



April xx, 2019

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

Re: FY2019/2020 Accommodations Tax Recommendations

Honorable Members of Council:

On behalf of the Accommodations Tax Advisory Committee, it is my pleasure to present to you our recommendations for the disbursement of projected 2019/2020 Accommodations Tax funds. All applications were reviewed and evaluated based on the criteria set forth in the guidelines as mandated. Top consideration was given to those organizations whose events or programs have, or will have, a direct, high impact on tourism in Greenville County.

The Committee conducted interviews with the applicants on Wednesday, April 3, and met on April 29 for grading and funding recommendations. Of note to Council is that, due to decreased occupancy during this fiscal year and based on hospitality projections for next year, we felt it was necessary to reduce the budget by 7%. Also, of note is that in prior years, we had the good fortune of having a surplus to carry over into the next fiscal year. Again, because of a decrease in occupancy, we don't anticipate a surplus and have budgeted accordingly.

The total projected budget for FY2019/2020 is \$1,116,000. After mandated and previously approved Council funding, the balance for distribution is \$307,698. Please see the breakdown below:

Projected Budget	\$1,116,000
County	<u>\$ 25,000</u>
	\$1,091,000
County 5%	\$ 54,550
VGSC 30%	<u>\$ 327,300</u>
	\$ 709,150
County Council Approved:	
Community Foundation	\$ 146,320
Recreation	<u>\$ 50,000</u>
	\$ 512,830
VGSC 40%	<u>\$ 205,132</u>
Remaining for Grants	\$ 307,698

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Accommodations Tax Advisory Committee Recommendations
FY2019/2020

You will note that our budget this year does not include a Signature event. Instead, we felt it was important to spread the funds among those organizations and events that potentially have the most impact on tourism. Among those, we are recommending that Discover Upcountry Carolina be awarded \$51,928. Based in Greenville, Discover Upcountry was established more than 35 years ago, and its mission has been, and remains, attracting tourists to the upstate. Specifically, the organization works closely with Visit Greenville SC to maximize results for Greenville County. We feel this county-wide effort will be more beneficial overall to occupancy rates than greater funding for one individual event.

The grading breaks down as follows:

A – 51%

B – 39%

C – 10%

Please see the attached spreadsheet for our recommendations.

In other business, we discussed the need to make some changes in the application that, we hope, will clear up some of the questions that have proven to be confusing for the applicants and, also, ensure that material is provided that will aid in better evaluations by the committee. We have scheduled a workshop for November 13 to review these changes and the mandates for funding. Past and current applicants will be invited and encouraged to attend. The committee plans to meet in late September to amend the application and plan the agenda for the workshop.

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. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Yours truly,



BJ Koonce, Chair

cc: Nicole B. Wood, Assistant to the County Administrator, Greenville County

Committee:

Catherine Stoddard - VGSC Chair

Victoria Fernandez – Greenville Marriott, Large Hotel

Michael Heater – Midas Hospitality, Small Hotel

Joyce McCarrell - at large, restaurant

B. J. Koonce - cultural organization

Penny Cooper – at large

FernCreek Creative . 5 Ferncreek Lane . Greenville, SC 29615

Sponsoring Organization	Name of Project	2019	2019	Funding
		Amount Requested	Grade	Recommended
Black Pages International	Economic Empowerment Weekend 2020	\$25,000	A	\$20,000
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$60,000	A	\$51,928
Greater Greenville Scottish Games & Highland Festival	Greenville Scottish Games	\$85,000	A	\$35,000
Greenville Arts Festival (dba Artisphere)	2020 Artisphere Marketing Campaign	\$45,000	A	\$20,000
Local Boys Do Good, dba Euphoria	euphoria Food, Wine & Music Festival	\$65,000	A	\$20,000
Ville To Ville	Ville to Ville Craft Brew Relay	\$10,000	A	\$10,000
				\$156,928
BJU, Inc.	Living Gallery Presentation Promotion	\$30,000	B	\$15,000
City of Fountain	Christmas "Inn" Our Town - Marketing Project	\$17,000	B	\$7,000
Fall for Greenville	Fall for Greenville Promotional Campaign	\$15,000	B	\$5,000
Greenville Chapter of the SC Restaurant & Lodging Ass	Greenville Restaurant Week, Eat, Stay, & Love Greenville	\$25,000	B	\$5,000
Greenville Chautauqua	Chautauqua History Comes Alive Festival	\$15,000	B	\$10,000
Makers Collective	Indie Craft Parade at Taylors Mill	\$25,000	B	\$15,000
Metropolitan Arts Council	Greenville Open Studios 2019	\$40,000	B	\$15,000
The Children's Museum of the Upstate	Traveling & Special Exhibits & Related Marketing Surrounding County	\$30,000	B	\$17,500
Travelers Rest Farmers Market	Advertising Campaign	\$10,000	B	\$8,000
Upcountry History Museum	Down the Rabbit Hole: Imagining Alice's Wonderland	\$25,000	B	\$17,500
Upstate Veterans Alliance	2019 SC Veterans Upstate Salute	\$15,000	B	\$5,000
				\$120,000
Carolina Music Museum	Trumpets, Weird and Wonderful Traveling Exhibit	\$5,000	C	\$1,000

GLOW Lyric Theatre	Glow 2019 Summer Festival Season	\$7,500	C	\$1,000
Greenville Center for Creative Arts	Regional Marketing Plan 2019-2020 Season Marketing Campaign	\$20,000	C	\$3,000
Greenville Chorale		\$7,500	C	\$3,000
Greenville Symphony Association	2019-2020 Concert Season	\$20,000	C	\$3,000
Greenville Theatre	2019-2020 Season Tourist Attraction	\$10,000	C	\$2,500
Military History Center of the Carolina	Roof for Museum	\$60,000	C	\$7,770
Read Up Greenville	A Young Adult/Middle Grades Literary Festival	\$15,000	C	\$3,000
Roper Mountain Science Center Association	Butterfly Adventure Program	\$20,000	C	\$1,000
Slater Hall Citizens Committee	Season of Events	\$4,000	C	\$500
South Carolina Children's Theatre (SCCT)	2019-2020 Mainstage Season	\$10,000	C	\$2,500
The Warehouse Theatre	WHT Mainstage Season Marketing Assistance	\$10,000	C	\$2,500
				\$30,770
				\$307,698
Fountain Inn Chamber of Commerce	Aunt Het Festival	\$2,500	D	
Greenville County 4-H	4-H Youth Livestock show at S. Greenville Fair	\$1,500	D	
James F. Daniel, Jr. American Legion Post #003, Greenville	War Museum Promotion	\$23,397	D	
Marietta Smiles (formerly Lions Club)	Moon Boom	\$7,000	D	
Revolutionary War Museum	Happy Birthday George	\$30,000	D	

Comments

Support for high profile speaker or entertainment to help boost attendance

The focus of the organization is to promote tourism.

County Festival, Potential to impact county hotels

High tourism value

High tourism value

Successful event with high impact on rooms.

51% of the total Budget

Specifically for marketing outside driveable distance from venue. Event is unique in the Southeast.

Unique event for the County. Marketing Assistance.

More of a downtown event, but important for Greenville.

Impact is more on hospitality tax revenue. Limited impact on hotels, but important.

Unique in the Southeast. Marketing assistance.

Now a county event. Potential for growth.

Event supports local artists throughout the county for the weekend event.

Because of daily operations, good for tourism support.

Months-long event. Good for tourism support.

Because of daily operations, good for tourism support.

If marketed well, potential for increased tourism.

39% of the total Budget

New applicant & new organization. Potential. Unique organization.

Potential for growth. Unique organization.
Cultural amenity. (Light Opera)
Because of daily operations, good for tourism support. Located in County.

Cultural amenity & tourism support

Cultural amenity & tourism support

Cultural amenity & tourism support
Located at downtown airport. Need new roof to protect assets.

Unique to the Upstate. Potential for growth.

Tourism worthy.

Slater Hall is an historic building & preservation is important for the community. Support needed for scheduled events.

Cultural amenity & tourism support

Cultural amenity & tourism support

10% of the total Budget

Total Budget

No Budget or financials. No one appeared for the interviews.

Doesn't meet guidelines for funding.

No evidence of effective marketing or funding from other sources

Event under different mgmt. Organizational structure in question.

Request is for a fundraising event. Doesn't meet County guidelines.