



April 29, 2021

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

Re: FY2021/2022 Accommodations Tax Recommendations

Honorable Members of Council:

When our committee met last year, we couldn't have predicted what sort of year this would be for the hospitality industry. Therefore, as you're aware, we only estimated gross revenue in the amount of \$400,000, resulting in a net of \$28,500 available for distribution. I am pleased to report that revenues are exceeding our expectations. To date, through 3rd quarter of this fiscal year, we have a net of roughly \$72,800 to carry over into next year. Our hospitality representatives have assured us that 4th quarter revenues will be even better.

Based on that information, as well as our expectations for additional growth next year, we have established a gross budget for FY2021/2022 in the amount of \$900,000. The breakdown is as follows:

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Projected Budget	\$ 900,000
County	<u>\$ 25,000</u>
	\$ 875,000
County 5%	\$ 43,750
VGSC 30%	<u>\$ 262,500</u>
	\$ 568,750
County Council Approved:	
Recreation	<u>\$ 50,000</u>
	\$ 518,750
VGSC 40%	<u>\$ 207,500</u>
Remaining for Grants	\$ 311,250

There were 24 applicants this year with requests totaling \$562,177. 6 applicants received a Grade A rating, 3 received a Grade B rating, 8 received a Grade C rating, and 6 were given a Grade D. At the beginning of our meeting in which we determined the grades and recommended allocations, we reviewed the guidelines set forth by the County and State. The 6 applicants who received a Grade of D did not, in our view, meet those requirements.

We decided not to name a Signature Event, although if we had, that designation could have gone to South

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Carolina Charities, Inc. and the Greenville Scottish Games & Highland Festival (Gallibrae). We continue to be impressed with the results of the Ville to Ville Relay race. Three other applicants of note were the Sigal Music Museum for the promotion of their unique and outstanding collection of antique musical instruments; the Hispanic Alliance, to support continued promotion of 'Wings of the City.' a traveling exhibit by renowned Mexican sculptor Jorge Marin; and The Upcountry History Museum for its upcoming exhibit of 26 historic quilts from documentary filmmaker Ken Burns' private collection.

Attached is the spreadsheet showing requests and recommended allocations. You will note that our recommendations total \$308,414, which leaves a balance of \$2,806 of the budgeted funds available for distribution. It's a bit of a cushion in case our revenues fall short of our expectations. If not, that amount can be carried over into the next year.

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 County Administrator, Greenville County

Committee:

Dave Edwards, GSP; Victoria Fenandez, Marriott; Brian Crowne, Marriott; Penny Cooper and Joyce McCarrell

Accomodations Tax Requests

FY2021-2022

Applicant Organization	Project	Request Amount	Final Grade	A-Tax Committee Recommendation	Finance Committee Recommended
Fall for Greenville	Marketing for Oct 2021 Event	\$15,000.00	A	\$15,000.00	\$15,000.00
Greenville Scottish Games & Highland	Event production & marketing	\$85,000.00	A	\$63,750.00	\$63,750.00
Local Boys Do Good dba euphoria	Marketing for Sept Event	\$20,000.00	A	\$20,000.00	\$20,000.00
Sigal Music Museum	Marketing for Museum & Joint Heritage Green Marketing Effort	\$21,777.00	A	\$21,777.00	\$21,777.00
South Carolina Charities Inc	Assist with cost of Golf Channel for BMW Charity ProAm	\$100,000.00	A	\$75,000.00	\$75,000.00
Ville to Ville Foundation	Promotion for two relays: Fall 2021 & Spring 2022	\$10,000.00	A	\$10,000.00	\$10,000.00
Discover Upcountry Carolina Association	Tourism Marketing & Adv for Greenville County & the Upstate	\$50,000.00	B	\$37,500.00	\$37,500.00
Hispanic Alliance	Promotion for "Wings of the City" Sculptures by Jorge Marin	\$10,000.00	B	\$7,500.00	\$0.00
The Children's Museum of the Upstate (TCMU)	Marketing	\$15,182.00	B	\$11,387.00	\$11,387.00
Upcountry History Museum	Marketing for 26 Historic Quilts from Ken Burns collection.	\$20,000.00	B	\$15,000.00	\$15,000.00
Bob Jones University	Out of market promotion for Living Gallery	\$30,000.00	C	\$6,000.00	\$6,000.00
Greenville Arts Festival DBA Artisphere	Marketing May 2022 Event	\$40,000.00	C	\$8,000.00	\$15,500.00
Greenville Center for Creative Arts (GCCA)	Marketing with focus on Digital	\$5,000.00	C	\$2,500.00	\$2,500.00
Greenville Chapter of the SC Restaurant & Lodging Association	Marketing & Adv for Aug 2021 & Jan 2022 Restaurant Week	\$5,000.00	C	\$2,500.00	\$2,500.00

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FY2021-2022

Greenville Chorale	Marketing 2021/2022 60th Anniversary Season	\$5,000.00	C	\$2,500.00	\$2,500.00
Greenville Theatre	Marketing 2021/2022 Season, & joint Heritage Green Marketing	\$5,000.00	C	\$2,500.00	\$2,500.00
Lake Conestee Nature Preserve	Restoration of trails & boardwalks after severe flooding	\$13,750.00	C	\$2,500.00	\$2,500.00
Metropolitan Arts Council	Promotion of 2021 Open Studios	\$25,000.00	C	\$5,000.00	\$5,000.00
Centre Stage SC	Mural on wall of 2nd facility on Laurens Road	\$21,250.00	D	\$0.00	\$0.00
City of Fountain Inn	Marketing for Christmas in Our Town	\$10,000.00	D	\$0.00	\$0.00
Makers Collective	Promotion of Pop-up shops Sept - Dec	\$10,000.00	D	\$0.00	\$0.00
NOTUS DBA Greenville Sports Council	2021 Gran Fondo Hincapie Event	\$40,000.00	D	\$0.00	\$0.00
Travelers Rest Farmers Market	Ad Campaign	\$2,718.00	D	\$0.00	\$0.00
Upstate Veterans Alliance	SC Veteran's Upstate Salute Nov 2021	\$2,500.00	D	\$0.00	\$0.00
TOTAL		\$562,177.00		\$308,414.00	\$308,414.00