



Lancaster County Accommodations Tax Advisory Committee Meeting Agenda

Friday, April 26, 2019

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

1. **Call to Order – Committee Chair Dean Faile** **2:00 p.m.**
2. **Approval of the agenda** *[deletions and additions of non-substantive matters]*
3. **Citizens Comments**
4. **Approval of Minutes from the April 26, 2019 pgs. 2-6**
5. **Discussion / Action Items**

Presentations of the Accommodations Tax Grant Applications:

- 2:15p.m. - 2:30 p.m. Community Playhouse of Lancaster County *pgs. 7-13*
- 2:30 p.m. - 2:45 p.m. Lancaster County Council of the Arts *pgs. 14-20*
- 2:45 p.m. - 3:00 p.m. The Children’s Council *pgs. 21-27*
- 3:00 p.m. - 3:15 p.m. Lancaster Youth and Young Choir *pgs. 28-34*
- 3:15 p.m. - 3:30 p.m. Friends of Buford Massacre Battlefield *pgs. 35-42*
- 3:30 p.m. - 3:45 p.m. Carolina Chili Championship *pgs. 43-49*
- 3:45 p.m. – 4:00 p.m. Indian Land Fall Festival *pgs. 50-56*

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, May 4, 2018

Members present were Veronica Thompson, Dean Faile, and Alkesh Patel. Also present were Steve Willis and Chelsea Gardner. Committee members that were absent were Kimberly Hill and Michael Dial. A quorum of the Lancaster County Accommodations Tax Advisory Committee was 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.

Call to Order

Chairman Dean Faile called the meeting to order at approximately 12:00 p.m.

Approval of the agenda

Alkesh Patel made the motion to approve the agenda. Seconded by Dean Faile. Passed 3-0.

Citizens Comments

There were no citizens that came forward for comments.

Approval of the minutes

Alkesh Patel made the motion to approve. Seconded by Veronica Thompson. Passed 3-0.

Discussion / Action Items

Presentations of the Accommodations Tax Grant Application:

- ***The Children's Council:***

Representation for the Coalition for Healthy Youth. The conference has been in existence since 2007. This year it is scheduled for August 8th at the University of South Carolina. The theme for this year is the miss use of opioids. It is a substance abuse prevention conference. The Coalition for Healthy Youth is a group of about 50 organizations. The last coalition there was 47 people in attendance. Meals are provided during the conference. It takes around 30 people to come together to be able to pull off the conference successfully. The information that was given in the packet was just for the out of town guest not for the individuals that live near Lancaster or in Lancaster.

CFO, Veronica Thompson asked if the agencies that they are marketing with are free or do they have to pay for the marketing?

The answer was most of the marketing was free but the web based marketing has a monthly fee.

Committee Chairman Dean Faile asked what the percentage of the attendees that stay overnight verses driving in and out of Lancaster are. Also a question was asked if in the past they keep up with how many attendees stayed overnight.

The answer was that normally if the attendee has to drive over an hour then they stay overnight. In the past they did not track the percentage of the attendees that stayed overnight but stated that they could do that this year and get a percentage.

Committee member Alkesh Patel, asked if the caterers they use are local?

The answer was yes, all of the caterers that are used for the conference are either in the City or the County of Lancaster.

- ***Community Playhouse of Lancaster County, Inc.:***

Joe Timmons the artistic director of the Community Playhouse of Lancaster County stated that the Community Playhouse began in 1973. The past few years there has been a huge increase in the memberships, attendees and the people in the shows. They can track where people are coming from to see the shows. They have noticed that people from out of the state are getting memberships to the Community Playhouse of Lancaster County. They are wanting to do an education process that will help them learn team work, self-discipline and focus. They are wanting to have workshops that will bring in attendees from Rock Hill, Chester, and out of state to be involved in the workshops.

Committee Chairman Dean Faile asked if they know how many workshops are planned with the money that is being requested. Are there any dollars that would be generated from the workshops that would stay here in the County?

Joe Timmons stated that as of right now they would like to have eight workshops with the money that is being requested. Yes, lunch would be provided for the presenter and the attendees which would be paid for by the Community Playhouse of Lancaster County but would it would actually stay in Lancaster County. They would get lunch from a restaurant in Lancaster.

▪ ***Indian Land Fall Festival:***

Mike Neese, Chairman of the Indian Land Fall Festival the festival director presented to the committee. They are reaching out to anyone that has any interest in the community to help with the Indian Land Fall Festival. As the festival grows and transitions begin they are looking to turn this into a 2 weekend 10 day event. Having the festival for more days will benefit the craft vendors along with other vendors because having it for 2 days it will make it worth them to come and set up. This year they would like to begin marketing at places to where they can reach out to people that are looking to move to Lancaster County. They would like to focus on the entertainment and activities to bring people to the festival and keep them there and entertained throughout the day. They would like to add a stage to the property for the festival and the stage could also be used for other purposes.

Alkesh Patel asked how many people attended the Indian Land Fall Festival last year.

Mr. Neese replied by saying that there were approximately \$18,000 people.

This year they plan to use one additional parking lot. The shuttle service and parking is something that will want to hire professionals for.

Alkesh Patel asked how many vendors attended last year's festival.

There were between 220-240 vendors at last year's festival.

▪ ***Lancaster County Council on Aging, Inc:***

They have asked for \$5,000 to help with the Folk Art Show and Sale. This is the 7th year of the event but the first year that the Lancaster County Council on Aging was a sponsor of the event. Folk Art Vendors are asked to come and set up a booth. Last year there were 30 vendors and 20 of those vendors were from out of the county. There were vendors from Georgia and North Carolina to come and set up. Last year there were 300 individuals that came to the event. They are trying to expand the event by expanding their marketing. They would like to expand this to a second event in the spring of 2019 in Indian Land. The hopes and thoughts are if they get into the Indian Land

area there will be even more vendors and expand and grow even further and the revenues will be more than double.

Chairman Dean Faile asked how much money was generated from the event last year.

There was \$3,300 generated last year from the event.

▪ ***Lancaster County Council of the Arts***

Debra Jaillette stated the project she is submitting for is called 'Paws on Parade' which is a potential name and not definite. Public art helps you identify your space. The dogs will be placed to create tourism for people to take pictures with. Eventually she would like to have events to bring tourists to Lancaster to see the dogs at different places throughout the County.

Dean Faile asked how you would determine where the dogs would go.

The dogs would go at the most widely used places throughout the County as well as strategic places.

The project is for 10 dogs to go throughout the County. Those 10 dogs would have to have some upkeep to them.

The company that she has discovered which is titled "Cow People" has data on the projects that they have helped put together. They have all of the information about the kind of paint that is used on the statues. There is a selection process how to choose the artists to paint each statue.

The committee took a five minute break.

The committee came back from the break at 1:31 p.m.

CFO, Veronica Thompson made the statement that there is \$149,664, \$73,803 has to be spent of the \$149,664.

Discussion of recommended awards

The Children's Council: If they can put together an adjusted marketing budget then \$5,000 can be provided they redo their budget to include eligible areas for funding. The new budget breakdown has to be given to the committee for them to review.

Community Playhouse of Lancaster County: \$5,000 for marketing and royalties, scripts, and costumes/ props and scenery except the packets for teachers.

Indian Land Fall Festival: Award them \$40,000 providing that they can get a letter of approval to do the upgrades at Indian Land High School football stadium location and also in the letter it has to state that the school district will allow them to continue to use that location in the immediate future as well as agreeing to the stage and landscaping with use for the immediate future as well.

Lancaster County Council on Aging, Inc.: The idea is to give them \$5,000 provided they redo their breakout budget to include eligible areas for funding. If a plan for 5,000 can be developed for marketing then she will be eligible for \$5,000 but if not then she will get \$2,900.

Lancaster County Council of the Arts: The committee is looking to award them \$20,450. The marketing and promotions approved but not construction and other.

Adjournment

Veronica Thompson made the motion to adjourn. Seconded by Alkesh Patel. Passed 3-0.

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, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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
vetthompson@lancastercountysc.net

ATAX Grant Requested:	\$ 35,100	Date(s) of Specific Event:	July 1, 2019-June 30, 2020
Total cost of project:	\$ 300,000	(if applicable)	
Location of Specific Event:	The Chesterfield: Performing Arts, Education, and Event Venue		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Community Playhouse of Lancaster County
Contact Name and Title:	Joe Timmons III, President
Mailing Address:	PO Box 1073
Phone Number:	864-910-0131
Fax Number:	
Email Address:	joetimmonsiii@yahoo.com
Website:	www.lancasterplayhouse.com

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:

rec'd
3/27/18

Briefly state the history and mission of your organization.

The Mission Statement of the Community Playhouse of Lancaster County, Inc. 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 is a real community theatre. The Community Playhouse of Lancaster County is the oldest arts group in Lancaster County. They produce 5 seasonal shows, and about 4-5 non seasonal shows. They have performed in many venues within the City of Lancaster: The Historic Springs House, Bob Doster's Backstreet Studio, Barr Street Auditorium, Lancaster High School, USC-Lancaster. The board is made up of 15 individuals who show an interest in bettering the community through theatrical arts.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

The Chesterfield: Performing Arts, Education, and Event Venue will be a new addition to the downtown area and the county as a whole. Once operational, The Chesterfield will be the permanent home for the Community Playhouse of Lancaster County, INC. The building needs much renovation, such as bathrooms, roof repairs, HVAC units, kitchen appliances, stage curtains, audience seating, and stage work. We are requesting funds to help begin revitalization of The Chesterfield. The Chesterfield is a group of three buildings: the largest building being the auditorium, followed by the cafeteria, and finally the scene shop. The cafeteria will not only be a rehearsal space but a venue to allow a plethora of other events. These funds will repair the cafeteria roof and buy audience seating for the auditorium.

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

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, some of whom are from other counties and states. When they are here for rehearsals, they partake of local businesses and restaurants. The Chesterfield will not only house CPLC but will be a rental space for many different types of events: weddings, reunions, performances, lectures, concerts, exhibits, etc. This will bring people into the area for all of these events.

3. Describe how will your event benefit the community?

It will revitalize the Chesterfield Avenue area and bring more cultural events to Lancaster County. It will allow locals to have more selection in event rental venues and allow them to enjoy a new facility.

4. Describe previous successes and capacity for managing the project

We have successfully operated CPLC as a non-profit organization for 47 years. We now have an opportunity to have a home. This would allow more performances as well as a greater variety of shows. The project will allow more areas in the arts to be shared to the public in the Lancaster area.

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

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. 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. The numbers indicate an increase of patrons 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 2020

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 organization is funded through:
Ticket Sales for Performances
Grants
Membership
Fundraisers
Non Seasonal Performances
Give Local Lancaster
Donations
Ad Sales

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Banners	Banners in the Community	\$ 2,000
Newsprint	Magazines, The Lancaster News	\$1500.00
Radio Space	In surrounding Counties	600.00
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 4,100

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
Roof for Cafeteria	15000
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	15000

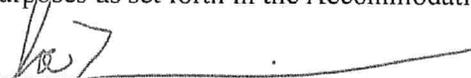
OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
Audience seating in the Auditorium	16000
TOTAL REQUEST (OTHER)	16000

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: 03/20/19

Joe Timmons III President
Name and Title (please print)


Board Chair's Signature

Date: 03/20/19

Joe Timmons III President
Name and Title (please print)



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

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Lancaster, SC 29721
 Or
101 North Main Street, Suite 121, Lancaster

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

ATAX Grant Requested: \$20,150
Total cost of project: \$33,150

Date(s) of Specific Event: 2019-20
 (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

The Public Art Tourism Project 'Paws on Parade' includes Phase II that is a continuation of our 2018 ATax tourism grant project. The model for this project came after observing the success of other public art projects that included fiberglass forms of animals, benches, runners etc. that were painted and decorated creatively by artists and then placed securely in public spaces to encourage tourism.

The first of the sculptures will be installed before June around the city and county, with plans for more sculptures to be placed later as the project becomes self-sustaining. Initial installations are secured at AJ State Park, Red Rose Park, Stevens Park, Del Webb Library, Historic Springs House, Van Wyck, Heath Springs Depot, USCL Lancaster and Wylie St. Park. Phase II will include additional locations in Lancaster north to south. Also, in conjunction with this project, 2 separately funded murals will be completed on Dunlap Street in early spring.

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

The project we are proposing will have a significant impact upon arts tourism in Lancaster County. By tapping into the thought that dogs are man's best friend and society's general love for them, we are confident this project can draw tourists from a vast geographic region including surrounding metropolitan cities such as Charlotte and Columbia. We also plan to collaborate with the Chamber of Commerce, Old English District, etc. on marketing strategies and to create packages encouraging overnight stays, which will generate funds back into the Lancaster County ATax fund.

According to the National Recreation and Park Association, art placed in public places not only serves the typical hometown visitor but also can serve to become a tourist destination that tells a broader story of the area ("Using Art to Define Our Park," 2015).

3. Describe how will your event benefit the community?

Art located in public areas are the product of partnerships that bring together artists, local businesses, social groups and sponsors to create a vibrant community that is inviting to tourists. These efforts serve to increase foot traffic, turn downtown business districts into neighborhoods and add to the value of the area. An increase in tourism increases the revenue for local merchants, governments and artists while also expanding the audience for their work. In addition, this supports the growing "creative economy" concept, which is built on the belief that people have the right to reach their full potential and an economy that seeks to build a thriving community and desirable economic landscape.

4. Describe previous successes and capacity for managing the project

The initial project funded in 2018 is a great success and has built new collaborative partnerships between the LCCA and community organizations from Kershaw to Indian Land. We are also fortunate to be assisted by our strong partnership with the Kennedy Center Partnership Team (Lancaster County School District, City of Lancaster, LCCA). There are now local businesses interested in Phase II of our project and have already expressed initial commitment. The very positive response from visits with the dogs to Kershaw Town Council, Heath Springs Town Council, City Council, AJ State Park, Stevens Park and USC Lancaster has created valuable dialogue about building up our community.

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

Organizations and businesses such as Backstreet Studio, Lancaster County Museum and Library, LCCA etc. located within the Cultural Arts District retain guest registers with zip codes and a count of party for annual reports sent to the South Carolina Arts Commission.

Plans are to continue to market outside of Lancaster to surrounding cities. As far as tracking, we will ask organizations and event planners for tourism numbers from *festivals and major events in Lancaster. We also are exploring new tracking options such as geocaching and QR codes to better track tourism metrics.*

SECTION III: **FUNDING REQUEST FOR BUDGET YEAR 2020**

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.

Currently the LCCA is funded by individual and business memberships, South Carolina Arts Commission, Foundation Grants, fund-raisers, corporate sponsorships, special projects and artist's consignments.

Our proposal includes funding for Phase II of our 'Paws on Parade' project, which may include cat sculptures as well. With the completion of Phase I and Phase II, additional sculptures for this project will be privately funded sculptures, which will be added to the Paws on Parade brochure visitor map/phone app, etc. The requested amount from ATax is not the total project cost. The LCCA will match a portion of the total budget for operational, artist's recruitment, project management, merchandising, installation, site visits, materials and maintenance.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Sculptural Forms	(10) placement of completed sculpture forms of dogs and cats.	\$9,900
Advertising/Printed Materials/Signs	Newspapers, printed collateral material, rack cards, signage, maps.	\$2,000
Social Media Platform	Facebook, Twitter, Instagram	\$250
Installation	Pedestal signage, concrete pad, custom-made stainless steel pedestals.	\$7,500
Website	Websites: City, County, LCCA, SeeLancaster, project partners	\$500
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$20,150

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
TOTAL REQUEST (OTHER)	0

TOTAL REQUESTED FROM COUNTY	\$20,150
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4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County	\$ 20,150	\$ 24,200(20,450)	\$ 20,450
LCCA	\$ 5,500	\$ 3,500	\$ 3,500
Sponsorships/fundraisers	\$ 3,500	\$ 3,000	\$ 3,000
In-Kind Donations	\$ 4,000	\$ 4,500	\$ 4,500
TOTAL Project or Event	\$33,150	\$ 35,200	\$ 35,200

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 3/28/19
Date

Debra P. Jaillette, Executive Director
Name and Title (please print)


Board Chair's Signature 3/28/19
Date

Patricia H. Clancy, Board President
Name and Title (please print)



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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Attn: Veronica Thompson
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Lancaster, SC 29721
Or
101 North Main Street, Suite 121, Lancaster

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

ATAX Grant Requested:	\$ 5,000	Date(s) of Specific Event:	August 7 - 9, 2019
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:

emailed
 3/28/19
 Page 1 of 7

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 Conference is scheduled for August 7 - 9, 2019, 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. This year, there will be concentrations on opioid for law enforcement and medical/pharmacists and general prevention.

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 to continually and aggressively market the project so as to secure attendees from thirty different states.

Specifically, the requested ATax Funds would be used for promotion and marketing of Lancaster at similar conference throughout the region in the form of advertisements such as NC Substance Abuse Prevention Conference, Society of Behavioral Medicine (DC), American Society for Clinical Pharmacology and Therapeutics (DC), American Society of Addiction Medicine (Orlando), NIA IRP Opioid Translational Research Symposium (Baltimore), Partners in Prevention Society for Prevention Research (Nashville), National Institute on Drug Abuse (San Antonio), College on Problems of Drug Dependence (San Antonio), and Alcohol and Drug Abuse Certification Board: Embracing and Enhancing Clinical Competence Conference (Atlanta). Nationally, there are many opioid prevention funds available, of which a majority of the grants require attending trainings and workshops for professional development.

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 eleven previous yearly conferences, there has been a significant history of bringing tourists to Lancaster. Last year's conference included 185 registrations from eleven states, and had an estimated local economic impact of at least \$65,000. 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 98% of participants would be interested in attending the 2019 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 continues to 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. 97.8% of the participants last year, said that they were so impressed by the conference that they would return. Feedback has included - "The conference was by far very good, very effective, and it held my attention and I could take away things I could bring back to my colleagues." "Very happy with the conference overall and would like to come back." "Presenters were engaging and presented relevant material." Also, 46% of participants said that this was their first time attending the conference; 100% would recommend the conference to a colleague; and 90% rated their visit to Lancaster excellent or good. Please note, last year we had contracted with the new TownPlace Suites hotel in Indian Land to be our official hotel but due to issues beyond their control the hotel was not ready until the week after the conference. This year, the hotel is anxiously awaiting being able to serve in this fashion. We know this will increase out of town attendees' perception of our county as well.

This will be the 12th 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 2020

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
Relevant conference advertising	As detailed in Section #1 - conference advertisements	\$ 3,500
Relevant conference advertising	Tote bag inserts	1500
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 5,000

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 0

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
TOTAL REQUEST (OTHER)	\$ 0

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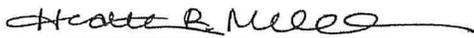
4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County	5000	3254	Approved
City of Lancaster and Foundations	7500	7500	In process
Registrations and account balance	8000	10000	Incoming
Businesses and others	14000	13746	Incoming
TOTAL Project or Event	\$ 34,500	\$ 34,500	\$ 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.



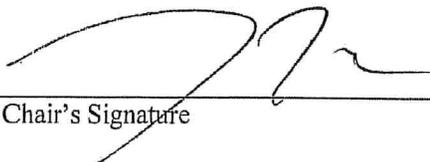
Executive Director's Signature

3/27/2019

Date

Heather Mueller, Executive Director

Name and Title (please print)



Board Chair's Signature

3/27/2019

Date

Trey Cook, President

Name and Title (please print)



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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
vethompson@lancastercountysc.net

ATAX Grant Requested:	\$ 10,000	Date(s) of Specific Event:	July 26-27, 2019
Total cost of project:		(if applicable)	
Location of Specific Event:	Univ. of South Carolina Lancaster and Hope on the Hill, Lancaster		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Lancaster District Youth and Young Adult Choir
Contact Name and Title:	Angela Thompson
Mailing Address:	P.O. Box 3181 Lancaster, SC 29720
Phone Number:	803-235-1538
Fax Number:	
Email Address:	thomp1462@gmail.com
Website:	

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 District Youth and Young Adult Choir founded in 2006 under the direction of Mr. Chadrick McDonald and Angela Thompson. Our mission is to mold young people into what God has called them to be, by developing strong character, and maximize their full potential as responsible leaders. Our cornerstones are:

- Build and meet other youth to make strong and lasting relationships
- Develop leadership abilities by serving others in the community
- Have fun in a Faith-filled environment

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

SeeOrange 2019 Event is a Rally to inform our community youth and young adults about domestic violence which can occur at any age to anyone. Although Teen Domestic Violence Month has passed, this event will serve as a tool to bring awareness to an issue that is all too familiar, yet many times hidden problem. Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner in a single year. 1 in 3 adolescents in the U.S. is a victim of physical, sexual, emotional or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence. 1 in 10 high school students has been purposefully hit, slapped or physically hurt by a boyfriend or girlfriend. SeeOrange 2019 is very informative and engaging for all ages through testimonies, music, basketball tournament and pamphlets. Keeping in tradition of SeeOrange 2018, SeeOrange 2019 will continue the tradition of promoting the City of Lancaster's positive image by enhancing awareness of our historical culture, establishments and other amenities.

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

The requested amount will increase tourism by supporting our marketing and advertising efforts to reach more individuals outside the County of Lancaster through mail, radio, newspaper, social media and television. Through these means, we can reach people throughout South Carolina and parts of North Carolina. SeeOrange 2018 attendance was 210 people registered. We project with a National Recording Artist, additional funding and earlier start advertising the event; we project to register 500 people for a two-day event. This means that 20% of the projected registered people will either eat/stay in the County of Lancaster.

3. Describe how will your event benefit the community?

We anticipate our See Orange event to bring in the revenue of \$10,000.00 to the County of Lancaster, SC. The revenue will come through means of out of state guest buying and shopping in our local stores, dining in our local restaurants, and staying in our local hotels.

4. Describe previous successes and capacity for managing the project

The Inaugural See Orange Event registered 236 attendees. Of those who attended, 24% percent were non Lancaster County residents. The event brought in a total of \$7,477.00 (\$2,000 on the day of the event).

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

We plan to advertise through social media and radio. Tourist for this event calculated by comprising the number of on-line registration (Event Bright), and at the door on the day of the event with surveys. Event participants and volunteers residing outside the County of Lancaster will be compiled into four categories; residents of City of Lancaster, residents of the County of Lancaster, residents of the State of South Carolina and residents from other states.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2020

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.**

Monthly dues, charitable donations and sponsorship support currently fund Lancaster District Youth and Young Adult Choir.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Video	Social Media	\$ 250
Pictures/Poster	Social Medial	600
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 850

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
	2000
	850
	500
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 3,350

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
John P Kee	4650
Hope on the Hill, Day 2	850
Awards	300
TOTAL REQUEST (OTHER)	\$ 5,800

TOTAL REQUESTED FROM COUNTY	\$ 10,000
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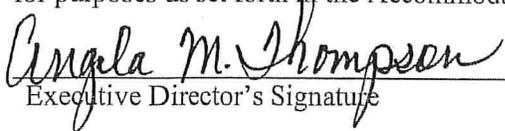
4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

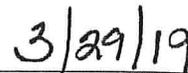
SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County		10000	
City of Lancaster		7605	
TOTAL Project or Event	\$ 0	\$ 17,605	\$ 0

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

Name and Title (please print)

Board Chair's Signature

Date

Name and Title (please print)



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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 Lancaster County Finance Department
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 Lancaster, SC 29721
 Or
 101 North Main Street, Suite 121, Lancaster

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

ATAX Grant Requested:	55,800	Date(s) of Specific Event:	
Total cost of project:	55,800	(if applicable)	
Location of Specific Event:	Buford Massacre Battlefield, 262 Rocky River Road, Lancas		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Friends of the Buford Massacre Battlefield
Contact Name and Title:	Kenneth Obriot, President
Mailing Address:	2020 Maned Goose Court, Indian Land, SC 29707
Phone Number:	803 548 7871
Fax Number:	
Email Address:	kcobriot@gmail.com
Website:	FriendsofBufordMassacreBattlefield.com

TYPE OF ENTITY (check one)

501(c) Tax-exempt Governmental Other Nonprofit

Federal Employer Identification Number:

rec'd 3/25/19

Briefly state the history and mission of your organization.

The Friends of the BMB was founded in 2012 and was granted a 501 (c)(3) tax exempt status by the IRS. The Friends since that time have dedicated themselves to the preservation, enhancement, improved accessibility and education of the public to the historic events which took place on this battlefield of the Revolutionary War in 1780. In the past 8 years the Friends have erected flag poles from which the American Flag and those of the states of South Carolina and Virginia are proudly flown, A bronze plaque that lists the names of 216 Continental soldiers who were present at the battle is mounted on the memorial wall. A brick paver patio has been put in place and a brick paver walkway has been started which improves handicap accessibility to the site. We have maintained the appearance of the park planting landscaping and brought in a water line and electric service.. We have engaged the local Buford Community including the JROTC students of Buford High School and the school choir has sung at several Veteran Day events In 2016 a picnic area with 4 tables was completed as part of an Eagle Scout project.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

The present project was broken into four phases of work. Each phase was to be completed as monies were raised. Phase one was the installation of a stone wall measuring approx. 2 feet in height and 100 feet in length and incorporating 2 sets of stairways. These stairs allow easy access to the mass burial gravesite and a historical marker. The wall allows safe and easy access to the site as it eliminates a sloping terrain which many people found difficult to transverse into a manageable landscape. This work was completed in the fall of 2018. Phase 2 entails the completion of the wall and another set of steps that would be approximately 90 feet in length. The wall is built of Virginia fieldstone which is meant to honor the continental soldiers who fell on the battlefield as they were troops of the Virginia Line and blends nicely with the historical period of the battle. Phase 3 of the project is the completion of a brick paver walkway about 850 S.F. in total that will connect the 2 historical markers on the site and also a paver walkway that will lead to the gravesite. Relocation of the informational kiosks would be done so that they align with the walkway.

Phase 4 includes the running of an irrigation system to cover all new landscaping bushes, and trees that would be planted to enhance the landscape appearance of the battlefield park. An electric line would also be run to the area to provide low voltage accent lighting and outlets as needed for a sound system used during ceremonies and safety lighting that may be needed in the future.

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

The Buford Massacre has been recognized as a significant battle of the Southern Campaign of the Revolutionary War. It marked a turning point in the war as it aroused the local population to take up arms against the British and Loyalist troops who were seeking to subjugate the peoples under British rule. This battle has been referred to as the Alamo moment of the war and the battle cry of "Give them Tarleton's Quarter" and remember "Buford's Massacre" inspired the Continental and Militia troops. As this is such an important battle the South Carolina Battlefield Preservation Trust has begun a project that identifies important battles that took place in South Carolina during the Revolutionary War and divided that into 4 "Trails" the first trail is designated as the Liberty Trail and it stretches from Charleston to its Northern terminus the Buford Massacre. As envisioned this trail will bring many tourists and historians to the area to explore these battlefields. As a key part of the trail the educational experience that these visitors obtain and the excellent presentation of the park will make a lasting good impression on them. They are therefore more likely to eat at local establishments, purchase gasoline, enjoy overnight stays and visit historic Lancaster.

3. Describe how will your event benefit the community?

The enhancements to the park will make it more inviting for conducting local events such as weddings and picture opportunities. A place where local schools can bring their students to discover the roots of their community and increase the knowledge of everyone who visits the park on the important role that South Carolina played in the Revolutionary War and ultimate victory. The park will represent a safe environment for learning, those seeking solitude and reflection and families that wish to enjoy the outdoors.

4. Describe previous successes and capacity for managing the project

The Friends have been involved in several projects at the site including the erection of the 3 flag poles done mostly with the help of local volunteers. We have also contracted with and overseen the installation of the brick paver walkways and patio. We worked closely with several departments within Lancaster County including the Department of Parks and Recreation and the Purchasing Department to complete Phase 1 of the current project and annually we have worked with the Parks and Recreation Dept. and the JROTC program at Buford High School to organize the annual cleanup of the Park.

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

The Buford Battlefield is promoted through the Friends by the production and disbursement of pamphlets at various visitor locations in the county including Andrew Jackson State Park, the old historical courthouse Lancaster County Offices and a pamphlet box at the battlefield. We know that we presently disburse at minimum 100 of the pamphlets per month we would expect this to increase as more people visit the park. We also list our activities and accomplishments in the Lancaster News and Carolina Gateway and post photos on our Facebook and web site. We also have about 40 members of the Friends group and we regularly correspond with them and speak on occasion at the local DAR, SAR and Rotary Clubs. In addition we have a number of corporate friends and supporters who we maintain contact.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2020

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 Friends is currently funded by membership dues which are \$10 per individual, \$20 per family or a lifetime individual at \$100. We also sell the Buford Battle flags in several sizes, and a desk top flag stand display. Memorial brick pavers can be purchased at \$100 per brick and these are installed in the paver patio located at the Battlefield.

Donations are solicited from individuals, members, and corporations. This is the first time that we have applied for monies through a grant process.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
NEWSPAPER	ARTICLE ON SCHEDULED IMPROVEMENTS, DEDICATION CEREMONY, PHOTOS OF PROGRESS AND COMPLETION, CREDIT TO SOURCES OF FUNDING, BENEFIT TO THE COMMUNITY	FREE
BROCHURE	UPDATE BROCHURE TO INCLUDE NEW PHOTOS.	\$300
PLAQUE	RECOGNITION OF FUNDING FOR PROJECT THROUGH ACCOMMODATION TAX FUNDING	\$1,000
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$1300 \$0

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
SEE ATTACHMENT "A"	
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	55,800

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
TOTAL REQUEST (OTHER)	\$ 0

TOTAL REQUESTED FROM COUNTY	\$ 0
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4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County			
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.

Executive Director's Signature

Date

Name and Title (please print)

Kenneth Obriot

3/25/2019

Board Chair's Signature

Date

KENNETH OBRIOT, PRESIDENT FRIENDS OF THE BIFORD MASSACRE

Name and Title (please print)

BATTLE FIELD

Lancaster County Accommodation Tax Grant Application

Attachment A: Construction and/or Maintenance Costs

1. Completion of Stone Retaining Wall	\$16,000
2. Extension of Brick Paver Walkways	8,000
3. New Informational kiosks (2) and relocation of existing (4)	5,000
4. Plantings and Labor to Install	9,300
5. Irrigation system installation	4,200
6. Lighting and electrical installation	10,800
7. Architectural and Construction Oversight Fees	2,500

Total \$ 55,800



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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 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:	\$ 22,000	Date(s) of Specific Event:	Sept 28
Total cost of project:	\$ 50,000	(if applicable)	
Location of Specific Event:	8746 Charlotte Highway Indian Land SC		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Carolinas Chili Championship
Contact Name and Title:	J Michael Neese or Jessica Threatt
Mailing Address:	134 Fort Mill Highway Indian Land SC 29707
Phone Number:	704.497.7944 or 803.804.7097
Fax Number:	
Email Address:	carolinaschilichampionship@gmail.com
Website:	carolinaschilichampionship.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.

The Carolinas Chili Championship is a new entity that was formed to promote Indian Land / Lancaster County and be part of "The Best Week of Fall" marketing activities. While there have been chili events in the past, this will be the first organized at this level to attract participants from across the region and east coast. There will also be a music stage, VFW car show, cornhole and other activities.

SECTION II: GENERAL INFORMATION

(Refer to program guideline- Application Components)

1. Describe the project you are requesting funds for

Funds will be used for marketing to get the message out about our event as well as for safety and security during the event.

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

This will be a high visibility event to attract individuals from throughout the Carolinas and East Coast. As of March 2019 there are no other major chili events scheduled besides the Carolinas Chili Championship. Local winners from other cook-offs will be able to compete with the winner automatically qualifying for the 2020 international championship. Agreements have already been made with the International Chili Society, major sponsors, and discussions are taking place with the state of how to promote throughout South Carolina.

3. Describe how will your event benefit the community?

The event will be the anchor event on the weekend before the Indian Land Fall Festival and a major part of "The Best Week of Fall" marketing activities. This will be a way for individuals to come together in Indian Land and Lancaster County and promote our great community.

4. Describe previous successes and capacity for managing the project

This is the first year of the Carolinas Chili Championship. Key leaders from local businesses, the schools, and Indian Land Fall Festival are in leadership positions. The former head of Chigagoland Chili events that oversaw cook-offs in three states is also on the leadership team.

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

The marketing plan will be a dynamic plan to maximize visitors and will include a combination of traditional advertising and social media. The event has access to tracking systems used at other events and has also hired a marketing and communications coordinator.

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2020

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.

General operations for the event has been funded by local sponsors and will operate from revenues generated during the event.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
social media	regional	\$ 5,000
print media	regional	3500
direct mailing	national	2500
magazine advertising	national	2500
billboard	regional	1500
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 15,000

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 0

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
shuttle service	2000
deputies, fire, ems	3500
other safety / insurance	1500
TOTAL REQUEST (OTHER)	\$ 7,000

TOTAL REQUESTED FROM COUNTY	\$ 22,000
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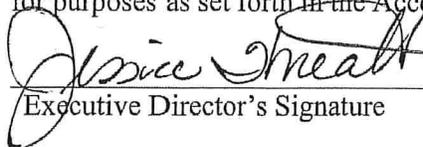
4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County			
NA			
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.



Executive Director's Signature

03/29/2019

Date

Jessica Threatt co-chair

Name and Title (please print)



Board Chair's Signature

03/29/2019

Date

J Michael Neese chair

Name and Title (please print)



Lancaster County Accommodations Tax Grant Application

Fiscal Year July 1, 2019 – June 30, 2020

Applications must be received by 5:00 PM – Friday, March 29, 2019

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:	\$ 50,000	Date(s) of Specific Event:	October 5 and 6
Total cost of project:	\$ 150,000	(if applicable)	
Location of Specific Event:	8063 River Road Indian Land SC 29707		

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	Indian Land Fall Festival
Contact Name and Title:	J Michael Neese or Robin K Hensel
Mailing Address:	134 Fort Mill Highway Indian Land SC 29707
Phone Number:	704.497.7944 or 803.242.7846
Fax Number:	
Email Address:	indianlandfallfest@gmail.com
Website:	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 14 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, businesses and civic organizations. 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. In less than 2 years, the event has built a network of hundreds of participants and volunteers working behind the scenes.

This year the main event will be held on October 5 and 6 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 will continue to add to our marketing plan of "The Best Week of Fall" and other events leading up to the main festival.

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 leading up to the festival. 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 terrain improvements, turf establishment, landscaping, and erosion control.

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

Our event has grown 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" and "The Best Week of Fall" themes. Other businesses and community organizations will be able to partner up and use this network to draw from outside the county throughout the year. Our organization has also help to create a second major event in the county that will be held the week before Fall Festival.

3. Describe how will your event benefit the community?

There are multiple components of the Fall Festival - people, 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. We work throughout the year planning and connecting which helps bring the community together and be stronger.

4. Describe previous successes and capacity for managing the project

The Indian Land Fall Festival organization has been able to put together one of the largest annual events in Lancaster County history. It was won multiple awards and been recognized on the local and state level. 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 processess set up that can continue to 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 continue 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 and surveys to send with follow up questionnaires to guests.

The marketing team includes an executive that specializes in social media and online marketing. Due to the growth of our event this Marketing and Communications team works as a subgroup within the Fall Festival planning. 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. A partnership with a local radio station has been formed whose reach includes 18 counties and 2 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 2020

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 event is funded from revenues produced from the event from guest, sponsors, and vendors. Accommodations tax monies were also used in a similar fashion last year for marketing, support, and improvements.

3. ITEMIZE EXPECTED PROJECT COSTS- TOURISM RELATED

MARKETING & PROMOTIONS

TYPE OF ADVERTISING	DESCRIPTION (media schedule, location of ad placement, etc.)	COSTS
Print/Posters	Region	\$ 7,500
Direct Mail	Region	\$5000
Magazines/Newsprint	Carolinas	\$3500
Radio	Region	\$3500
Social Media	Carolinas / East Coast	\$7500
Billboards	Region	\$3000
TOTAL REQUEST FOR MARKETING & PROMOTIONS		\$ 30,000

CONSTRUCTION AND/OR MAINTENANCE OF TOURIST-RELATED FACILITY

DESCRIPTION	COST
	10000
TOTAL REQUEST FOR CAPITAL & MAINTENANCE	\$ 10,000

OTHER (PLEASE INDICATE TYPE OF EXPENDITURE)

DESCRIPTION	COST
shuttles	5000
deputies	2500
FIRE/EMS/other safety	2500
TOTAL REQUEST (OTHER)	\$ 10,000

TOTAL REQUESTED FROM COUNTY	\$ 50,000
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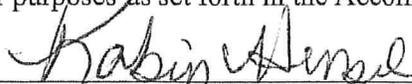
4. LIST FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENSES

SOURCE	FY 20 AMOUNT	FY 19 AMOUNT	FY 19 STATUS
Lancaster County	\$50000	\$40000	
TOTAL Project or Event	\$ 50,000	\$ 40,000	\$ 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

3/29/2019

Date

Robin K Hensel

Name and Title (please print)



Board Chair's Signature

3/29/2019

Date

J Michael Neese *Chair*

Name and Title (please print)