to be marketed nationally and add to Greenville's occupancy during a need week
Carolina Elite Soccer Academy	Region III Presidents Cup	\$50,000	A	\$25,000	Regional Tournament with 144 teams - 8640 Room nights
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$30,000	A	\$30,000	Funding critical to creating destination
Fall for Greenville, Inc.	Fall for Greenville - Promotional Campaign	\$10,000	A	\$10,000	Creates compression in market and increased occupancy
Greater Greenville Scottish Games	Gallabrae (Greater Greenville Scottish Games)	\$85,000	A	\$25,000	Plus Signature Event funding
Greenville Arts Festival (DBA Artisphere)	2018 Artisphere Festival Tourist Marketing Campaign	\$40,000	A	\$30,000	Regional marketing
Greenville Chapter of the SC Restaurant and Lodging Association	Greenville Restaurant Week - Eat, Stay and Love Greenville	\$25,000	A	\$25,000	Promotion of 2 Restaurant weeks - August and January
Greenville Sports Council d/b/a Notus Sports	State Games South Carolina	\$25,000	A	\$25,000	growing event with 1200 room nights in 2017-potential to be national event
Local Boys do Good, dba euphoria	euphoria 2017 - Food, Wine & Music Festival	\$50,000	A	\$30,000	Impact on area with ability to compete on International Level
Special Olympics South Carolina	Special Olympics South Carolina Fall Games	\$13,000	A	\$13,000	critical continued funding
Conestee Foundation/Lake Conestee Nature Park	Pedestrian Bridge over the Reedy at Lake Conestee Nature Park	\$50,000	B	\$25,000	good for county destination
Euro Auto Festival	Euro Auto Festival	\$1,500	B	\$1,000	Regional marketing
Greenville Center for Creative Arts	Greenville Center for Creative Arts Regional Mar	\$12,000	B	\$10,000	promotional funding for workshops
Greenville Chautauqua	Chautauqua History Alive Festival	\$10,000	B	\$8,815	marketing funds for regional advertising
Metropolitan Arts Council	Greenville Open Studios 2017	\$30,000	B	\$20,000	Marketing for Greenville Open Studios Event
Read Up Greenville	Read Up Greenville: A Young Adult/Middle Grades Literary Festival	\$5,000	B	\$5,000	successful first event in 2017. Funding will continue success
Sabar Charities	Mountains to Main Street Triathlon and Race Festival ("M2M")	\$15,000	B	\$10,000	Successful first year event - Will grow to regional event
The Childrens Museum of the Upstate	Traveling and Special Exhibits and Related Marketing	\$30,000	B	\$15,000	marketing funds
Travelers Rest Farmers Market	Surrounding County Advertising Blitz	\$10,000	B	\$10,000	Had schedule of marketing campaign included in application

FY2017-2018 A-Tax Applicants

Sponsoring Organization	Name of Project	Amount Requested	Grade	Funding Recommended by Committee	Comments
Upcountry History Museum - Furman University	Screen costume exhibition at the Upcountry History Museum - Furman University	\$25,000	B	\$20,000	grade based on direct impact of generated room nights.
Black Pages International	Economic Empowerment Weekend	\$6,000	C	\$5,000	grant for digital marketing
Glow Lyric Theatre	Glow Lyric Theatre 2017 Summer Festival Season	\$3,500	C	\$3,500	grant to be used for marketing
Greenville Chorale	2017-2018 Greenville Chorale Season Strategic Marketing	\$10,000	C	\$5,000	equal funding for Performing Arts
Greenville Little Theatre	Greenville Little Theatre 2017/2018 Season	\$10,000	C	\$5,000	equal funding for Performing Arts
Greenville Symphony Association	2017-2018 Concert Season	\$20,000	C	\$5,000	equal funding for Performing Arts
James F Daniel, Jr. The American Legion Post #3	The American Legion, Post #3, War Museum Ma	\$9,200	C	\$3,868	Marketing money to promote 100 year anniversary of WWI
Slater-Marietta Lions Club	Slater-Marietta Moon Boom!	\$5,000	C	\$5,000	Money used for Fireworks????
South Carolina Children's Theatre (SCCT)	South Carolina Children's Theatre	\$5,000	C	\$5,000	equal funding for Performing Arts
American Society of Media Photographers/SC Chapter (ASMP/SC)	Southeastern Film & Photo Conference	\$8,000	C	\$3,500	requested marketing fund
Centre Stage-SC!	2017-2018 Centre Stage Season	\$25,000	D		requested funds for operating costs, no marketing plan submitted
Greenville Airport Commission	Enhance Destination Greenville Downtown Airport	\$50,000	D		Application not specific enough for projects, and not enough budget information in application
South Carolina Football Hall of Fame, Inc.	Ceremony & Celebrity Golf Tournament, Membership Drive, Mobile Museum & Fan Experience	\$30,000	D		Application not specific with use of funds; association not financially stable
Total Requested		\$728,200		\$408,683	

Available Funds
Signature Event

\$408,683
\$50,000