



Lancaster County Accommodations Tax Advisory Committee Meeting Agenda

Friday, May 4, 2018

County Council Conference Room
County Administration Building
101 N. Main Street
Lancaster, SC 29720

1. **Call to Order – Committee Chair Dean Faile** 12:00 p.m.
2. **Approval of the agenda** *[deletions and additions of non-substantive matters]*
3. **Citizens Comments**
4. **Approval of Minutes from the March 9, 2018 ps. 2-4**
5. **Discussion / Action Items**

Presentations of the Accommodations Tax Grant Application:

- The Children's Council *pgs. 5-11*
- Community Playhouse of Lancaster County, Inc. *pgs. 12-18*
- Indian Land Fall Festival *pgs. 19-26*
- Lancaster County Council on Aging, Inc. *pgs. 27-33*
- Lancaster County Council of the Arts *pgs. 34-46*

6. Discussion of the recommended awards

7. Adjournment

Anyone requiring special services to attend this meeting should contact 285-1565 at least 24 hours in advance of this meeting.

Lancaster County Council Administration Committee agendas are posted at the Lancaster County Administration Building and are available on the Website: www.mylancastersc.org



Lancaster County Accommodations Tax Advisory Committee Minutes

101 N. Main Street, Lancaster, SC 29720

Friday, March 9, 2018

Members present were Veronica Thompson, Kimberly Hill, Dean Faile, Michael Dial, Debra Jaillette and Alkesh Patel. Also present were Steve Willis Chelsea Gardner. A quorum of the Lancaster County Accommodations Tax Advisory Committee were present for the meeting.

The following press were notified of the meeting by e-mail in accordance with the Freedom of Information Act: *Lancaster News*, *Kershaw News Era*, *The Rock Hill Herald*, *Fort Mill Times*, Cable News 2, Channel 9 and the local Government Channel. The agenda was posted in the lobby of the County Administration Building and also on the county website for the required length of time.

Welcome & Introduction

Chief Financial Officer Veronica Thompson welcomed everyone to the meeting.

Call to Order

Chief Financial Officer Veronica Thompson called the meeting to order at approximately 12:00 p.m.

Oath of Office

The Oath of Office was done for all the members that were present for the meeting on March 9, 2018. All original Oaths are filed with the Clerk to Council/Deputy Clerk to Council.

Election of Officers

Alkesh Patel made the motion to approve Dean Faile as Chairman and Debra Jaillette as Vice Chairwoman of the Accommodations Tax Advisory Committee. Seconded by Michael Dial. Passed 4-0.

Approval of the agenda

Dean Faile stated he would like to add an item under Discussion/Action Items to look into what Lexington County is doing with their Accommodations Tax Advisory Committee.

Citizens Comments

There were no citizens that came forward for comments.

Discussion / Action Items

Review of Atax Program & Laws

Chief Financial Officer Veronica Thompson stated that the Lancaster County area has exceeded the \$50,000 threshold. The Accommodation tax funds are to be used for Tourism related expenditures only. The County has already created a special fund for these funding's because they have to be separate. State code section 6-4-10 lists how the funds should be divided. Veronica Thompson goes through pages 2-29 in the agenda package and gives a brief description of the Program and Laws along with answering any questions that the committee members may have.

Debra Jaillette made the motion to accept the guidelines with the amendments discussed. Seconded by Alkesh Patel. Passed 4-0.

Discussion of Current Funding Available & Grant Application Deadlines

Chief Financial Officer Veronica Thompson stated that to be considered for funding applications must be submitted by April 13, 2018. She stated that some Counties have the applicants do a little presentation on their programs. The Committees recommendations have to be in writing.

Announcements

Set next meeting date

Discussion was had about the next meeting date and the committee decided that Friday April 27, 2018 at 12:00 p.m. was going to be when the committee met next.

Adjournment

Debra Jaillette made the motion to adjourn. Seconded by Michael Dial. Passed 4-0.

Respectfully Submitted:

Approved by the Atax Committee

Chelsea Gardner
Deputy Clerk to Council

Dean Faile, Chairman



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2018 – June 30, 2019

Applications must be received by 5:00 PM – Friday, April 13, 2018

Return applications to:
*Lancaster County Finance Department
 Attn: Veronica Thompson
 PO Box 1809
 Lancaster, SC 29721
 Or
 101 North Main Street, Suite 121, Lancaster*

Questions should be directed to:
*Veronica Thompson
vcthompson@lancastercountysc.net*

ATAX Grant Requested:	\$ 5,000	Date(s) of Specific Event:	August 8-10, 2018
Total cost of project:	\$ 33,600	(if applicable)	
Location of Specific Event:	University of South Carolina Lancaster		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	The Children's Council (on behalf of the Coalition for Healthy Youth)
Contact Name and Title:	Heather R. Mueller, Executive Director
Mailing Address:	PO Box 171 Lancaster SC 29721
Phone Number:	803.283.4995
Fax Number:	803.285.2315
Email Address:	childcouncil@comporium.net
Website:	www.facebook.com/CoalitionForHealthyYouth

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:	
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Briefly state the history and mission of your organization.

Please note, the Children's Council is the fiscal agent for the Coalition for Healthy Youth.

Originally founded as the Lancaster County Prevention Coalition in 1998, the Coalition for Healthy Youth is a community partnership of fifty local and state agencies, the school district, local non-profit organizations, faith-based organizations, and businesses. Working collaboratively, we are a partnership of prevention efforts that addresses problem youth behavior in Lancaster County by assessing community needs and resources, raising awareness, and facilitating the implementation of evidence-based prevention services. Our goal is to eliminate problem youth behaviors in Lancaster County so that all youth can lead healthy and productive lives.

The Children's Council's mission is to support, endorse, and help establish any program or project that enhances the health, development, and well-being of the children of Lancaster County. Specifically, our programs encompass community initiatives, adolescent programs, and early childhood programs.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

The proposed project is one of the most successful and nationally recognized conferences in the country, that is hosted in Lancaster annually for the past decade. The Prevention of Youth Substance Abuse in Rural Communities: Strategies to Address Opioid Misuse Conference is scheduled for August 8-10, 2018, and has drawn over 2,000 participants from Canada, one territory, and twenty-six states - from Maine and New Jersey in the east, and as far west as California. More importantly, the conference has provided quality training related to at-risk youth to law enforcement, counselors, clergy, nurses, and non-profit professionals.

The Coalition for Healthy Youth, a network of 50 public, private, civic and faith based partners will sponsor the conference, to be held at the University of South Carolina Lancaster. The proposed theme of this year's conference will focus on the prevention of opioids and the unique challenges of addressing youth substance abuse in rural communities. The event will spotlight presentations from nationally recognized speakers, as well as presenters from throughout the region.

The annual event is the only national conference that focuses on the prevention of youth substance abuse from a rural context, and has been recognized by the U.S. Department of Health and Human Services. In addition to the three-day event, a Pre-Conference Grant Writing workshop will be held, which will further extend the stay for individuals traveling to Lancaster. Since its inception, the conference has worked with local hotels, restaurants, printers, and other businesses to host this event. The goal for this year's project is aggressively market the project so as to secure attendees from thirty different states.

Specifically, the requested ATax Funds would be used to offset costs of participant registration which now does not cover full participant cost due to increases in speaker fees, caterers, USCL usage, travel, and local accommodations and a decrease in City of Lancaster Hospitality Tax funding.

2. Describe how will your project benefit tourism in Lancaster County?

Each year the Coalition mails or emails over 10,000 announcements to individuals and organizations in Canada, all 50 states and one territory, focusing primarily on rural communities. In addition, the conference is promoted on approximately forty state and national web sites involved in youth substance abuse prevention. Attendance has been especially high from South Carolina, North Carolina, Georgia, West Virginia, and Ohio.

A conference web site is maintained that allows for online registration and tracks the total number of participants, state of origin, and designated hotel the participant elects to stay in. In addition, attendance is conducted at each conference session, along with an assessment of the quality of the presenter.

For the ten previous yearly conferences, there has been a significant history of bringing tourists to Lancaster. Last year's conference included 200 registrations from fifteen states, and had an estimated local economic impact of at least \$62,000. Since the conference is an annual event, a preponderance of participants are beginning to return each year, which further facilitates the registration process. A survey conducted at last year's conference indicates that 97% of participants would be interested in attending the 2018 conference.

3. Describe how will your event benefit the community?

Please note that in addition to using local hotels, caterers, restaurants, printers, and other businesses, this conference brings Lancaster, SC national recognition. This annual event is the only national conference that focuses on the prevention of youth substance abuse from a rural context, and has been recognized by the U.S. Department of Health and Human Services. The goal for this year's project is to aggressively market the project so as to secure attendees from at least thirty different states.

This year, the conference theme will focus on the misuse of opioids which has hit the rural communities especially hard. In addition to the keynote sessions, there will be three tracks of breakout sessions for law enforcement, pharmacists, and medical providers. Registration is open to community members as well. Local foundations assist with scholarships for area agencies who do not have the means to send staff for the crucial professional development opportunity.

4. Describe previous successes and capacity for managing the project

We rigorously evaluate each session, keynote speaker, and overall conference impressions and strive each year to maintain the highest level of engagement, topic relevance, and participant satisfaction. Over 90% of the participants last year alone, said that they were so impressed by the conference that they would return. Feedback has included - "Love this conference and it was better than any National Prevention (SAMHSA, NPN, etc). I've attended over the years. Presenters were excellent." "Very happy with the conference overall and would like to come back." "Presenters were engaging and presented relevant material." Also, 88% of participants rated presenters excellent and 11% rated them as good.

This will be the 11th year that The Children's Council is the fiscal agent, registrar, and overall organizer of the conference. It has become a seamless process that involves their staff, Young People in Charge (YPC) volunteers, and college students in addition to Coalition members.

5. Describe your marketing plan and how you intend to track visitors

In addition to Coalition members and local media, the conference is marketed via several professional networks such as United Ways, Department of Alcohol and Other Drug Abuse Services (DAODAS), SAMSHA grantees, Drug Free Communities, Drug Courts, law enforcement, SC Coalition Against Domestic Violence and Sexual Assault, as well as social media sites for all coalition members and to all past participants. This various distribution lists reach over 10,000 people.

Specifically, the marketing efforts involve seven national networks and 60 various state level networks reaching all states. We will be happy to provide the list but it's too long to fit in this allotted space.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2019

1. The Accommodations Tax is available under section 6-4-10(4)(b) of the South Carolina Code of Laws for the following **tourism-related** expenditures.
(Refer to guideline –Budget and Eligible Expenditures)

2. Describe how the organization is currently funded.

The Coalition for Healthy Youth is underwritten by grants or sponsorships secured by the Coalition. The Coalition receives funding from the Sober Truth grant administered by The Children's Council. Sober Truth provides prevention strategies to address underage drinking.

Specific to this request, the conference is funded by registrations; The City of Lancaster Hospitality grant for \$6,000; John T Stevens Foundation for \$1,000; Lancaster County Partners for Youth for \$500; and other requests to other businesses and foundations have been made for \$13,500 of which we are currently waiting to hear of their funding decisions.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Promotions	Conference attendee folders - which feature Lancaster County starred on the cover; notepads and pens all prominently displaying Lancaster County	\$ 500
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 500

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 0

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
Offset costs of participant registration which now does not cover full participant cost due to increases in speaker fees, caterers, USCL usage, travel, and local accommodations and decrease in City of Lancaster Hospitality Tax funding	4500
TOTAL REQUEST (OTHER)	\$ 4,500

TOTAL REQUESTED FROM COUNTY	\$ 5,000
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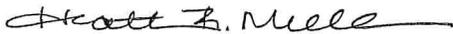
4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 18 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County		\$5,000	requested
City of Lancaster and Foundations	18000	\$7,500	\$7,500
Registrations and account balance	13600	\$7,600	in process
Businesses and others	2000	\$13,500	requested
TOTAL Project or Event	\$ 33,600	\$ 33,600	\$ 7,500

The following attachments MUST be submitted with your application. If not, your application will NOT be considered.

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service (IRS) Form 990 for the most recently completed year. (A financial statement must be substituted if an organization chooses not to file an IRS Form 990 because their revenues are less than the threshold to file an IRS Form 990).
- C. Copy of Annual Audit performed by a Certified Public Accountant (CPA):
 - 1. if a governmental agency, or;
 - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the County of Lancaster will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.



Executive Director's Signature

April 11, 2018

Date

Heather R. Mueller, Executive Director

Name and Title (please print)



Board Chair's Signature

April 11, 2018

Date

Trey Cook, President

Name and Title (please print)

Administrative Purposes Only

Date Received:

4/13/18

Valid Accommodations Purpose under State Code of Laws 6-4-10(4)(b):
 IRS determination letter:
 IRS Form 990 (or Financial Statement if not required to file IRS 990):
 Audit:

Yes No
 Yes No
 Yes No
 Yes No



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2018 – June 30, 2019

Applications must be received by 5:00 PM – **Friday, April 13, 2018**

Return applications to:
Lancaster County Finance Department
Attn: Veronica Thompson
PO Box 1809
Lancaster, SC 29721
 Or
101 North Main Street, Suite 121, Lancaster

Questions should be directed to:
Veronica Thompson
vthompson@lancastercountysc.net

ATAX Grant Requested:	\$ 66,000	Date(s) of Specific Event:	2018-19 season
Total cost of project:	\$ 70,906	(if applicable)	
Location of Specific Event:	Barr Street Auditorium and other venues		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Community Playhouse of Lancaster County, INC
Contact Name and Title:	Joe Timmons III, Artistic Director
Mailing Address:	P.O. Box 1073
Phone Number:	864-910-0131
Fax Number:	803-313-5994
Email Address:	info@lancasterplayhouse.com
Website:	www.lancasterplayhouse.com

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:	
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Briefly state the history and mission of your organization.

Mission Statement:

"The Mission Statement of the Community Playhouse of Lancaster County, Inc. (CPLC) is to provide the community an avenue to attend and participate in the theatrical arts through productions and other events (camps, workshops, etc.) that broaden the views of our community through diverse programming, thereby nurturing an appreciation for the arts and our world."

The Community Playhouse of Lancaster County, Inc. was founded in 1972 by a group of forty-five people who met at the Christ Episcopal Church. The Community Playhouse of Lancaster County has never had its own facility; therefore, CPLC has performed in various venues throughout the county: Buford High School, Andrew Jackson High School, St. Luke Methodist Church, Lancaster High School, USC-Lancaster, The Historic Springs House, Bob Doster's Backstreet Studio, and now the historic Barr Street Auditorium. The community playhouse is truly a community theatre. The board is made up of fifteen individuals who represent all areas of the county and show an interest in bettering the community through theatrical arts. The Community Playhouse of Lancaster County is the oldest existing arts organization in Lancaster County.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

Because CPLC strongly believes that theatre is both entertaining and educational, we would like to expand our capabilities in educating our participants and audiences through theatrical workshops and performances. This would be accomplished in three sections: in-house workshops and camps, in-house performances, and outreach programs and performances.

In-house workshops and camps would include a variety of interactive offerings for different age groups such as theatrical skills, the auditioning process, musical theatre, the building blocks of acting, stage crew techniques, and play writing. While some workshops will be led by local theatrical artists, others will be led by professional performing artists from larger metropolitan areas.

In-house performances will be shows from our regular season for which we will bring students to our performance space from schools in Lancaster County and surrounding counties. We will present shows selected especially for particular grade levels and will supply teachers with core curriculum arts integrated educational packets. The packets will contain pre- and post-performance lessons tying the performance with their core subjects. While we have already established a strong connection with the Lancaster County School District, we hope to develop a relationship with surrounding school districts as well. In September 2018, we will present "The Unscary Ghost," which is based on Oscar Wilde's "The Canterville Ghost," to elementary aged students. We will use this show as an performance workshop for the cast, all of whom will be under the age of eighteen. In February 2019, we will present Shakespeare's "Romeo and Juliet" to eighth and ninth graders.

We will add an additional show to our regular season for our outreach program and performances. This show will be a play based on a literary classic that will be taken to other schools and community venues in and around Lancaster County. We would present workshops and performances for students during the school day and then perform the same show that evening for the community.

This grant would help provide funding for the workshop instructors, materials for all the workshops, the schools' travel expenses to our in-house performances, maintenance of our rented performance space, operation expenses, our travel and performance expenses to outreach programs, and mobile equipment for traveling shows.

2. Describe how will your project benefit tourism in Lancaster County?

Theatrical people are always looking for ways to improve their craft. The workshops will bring people from all over South Carolina and neighboring states. The instructors of these workshops will have to have room and board; therefore, they will stay in local hotels and eat at the local restaurants. Also the participants of the workshops will need to eat lunch and possibly purchase gasoline for the trip home, or possibly even stay overnight in one of our local hotels. The workshops will be in different venues around the county, highlighting different areas of the county. The venues may include libraries, schools, community centers, state and local parks, and churches. We already utilize two historic venues: the historic Springs House and the historic Barr Street School.

Tourists (and all patrons) will benefit from the quality of in-house productions and outreach programs, making them more inclined to join the CPLC as members and to return regularly to Lancaster area for future productions. Tourists who attend CPLC productions purchase gasoline at local stations, eat meals at local restaurants, and spend the night at local hotels and motels -- all are tourism-related businesses. We also place local businesses in our program, letting patrons know about local events and places. CPLC also receives donations from local businesses, and those businesses are always listed and thanked in the program, thus encouraging patrons to visit those businesses as well. Our performances require many actors and crew members, some of whom are from other counties and states. When they are here for rehearsals, they partake of local businesses and restaurants.

The Outreach programs in the Kershaw, Buford, and Indian Land areas, will allow people from other counties and states to come into the Lancaster County to enjoy the programs. The people who attend the outreach programs, will partake in purchases in Lancaster County businesses and restaurants.

3. Describe how will your event benefit the community?

Workshops are going to build theatrical techniques as well as life skills. Learning theatrical techniques utilizes problem solving and other skills that are greatly desired in the business world. The workshops will be in different areas of the county allowing more accessibility to people around the county and neighboring areas.

For many students in Lancaster County, attending a CPLC production with their class will be their first exposure to theatre culture. Whether it instills in them a desire to participate in or simply to enjoy the arts, we will have broadened their cultural experience and helped steer children toward becoming well-rounded, sophisticated adults who value the arts -- a trait inherent in creative adults who contribute to society and advocate for all of the arts.

Outreach programs will build audiences around the county and bring in new patrons and participants to our in-house shows. This will allow patrons to access to local businesses' advertisements. Additionally the outreach programs will grow the participation in our workshops and camps.

4. Describe previous successes and capacity for managing the project

We have previously instituted cast workshops with children's productions. Not only did the children enjoy learning about theatre, but they also developed skills necessary for life such as teamwork, self-discipline, and responsibility. Many of the older children helped the younger children without being prodded to do so. We have held summer camps in the past where children learned different skills and performed a one-act play for parents and community at the end of the camp. Unfortunately lack of funds has prevented us from continuing this on an annual basis. We have partnered with the Lancaster County School District several times in the past and have been very successful in providing local students with a performance and an opportunity to ask questions to the actors and stage crew. The CPLC also has joined with See Lancaster, Lancaster Performing Arts Series, KATTS, and Lancaster County Council of the Arts. For the last five years, we have performed a dinner theatre for City of Lancaster Performing Arts and have brought in patrons from out of county to see the shows. We also have partnered with White Oak, the Children's Home, and other non-profit organizations to allow them to see shows for free.

We have successfully run the playhouse since 1973. We have been able to generate enough funds to maintain and steadily improve the quality of our shows. The playhouse has implemented online ticket sales to encourage out of area purchases. CPLC in the past has successfully held camps and workshops and traveled to different locations to perform. Unfortunately during the economic crisis, a few years back, we had to scale down our outreach programs to continue presenting quality in-house productions. Our treasurer presents monthly financial reports to our board and annually at the Rosie's (annual membership banquet). All purchases have to be approved and budgeted by the board before being made. The requested funds are primarily start up cost.

5. Describe your marketing plan and how you intend to track visitors

We recently updated our web site to make it more user friendly and enable us to better advertise upcoming events. We also have as a marketing tool the following social medias: Facebook, Twitter, and Instagram. We will have advertisements and have registration on our web site for workshops and camps. We would print and also upload our teacher packets to our web site for the teachers bringing classes to our shows. Being a non-profit we plan to utilize the free advertisements as follows: Upcoming Events section in "The Lancaster News," the free non-profit billboard in Indian Land, the free electronic sign in The City of Lancaster, and the free section in "The Gateway." Our board members and the Lancaster County Council for the Arts will help advertise with their own social media. We will also publicize in surrounding counties' newspapers and other media. We will print and distribute flyers for workshops, camps, and outreach performances.

Each CPLC production averages approximately 300-500 patrons. In 2008-2009, the Playhouse began tracking patrons by requesting zip code information which was recorded on each ticket. In the 2015-2016 season, we started an electronic ticketing system that tracks where our patrons are from using the Square Register. In the 2016-2017 season, the results of the tracking indicate CPLC productions attract 95% of its patrons from outside the city limits. We also use a survey through the internet to get feed back from all patrons. Our web site has a counter to see how many visitors view it. When buying an online ticket we ask if the purchaser anticipates buying gas, food, and/or lodging.

The numbers indicate an 20% of patrons are from outside Lancaster County , such as but not limited to Chester, York, Charlotte metropolitan area, and other out of state locations. In the last season, we tripled our membership from the previous year. We also have program sponsors from local and surrounding businesses and organizations.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2019

1. The Accommodations Tax is available under section 6-4-10(4)(b) of the South Carolina Code of Laws for the following **tourism-related** expenditures.
(Refer to guideline –Budget and Eligible Expenditures)

2. **Describe how the organization is currently funded.**

The playhouse is currently funded through ticket sales, membership dues, business sponsor, individual sponsors, grants, donations, working local events, and concession and merchandise sales. Some donations for productions are also in the form of furniture, props, and costumes. Our board, actors, and crews are volunteers that enjoy theatre and want to improve the quality of theatre in our area.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
The Herald	Sunday Papers before the show	\$ 400
The Lancaster News	15 inch ad (4inx5in) in Sundays Paper	2700.00
Printed Flyers	4x6 posters giving particulars of the event, distributed a month before the event in local and non-local areas. Printed at UPS.	1720.00
Packets for Teachers	A month before the productions	344.00
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 5,164

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
Lighting/Sound upgrade for in-house productions	13,752.00
Stage Curtains	25,000.00
Storage for Traveling Costumes/Props/Equipment	4800.00
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 43,552

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
Royalties/ Scripts/ Honoraria /Room and Board/ Costumes/ Props/ Scenery for Shows and Workshops	6280.00
A enclosed trailer to haul mobile equipment and scenery	9000.00
Mobile Theatre Equipment (Lights, Sound, Microphones)	6910.00
TOTAL REQUEST (OTHER)	\$ 22,190

TOTAL REQUESTED FROM COUNTY	\$ 70,906
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4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 18 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County		66000	
City of Lancaster	10,000		
TOTAL Project or Event	\$10,000	\$ 66,000	\$ 0

The following attachments MUST be submitted with your application. If not, your application will NOT be considered.

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service (IRS) Form 990 for the most recently completed year. (A financial statement must be substituted if an organization chooses not to file an IRS Form 990 because their revenues are less than the threshold to file an IRS Form 990).
- C. Copy of Annual Audit performed by a Certified Public Accountant (CPA):
 - 1. if a governmental agency, or;
 - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the County of Lancaster will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.

Executive Director's Signature

Date

N/A (No Executive Director)

Name and Title (please print)

Deborah Jennings
Board Chair's Signature

4/12/18
Date

Deborah Jennings, President of The Community Playhouse of Lancaster County, INC.

Name and Title (please print)

Administrative Purposes Only

Date Received:	Valid Accommodations Purpose under State Code of Laws 6-4-10(4)(b):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	IRS determination letter:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	IRS Form 990 (or Financial Statement if not required to file IRS 990):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Audit:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Proof of 990N



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2018 – June 30, 2019

Applications must be received by 5:00 PM – Friday, April 13, 2018

Return applications to:
Lancaster County Finance Department
Attn: Veronica Thompson
PO Box 1809
Lancaster, SC 29721
Or
101 North Main Street, Suite 121, Lancaster

Questions should be directed to:
Veronica Thompson
vthompson@lancastercountysc.net

ATAX Grant Requested:	<input type="text" value="\$ 40,000"/>	Date(s) of Specific Event:	<input type="text" value="11.3.2018"/>
Total cost of project:	<input type="text" value="\$ 60,000"/>	(if applicable)	
Location of Specific Event:	<input type="text" value="Indian Land Schools Complex"/>		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Indian Land Fall Festival
Contact Name and Title:	J Michael Neese
Mailing Address:	134 Fort Mill Highway Indian Land SC 29707
Phone Number:	704.497.7944
Fax Number:	NA
Email Address:	indianlandfallfest@gmail.com or jmichaelneese@gmail.com
Website:	www.indianlandfallfest.com

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:

Briefly state the history and mission of your organization.

The Indian Land Fall Festival originally began 13 years ago as the Indian Land Rotary Fall Festival. In 2017, Indian Land Rotary decided to no longer host this event and came to a group of Indian Land community leaders suggesting a new group be organized. On June 16, 2017, the current Indian Land Fall Festival was formed. On October 28, 2017, the Indian Land Fall Festival was held and was one of the largest if not the largest one day event in Lancaster County history.

The Indian Land Fall Festival is a community event which showcases Indian Land and Lancaster County - its people, organizations, churches, and businesses. The theme is "the journey not just the destination". This theme allows organizers the opportunity to use the Fall Festival platform to promote the community throughout the year and a reason for people to get out and connect in the community.

This year the main event will be held on November 3rd, and due to the unique geography of the panhandle we expect to draw as many or more guests from outside of Lancaster County. This year we also plan to begin working towards our three year goal of a two weekend - ten day event with smaller events leading up to the main festival on November 3rd. A new Home Section will also be introduced this year to draw more from outside of the county that are considering relocation to Lancaster County.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

Marketing

The main component of this project is for marketing and advertising budgets. Part one includes target marketing outside of Lancaster County. There are more than one million people living within 20 miles of the Indian Land Fall Festival. More than 90% of those live outside of Lancaster County. Part two includes target marketing in both Carolinas for folks living further than 20 miles where people are drawn for specific events such as the 5k, car show, music, fireworks, and arts & crafts. Part three includes target marketing in areas of the northeast and midwest US where there are high concentrations of individuals moving to the area.

Event Support

The second part of the project is support of the event. Due to the size of event parking and safety are the number one concern. Offsite facilities for parking and shuttle service have been arranged along with appropriate law enforcement, fire, and EMS services.

Capital Improvement.

As part of the three year strategic plan, we have identified areas for capital improvements not only for the event but also for the schools and community to use throughout the year. Our committee will begin to work on these projects as funds become available. This includes permanent stage installation, landscaping, and erosion control.

2. Describe how will your project benefit tourism in Lancaster County?

Our event will grow into a 10 day event and will have large attendance numbers. This platform will allow us to not only market the event each fall but also market Indian Land and Lancaster County throughout the year as part of our "Journey Not Just The Destination" theme. Other businesses and community organizations will be able to partner up and use this network to draw from outside the county throughout the year.

3. Describe how will your event benefit the community?

There are four components of participation with the Fall Festival - business, religious organizations, schools, and civic organizations. Our model allows all groups to participate and promote themselves. As we have events throughout the year, it increases the opportunity for networking and promotion of Indian Land and Lancaster County based groups. Special emphasis has been placed on local religious organization and Lancaster County Schools for promotion and participation.

From an activity standpoint, there is a wide array of activities. This includes music acts, the food truck rodeo, faith zone, 5k, proposed firework show, arts & crafts, car show, corn hole tournament, and other events leading up to November 3rd.

4. Describe previous successes and capacity for managing the project

In four months, the Indian Land Fall Festival organization was able to put together one of the largest events in Lancaster County history. It was awarded the Rising Star award by the South Carolina Festival and Events Association which is one of the top three awards in the state. A team of results driven leaders has been assembled for the festival from leaders in the business, religious, school, and civic sectors. The event has processes set up that can be scaled for future growth and management. Also, relationships with many other area festivals have been formed and conversations with larger national events are taking place to develop best practices for the Indian Land Fall Festival.

5. Describe your marketing plan and how you intend to track visitors

The marketing is set up as a dynamic plan that can be modified to maximize results. A network of every HOA in Indian Land, many local businesses, the schools, most religious organizations, and other community leaders has been assembled to get our message out and forms the base of the Fall Festival.

For tracking we plan to implement a new system using tablets to record information as guests enter. This short list will include questions such as number in party, how they heard about event, zip code of residence, etc. This will include a spot for email to send follow up questionnaires to guests.

The marketing team includes an executive that specializes in social media and online marketing. Traditional forms such as print, posters, and billboards will be implemented. There will be targeted mailings throughout the Carolinas to specialized groups to draw more to events such as the 5k, car show, and other events. A partnership with a local radio station has been formed whose reach includes 18 counties and 2 states.

A new marketing plan will be implemented for the "Home" section with local realtors and builders partnering to promote the area and potential new home buyers coming from areas in the Northeast and Midwest United States. Advertising will also take place with Carolina travel and business magazines. We also plan to engage an ad agency that specializes in gas station pump video advertising.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2019

1. The Accommodations Tax is available under section 6-4-10(4)(b) of the South Carolina Code of Laws for the following **tourism-related** expenditures.
(Refer to guideline –Budget and Eligible Expenditures)

2. Describe how the organization is currently funded.

The Indian Land Fall Festival is currently self funded. Last year seed money was provided by a private individual which will not be available this year.

3. ITEMIZE EXPECTED PROJECT COSTS- **TOURISM RELATED**

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Print/Posters	Union, Mecklenburg, York Counties	\$ 3,000
Tablet / tracking program	computerized tracking system	2500
Target Mailings and magazine	throughout Carolinas	3500
Radio	advertising leading up to the event 18 county area	3500
Social Media / Digital Advertising	targeted advertising in Carolinas, Northeast, and Midwest	5000
Digital Billboards	Charlotte/ Rock Hill metro area	3000
Gas Station Media	Carolinas	2000
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 22,500

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
EROSION CONTROL, STAGE, LANDSCAPE	10000
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 10,000

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
Shuttle and Parking service	3500
Security and Sheriff Deputies	2500
Fire & EMS	1500
TOTAL REQUEST (OTHER)	\$ 7,500

TOTAL REQUESTED FROM COUNTY	\$ 40,000
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4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 18 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County			
None			
TOTAL Project or Event	\$ 0	\$ 0	\$ 0

The following attachments MUST be submitted with your application. If not, your application will NOT be considered.

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service (IRS) Form 990 for the most recently completed year. (A financial statement must be substituted if an organization chooses not to file an IRS Form 990 because their revenues are less than the threshold to file an IRS Form 990).
- C. Copy of Annual Audit performed by a Certified Public Accountant (CPA):
 - 1. if a governmental agency, or;
 - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the County of Lancaster will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.

Robin Hensel 4/12/18
 Executive Director's Signature Date

Robin K Hensel, Festival Director

Name and Title (please print)

J Michael Neese 4/12/18
 Board Chair's Signature Date

J Michael Neese, Chairman

Name and Title (please print)

Administrative Purposes Only

Date Received: 4/12/18	Valid Accommodations Purpose under State Code of Laws 6-4-10(4)(b):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	IRS determination letter:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
	IRS Form 990 (or Financial Statement if not required to file IRS 990):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Audit:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Brandon Michael Newton
District No. 45 - Lancaster and
York Counties
P. O. Box 2501
Lancaster, SC 29721



404-D Blatt Building
Columbia, SC 29201
Tel. (803) 212-6874
BrandonNewton@schouse.gov

Committees:
Education and Public Works
Regulations and Administrative
Procedures

House of Representatives

State of South Carolina

April 17, 2018

To Whom It May Concern:

RE: 2018 Indian Land Fall Festival

I write to offer my full support for Mike Neese, Chairman of the Indian Land Fall Festival, in his efforts to secure a tax grant.

The Indian Land Fall Festival will celebrate its thirteenth year this fall and it continues to expand and enjoy increased attendance and participation. With our beautiful and crisp fall air, the festival attracts vendors, artists, businesses and visitors who travel from around our state and in from our neighboring state of North Carolina.

The festival is a family-oriented event focused on activities for young and old alike to enjoy with an emphasis on our schools and churches. Chairman Neese continues to do an outstanding job leading the festival and works many hours to ensure its growth and success while securing new events and returning favorites. I understand that their inaugural year resulted in operating in the black, which is often unheard of with festivals.

I would appreciate anything you could do to help ensure another successful event for our picturesque and beloved Indian Land community and the Fall Festival. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Brandon M. Newton". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brandon M. Newton

BN/vhr/2018april17-4



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2018 – June 30, 2019

Applications must be received by 5:00 PM – Friday, April 13, 2018

Return applications to:
*Lancaster County Finance Department
 Attn: Veronica Thompson
 PO Box 1809
 Lancaster, SC 29721
 Or
 101 North Main Street, Suite 121, Lancaster*

Questions should be directed to:
*Veronica Thompson
 vctompson@lancastercountysc.net*

ATAX Grant Requested:

\$ 5,000

Date(s) of Specific Event:

12/01/2018 and Spring of 2019

Total cost of project:

\$ 5,000

(if applicable)

Location of Specific Event:

St. Luke Methodist Church, 128 Providence Road, Lancaster for December 2018 and a location to be determined in Indian Land in the Spring of 2019
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SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Lancaster County Council on Aging, Inc.
Contact Name and Title:	Sally P. Sherrin
Mailing Address:	P.O. Box 1296, Lancaster SC 29721
Phone Number:	803-285-6956 ext 23
Fax Number:	803-285-6958
Email Address:	ssherrin@lancastercoa.org
Website:	www.lancastercoa.org

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:	
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Briefly state the history and mission of your organization.

The Lancaster County Council on Aging, Inc. incorporated in 1975 as a private non-profit agency with a mission to provide a system of coordinated and comprehensive services to enable older persons of Lancaster County to continue to maintain their independence.

Last year the Lancaster County Council on Aging, Inc. served 568 of the approximately 16,954 senior citizens of Lancaster County.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

The LCCOA is requesting funding to promote two Folk Art Show and Sales; December 1, 2018 at St. Luke Methodist Church as a repeat of an established event, and for the first time a second event in the Spring of 2019 at a yet to be determined location in Indian Land.

Last year's event showcased 30 artists, 10 from Lancaster County and 20 from outside Lancaster County. The event featured potters, woodworkers, felting artists, basket makers, jewelry makers, knife makers, soap and candle makers, pine straw basket weavers, fabric artists, folk art painters, alpaca wool weavers, and gourd artists.

Artists pay a fee for a booth at the event. Each artist provides an item for a silent auction. Proceeds from booth rental and the silent auction are designated for the services provided by the Lancaster County Council on Aging.

2. Describe how will your project benefit tourism in Lancaster County?

The Folk Art Show and Sale benefited tourism in December 2017 by attracting 301 individuals to the event to view and purchase art from the 30 artisan vendors. Twenty-six percent of the attendees were from outside Lancaster County. Twenty of the thirty artists were from outside Lancaster County. Therefore, the December 2017 event attracted 97 individuals from outside Lancaster County, many of whom spent the night at local motels and purchased food at Lancaster County restaurants. One local bed and breakfast is rented for this event each year. The 2018 and 2019 Folk Art Show and Sale will once again benefit tourism by attracting people from outside Lancaster County to visit and spend money while visiting. With the funding provided by this grant, additional advertising should increase attendance and tourism revenue in Lancaster County.

3. Describe how will your event benefit the community?

The Folk Art Show and Sale benefits the community by promoting the arts in Lancaster County and attracting tourists. The event is held on the same day as the City of Lancaster's Christmas in the City and Tree Lighting Event in an effort to share marketing and attract and even larger turnout on that day. The City of Lancaster and the Lancaster County Council on Aging promote both events.

4. Describe previous successes and capacity for managing the project

The Folk Art Show and Sale has been held for the past six years, except for 2016. The event has grown in attendance each year. 2017 was the first year that the event proceeds went to the Lancaster County Council on Aging to support senior services.

5. Describe your marketing plan and how you intend to track visitors

The marketing plan for the event is to promote the event in trade magazines for artists such as the Catawba Valley Pottery & Antiques Festival Magazine, magazines such as the Sandlapper Magazine, The Lancaster News, websites for artists, on Facebook pages such as the Piedmont Folk Art Show and Sale, The Lancaster County Council on Aging, and See Lancaster. Visitors are tracked by asking each visitor to register for door prizes. Door prize registrations include addresses.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2019

1. The Accommodations Tax is available under section 6-4-10(4)(b) of the South Carolina Code of Laws for the following **tourism-related** expenditures.
(Refer to guideline –**Budget and Eligible Expenditures**)

2. Describe how the organization is currently funded.

The Lancaster County Council on Aging receives not only Federal and State funding, but also from United Way, Lancaster County, other organizations, private donations and fundraising efforts such as the Folk Art Show and Sale.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Newspaper Ad	Oct-November 2018; Lancaster News	\$ 750
Magazine Ads	Sandlapper, Catawba Valley Pottery & Antiques Festival, Summer Fall of 2018	500
Yard Banners	To post outside at each event	200
Yard Signs	To post along roadway at each event	200
Newspaper Ad	Spring 2019 for Indian Land Event	750
Magazine Ads	Spring 2019 for Indian Land Event	500
Print media	Printing and Mailing of Postcards for both events	400
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 3,300

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 0

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
Rental of Venue December 2018	200
Rental of Venue Spring 2019	500
Event Insurance for both events	1000
TOTAL REQUEST (OTHER)	\$ 1,700

TOTAL REQUESTED FROM COUNTY	\$ 5,000
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4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 18 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County	5000	5000	Requested
TOTAL Project or Event	\$ 5,000	\$ 5,000	\$ 0

The following attachments MUST be submitted with your application. If not, your application will NOT be considered.

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service (IRS) Form 990 for the most recently completed year. (A financial statement must be substituted if an organization chooses not to file an IRS Form 990 because their revenues are less than the threshold to file an IRS Form 990).
- C. Copy of Annual Audit performed by a Certified Public Accountant (CPA):
 - 1. if a governmental agency, or;
 - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the County of Lancaster will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.

Sally P. Sherrin 4/12/2018
 Executive Director's Signature Date

Sally P. Sherrin, Executive Director

Name and Title (please print)

Babette A. Sabia 4/10/2018
 Board Chair's Signature Date

Babette A. Sabia, Board Chairwoman

Name and Title (please print)

Administrative Purposes Only

Date Received:	Valid Accommodations Purpose under State Code of Laws 6-4-10(4)(b):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<u>4/12/2018</u>	IRS determination letter:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	IRS Form 990 (or Financial Statement if not required to file IRS 990):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Audit:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2018 – June 30, 2019

Applications must be received by 5:00 PM – Friday, April 13, 2018

Return applications to:
Lancaster County Finance Department
Attn: Veronica Thompson
PO Box 1809
Lancaster, SC 29721
Or
101 North Main Street, Suite 121, Lancaster

Questions should be directed to:
Veronica Thompson
vcthompson@lancastercountysc.net

ATAX Grant Requested:	\$ 24,200	Date(s) of Specific Event:	2018-19
Total cost of project:	\$ 35,200	(if applicable)	
Location of Specific Event:	Lancaster County		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Lancaster County Council of the Arts
Contact Name and Title:	Debra Jaillette, Executive Director
Mailing Address:	PO Box 613, Lancaster, SC 29721
Phone Number:	803.285.7451
Fax Number:	803.285.7452
Email Address:	djaillette@yahoo.com
Website:	www.lccarts.net

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:

Briefly state the history and mission of your organization.

The Lancaster County Council of the Arts was formed in 1977 in Lancaster, SC and registered as a not for profit organization whose mission then and now is the same - to enhance the quality of life in Lancaster County.

Our official mission statement:

The mission of the Lancaster County Council of the Arts is to enrich the quality of life in Lancaster County by building a vibrant community connecting arts, culture and economic vitality through education, advocacy and collaboration.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

'Paws On Parade' Public Art Tourism Project is a collaboration between the Lancaster County Council of the Arts (LCCA) and the Avant Gard Center for the Arts (AGCFTA). It is modeled after very successful public art projects in which large fiberglass forms depicting animals, runners, benches, etc. have been painted and embellished creatively (and individually) by artists and installed in public spaces. Our initial 10 finished sculptures (five different breeds of dogs) will be installed and open to the public to coincide with upcoming festivals and events (to increase attendance and maximize exposure). Lancaster County has an affinity and appreciation for dogs which is revealed in many ways: police drug dogs; effective SPCA and animal shelter; Nutramax Laboratories; mascots for the Fire Department and Founders Federal Credit Union, etc.

As a permanent/ongoing public art project, the first of the sculptures will be located around city and county buildings and businesses, with plans for additional sculptures installed as the project becomes self-sustaining. Potential locations for initial installations include Red Rose Park, Fire Department, Sheriff's Office, Chamber of Commerce, Historic Springs House and entrance/exit to Cultural Arts District.

2. Describe how will your project benefit tourism in Lancaster County?

This project offers the opportunity for greater arts tourism destination marketing and positive publicity, in addition to further establish the Cultural Arts District (CAD) as a permanent part of Lancaster's landscape. Success stories for this type of tourism project and its impact on local economies nationally and internationally abound. Local businesses, corporations, foundations and agencies will be sought for partnership and sponsorships, which will establish a vested interest among community leaders. With the popularity of dogs - from rescue mixed breeds to pedigree dogs, we believe this project can draw from a wide geographic area, including Charlotte and Columbia. This will bring new tourism dollars into the county. We plan to partner with the Chamber of Commerce and area accommodations (including the Olde English District) to create packages to encourage overnight stays, thus contributing back to the Accommodations Tax.

The present estimated number of visitors in the CAD is based on data collected in the previous year, and records are accumulated and written in report to the South Carolina Arts Commission. See question #5 for more detail. In addition to project funding for the forms, it will assist in reaching a greater market of visitors by increasing the ability to reach them through all forms of media, web presence and print materials. Utilized will be publications, television, radio, social media, web, signage, fliers, postcards. Partnership promotions will be done with other same-day events. This will allow a greater market reach in the County and City.

Contrasting brochures/maps other collateral materials, these sculptures are a permanent way to continually promote and market our county by their presence.

3. Describe how will your event benefit the community?

Public art projects are the result of strategic community partnerships that bring project organizers, artists, sponsors, local businesses and social groups together toward the common goal of enriching their community and inviting tourists. They bring vibrancy to downtowns, increase foot traffic, turn downtown business districts into neighborhoods and bring joy into the hearts of onlookers. Everyone benefits from these whimsical, amusing and unexpected sculptures – increased tourism boosts revenue for local governments and merchants; local artists broaden the audience for their work; sponsors obtain goodwill and positive marketing from their support. Samples of this work are included in this grant package. Many progressive cities and counties have permanent art displays like we are proposing: Waynesville, NC (bears); Beaufort, SC (mermaids); Spartanburg (mice); Greenville (butterflies); Seattle (pigs), Sandy Springs, GA (turtles).

4. Describe previous successes and capacity for managing the project

This project is a collaborative partnership between the LCCA and the AGCFTA. The leadership team of these two non profit organizations have many combined years of professional and personal experience in the arts and in project and grants management. In addition, we can rely on the strengths of our Kennedy Center Partnership Team (Lancaster County School District, City of Lancaster, LCCA) on which to draw for successful implement of this project and its future, continuing benefit to our county.

5. Describe your marketing plan and how you intend to track visitors

Each year, businesses and organizations (NASC, LCCA, Backstreet Studio, Lancaster County Museum and Library, etc. in the Cultural Arts District keep guest registers with zip codes and number of party for purposes of annual reports to the South Carolina Arts Commission. In 2017, for example, the year-end report revealed there were 50,524 visitors to the CAD (population in the City of 24,979 in 2016). With the County population over 92,550 (2017), using a modest estimate of 100,000 tourists, we have calculated the economic/tourism value to Lancaster County. Please see enclosed exhibit.

We will strategically market outside Lancaster -- particularly Charlotte and Columbia, in addition to the areas of high population/business growth. For tracking, we will ask all locations and attractions on a quarterly basis for visitation numbers, knowing that if someone came here, they saw the high visible 'art dog(s)'. We are also investigating the development of a phone 'app' for 'Paws on Parade'.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2019

1. The Accommodations Tax is available under section 6-4-10(4)(b) of the South Carolina Code of Laws for the following **tourism-related** expenditures.
(Refer to guideline –Budget and Eligible Expenditures)

2. Describe how the organization is currently funded.

The LCCA is funded through individual and business memberships, corporate sponsorships, South Carolina Arts Commission, foundation grants, fund-raisers, special projects artist consignments.

This proposal is for the funding of the initial project of 10 sculptures; it will eventually become self-sustaining, as area businesses and organizations will privately fund their own sculpture(s), which will be added to the brochures and Paws on Parade visitor map/phone app, etc. The amount requested from ATax is not the total project cost. The LCCA will be matching a certain portion of the total budget (\$35,000) for operational/artist recruitment/project management/merchandising.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
sculptural forms	strategic placement throughout the city/county	\$ 9,600
advertising/printed materials/signs	newspapers, rack cards, OED, visitor centers, hotels	\$2500
webpage design/redesign & phone app	websites: city, county, LCCA, SeeLancaster, project partners	\$750
strategic social media posts	FaceBook, Twitter, Instagram	\$100
pedestals/mounts for sculptures	strategic placement throughout city/county	\$7500
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 20,450

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
	1750
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 1,750

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
supply budget	2000
TOTAL REQUEST (OTHER)	\$ 2,000

The following attachments MUST be submitted with your application. If not, your application will NOT be considered.

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
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- C. Copy of Annual Audit performed by a Certified Public Accountant (CPA):
 - 1. if a governmental agency, or;
 - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the County of Lancaster will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.


Executive Director's Signature 4/13/18
Date

Debra P. Jaillette, Executive Director

Name and Title (please print)

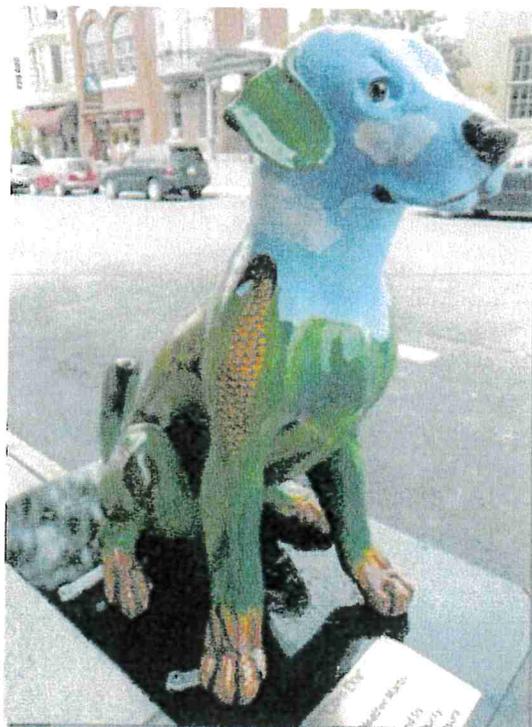
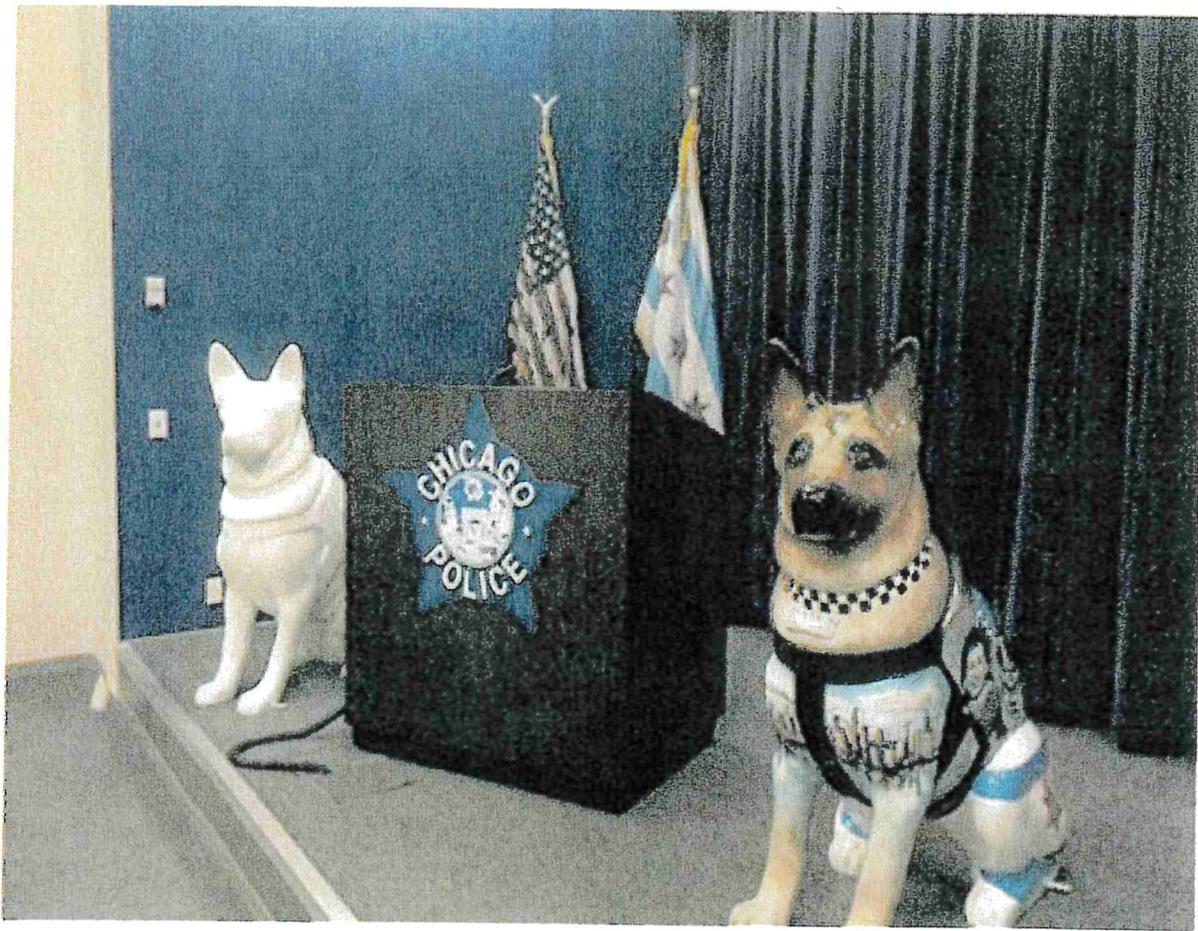

Board Chair's Signature 4/13/18
Date

Patricia H. Clancy, LCCA Board Chair

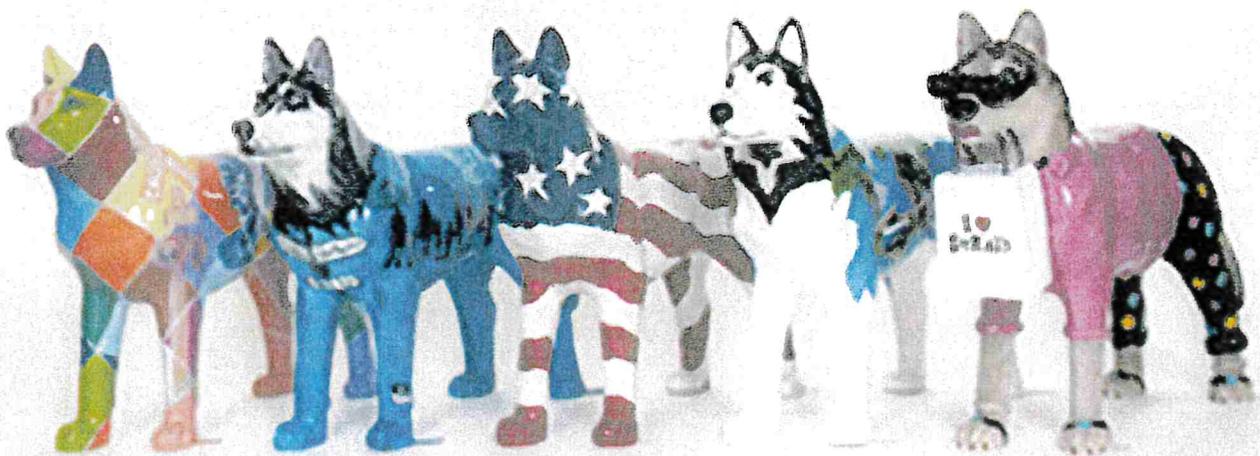
Name and Title (please print)

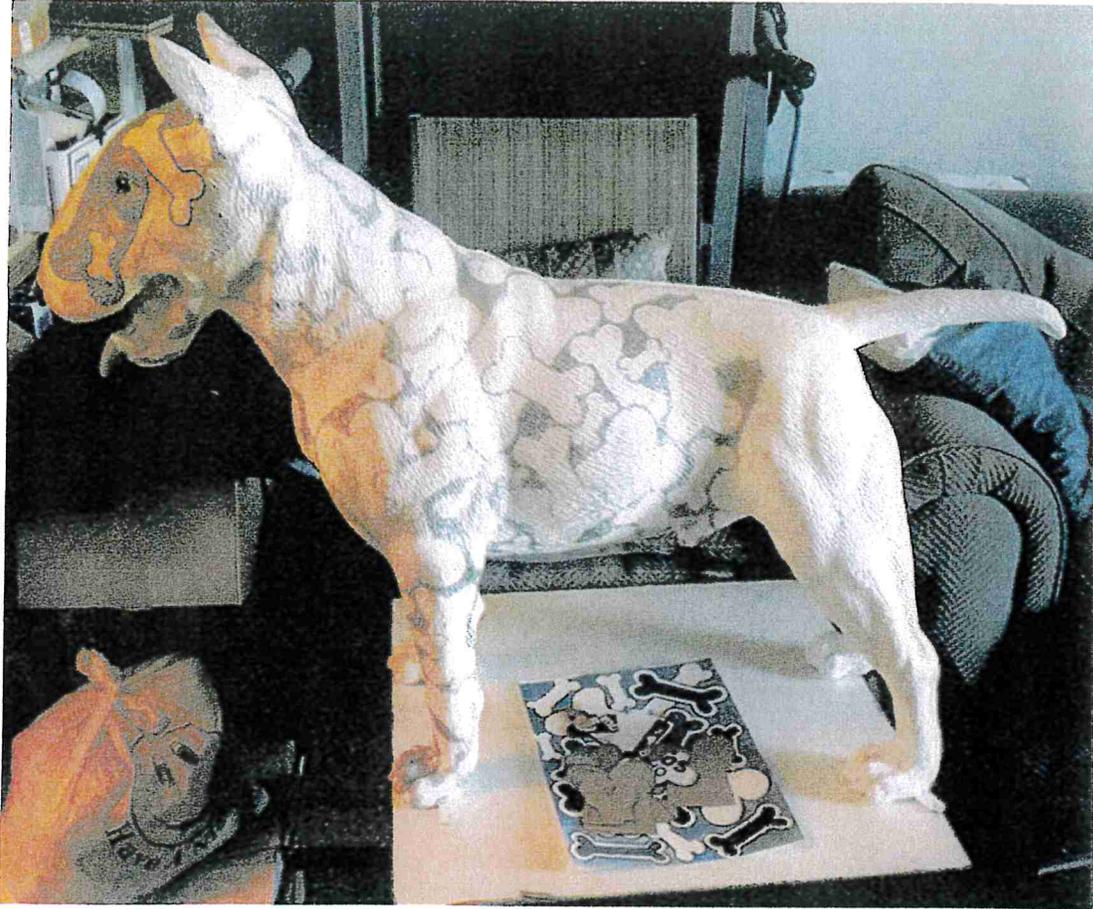
Administrative Purposes Only

Date Received: 4/13/18	Valid Accommodations Purpose under State Code of Laws 6-4-10(4)(b):	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
	IRS determination letter:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	IRS Form 990 (or Financial Statement if not required to file IRS 990):	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Audit:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>









ARTS & ECONOMIC PROSPERITY 5 CALCULATOR

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community: ▾

Total Expenses: \$

Total Attendance:

TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text" value="\$35,000"/>	<input type="text" value="1"/>	<input type="text" value="\$25,108"/>	<input type="text" value="\$1,219"/>	<input type="text" value="\$1,779"/>
AUDIENCES:	<input type="text" value="\$2,944,280"/>	<input type="text" value="72"/>	<input type="text" value="\$1,473,671"/>	<input type="text" value="\$129,666"/>	<input type="text" value="\$171,652"/>
TOTAL:	<input type="text" value="\$2,979,280"/>	<input type="text" value="73"/>	<input type="text" value="\$1,498,779"/>	<input type="text" value="\$130,885"/>	<input type="text" value="\$173,431"/>

Definitions

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and cultural organization and/or its audiences. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

Household Income:

The total dollars paid to community residents as a result of the expenditures made by your arts and cultural organization and/or its audiences. Household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Government Revenue:

The total dollars received by your local and state governments as a result of the expenditures made by your arts and cultural organization and/or its audiences. Government revenue includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

When using estimates derived from this calculator, always keep the following caveats in mind: (1) the results of this analysis are based upon the averages of similarly populated communities, (2) a unique input-output model was customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data, and (3) your results are therefore estimates, and should not be used as a substitute for conducting an economic impact study that is customized for your community.

[Explanation of Calculator Methodology \(.pdf, 333 KB\)](#)

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