

MEMO

To: Greenville County Council Finance Committee

**From: Accommodations Tax Advisory Committee
Joyce Smart, Chair, 864.979.5436**

Date: July 24, 2013

On behalf of the Accommodations Tax Advisory Committee, I am pleased to forward to you our recommendations for the 2013/14 ATAX funds. We reviewed all applications submitted on time and heard from representatives of the majority of the organizations.

Our recommendations are based on the following criteria:

- **Funding for sales and marketing plans to target out-of-county visitors**
- **Overnight hotel room impact**
- **Attendance of guests from out-of-market**
- **A consideration of the arts community in Greenville County**
- **Private company funding was eliminated from consideration**

Based on the knowledge that County Council allocates \$50,000 to a ‘signature’ event, we recommend that the Scottish Games receive that designation.

Using the above criteria, a total of \$132,958 in funding is recommended from the 2013-2014 ATAX.

| <u>Requesting Organization</u> | <u>\$\$ Requested</u> | <u>\$\$ Allocated</u> |
|---------------------------------------|------------------------------|------------------------------|
| Aloft, Inc. | 25,000 | 10,000 |
| American Legion Post 3 | 20,000 | 2,500 |
| Artisphere | 18,000 | 7,500 |
| Black Pages International | 30,000 | 5,000 |
| Discover Upcountry Carolina Assoc. | 20,000 | 20,000 |
| Greenville Chorale | 2,500 | 2,000 |
| Greenville Little Theatre | 10,000 | 2,500 |
| Innoventure, LLC | 50,000 | 18,958 |
| Metropolitan Arts Council | 30,000 | 15,000* |
| NOTUS Sports | 50,000 | 20,000 |
| South Carolina Children’s Theatre | 2,000 | 2,000 |
| Southern Goat Producer’s Assoc. | 4,600 | 2,500 |
| Special Olympics Fall Games | 10,000 | 10,000 |
| The Children’s Museum of the Upstate | 25,000 | 15,000 |

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- * The Accommodations Tax Advisory Committee recommends that the Metropolitan Arts Council be deemed the arts umbrella for requests from Greenville County Arts organizations. Many requests from theaters, galleries and other performing arts groups would be served more effectively through MAC-coordinated funding.

In addition to the above recommendations for ATAX funding this fiscal year, there was a surplus in funds from the 2012-2013 fiscal year. With the amount of progress made by the World of Transportation in the past year, and using the criteria described above, The Committee recommends that the **World of Transportation** receive **\$15,315.00** which represents a portion of the surplus.

Finally, the committee agrees that the time put into this project by the members is significant, and that a member of County Council should be invited to each meeting. Representatives from the hospitality industry in the County have valuable insight into impact of events requesting funds and their opinions need to be respected.

As always, we wish to express appreciation to Committee Liaison, Nadine Chasteen for her support in this process.

Respectfully submitted,
Joyce M. Smart, Chair (cultural organizations)

Pamela Solarek (at-large/restaurants)
B.J. Koonce (at-large)
John Deck (large hotels)
Glen Williams (CVB Chair)

JMS

Greenville County Accommodations Tax – FY2013-2014

| | | |
|--------------------------------|-----------|-----------------------|
| Projected Budget | \$ | 750,000 |
| Mandated | | |
| County | \$ | 25,000 |
| | \$ | <u>725,000</u> |
| County 5% | \$ | 36,250 |
| VGSC (CVB) 30% | \$ | 217,500 |
| | \$ | <u>471,250</u> |
| County Council Approved | | |
| Community Foundation | \$ | 146,210 |
| Recreation | \$ | 50,000 |
| | \$ | <u>275,040</u> |
| VGSC (CVB) 40% | \$ | 110,016 |
| | \$ | <u>165,024</u> |
| Signature Event | \$ | 50,000 |
| Remaining for Grants | \$ | 115,024 |
| FY2012 Remaining Balance | \$ | <u>33,249</u> |
| Total for Grants | \$ | <u>148,273</u> |
| Recommendations/Projects | \$ | 132,958 |
| World of Transportation | \$ | <u>15,315</u> |
| Total Recommendations | \$ | <u>148,273</u> |
