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July 22, 2014

GREENVILLE COUNTY
PROCUREMENT
SERVICES
DIVISION

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

Re: 2014/2015 Accommodations Tax Recommendations

Honorable Members of Council:

On behalf of the Accommodations Tax Advisory Committee, it is my pleasure to present to you our recommendations for the disbursement of 2014/2015 Accommodations Tax funds. All applications were reviewed and evaluated based on the criteria set forth in the guidelines as approved by Council. Top consideration was given to those organizations whose events or programs have, or will have, a direct, high impact on tourism in Greenville County.

The Committee met first on May 30, 2014 to conduct interviews with the applicants, and because of the availability of additional funds from FY2012/2013, met again on July 16. The total projected budget for FY2014/2015 is \$700,000. After mandated and previously approved Council funding, the balance for distribution (excluding the Signature Event) is \$95,458. With the remaining balance from FY2013 in the amount of \$43,873, the total budgeted amount for distribution is \$139,331. Please see the breakdown below.

Projected Budget	\$700,000
Mandated:	
County	<u>\$ 25,000</u>
	\$675,000
County 5%	33,750
VGSC (CVB) 30%	<u>202,500</u>
	\$438,750
County Council Approved:	
Community Foundation	\$146,320
Recreation	<u>50,000</u>
	\$242,430
VGSC (CVB) 40%	\$ 96,972
Signature Event	<u>50,000</u>
Remaining for Grants	\$ 95,458
FY2013 Remaining Balance	<u>\$ 43,873</u>
Total Recommendation /Projects	\$139,331

SIGNATURE EVENT: NOTUS SPORTS

Greenville County Council Finance Committee
 Accommodations Tax Advisory Committee Recommendations

After consideration of the applications from those organizations staging major events and festivals, the Committee voted to recommend that Notus Sports be awarded the status of this year's signature event, with funding in the amount of \$50,000. Their application is for the UCI (Union Cycliste Internationale) Para-Cycling Road World Championships. This five-day event was last held in the United States 16 years ago and is projected to bring nearly 1500 athletes, coaches and staff, and spectators from more than 45 countries to Greenville. The Committee feels that the international nature of this prestigious event, along with its potential economic impact on Greenville County, makes it an ideal candidate for the status of Signature Event.

Remaining applicants were ranked with grades of A, B, C and D, again, according to Council guidelines. Those receiving a grade of C were allocated a little more than 10% of the available funds, with the balance going to those ranked A and B. Our recommendations are as follows:

Grade	Sponsoring Organization	Funds Requested	Committee Recommendation
A	Artisphere	\$ 15,000	\$15,000
A	Discover Upcountry Carolina Association	\$ 20,000	\$20,000
A	Greater Greenville Scottish Games	\$100,000	\$50,000
A	Special Olympics South Carolina	\$ 10,000	\$10,000
A	The Children's Museum of the Upstate	\$ 25,000	\$10,000
B	Greenville Chorale	\$ 2,250	\$ 2,000
B	Greenville Little Theater	\$ 10,000	\$ 2,500
B	Roper Mountain Science Center	\$ 20,200	\$15,886
C	Black Pages International	\$ 25,000	\$ 2,200
C	Carolina Ballet Theatre	\$ 28,000	\$ 2,200
C	City of Fountain Inn – Younts Center	\$ 20,000	\$ 2,700
C	Greenville Symphony Orchestra	\$ 6,000	\$ 2,200
C	James F. Daniel, Jr., American Legion Post # 3	\$ 12,350	\$ 2,445
C	South Carolina Children's Theatre	\$ 2,500	\$ 2,200
D	Aloft	\$ 25,000	-0-
D	Miniature World of Trains	\$ 30,000	-0-
D	Simpsonville Area Chamber of Commerce	\$ 8,000	-0-
D	Slater Hall Citizens' Committee	\$ 7,000	-0-
D	Wyatt Sports, LLC	\$ 50,000	-0-

Both Aloft and Wyatt Sports had been recommended for funding in our initial meeting, however, subsequent to that, Aloft has filed for bankruptcy, and David Wyatt has joined the Medal of Honor Bowl which, in his words, "eliminated the need to produce the College All-Star Bowl."

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Greenville County Council Finance Committee

Accommodations Tax Advisory Committee Recommendations

On behalf of the Advisory Committee, I wish to thank Council for the opportunity to serve on this important committee. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Yours truly,



B. J. Koonce, Chair

Cc: G. Nadine Chasteen, Director, Procurement Services Division, County of Greenville

Committee: Kris Bryant, large hotel; Glen Williams, CVB Chairman; Michael Heater, small hotel; B. J. Koonce, cultural organization; and Joyce McCarrell, at large/restaurant