



May 03, 2018

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

Honorable Members of Council:

It is with a great sense of pride, dedication, commitment, and passion to our Hospitality Industry that the Accommodations Tax Advisory Committee submit our recommendations for the allocation of the 2018/2019 Accommodations Tax revenue. After two separate meetings and hours of discussion and consideration, we have developed a projected budget, interviewed 36 different applicants, and graded them based on their ability to directly promote tourism and positively impact the quality of life in Greenville County.

The budget and amount of funding was based on the following:

Budget Plan	
Category	Estimated Subtotal
Projected Budget	\$1,200,000
Mandated:	
County	\$25,000
	\$1,175,000
County 5%	\$58,750
VGSC (CVB) 30%	\$352,500
	\$763,750
County Council Approved:	
Community Foundation	\$146,320
Recreation	\$50,000
	\$567,430
VGSC (CVB) 40%	\$226,972
Signature Event	\$50,000
Reamining for Grants	\$290,458
FY2018 remaining Balance	\$167,682
Total Recommendation/ Projects	\$458,140

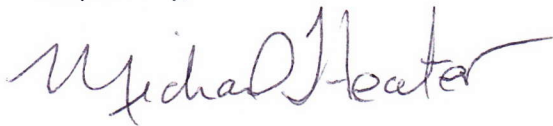
As directed in the Greenville County Accommodations Tax Policy and after consideration of the applications from those organizations staging major events and festivals, the Committee voted to recommend **Euphoria Food, Wine, and Music Festival** the status of this year's signature event. This distinction was based on Euphoria's direct impact on hotel occupancy, potential international reach, and marketability of the event.

The remaining applicants were ranked with grades of A, B, C, and D according to Council guidelines. Those receiving a grade of C were allocated 10% of the remaining available funds, and 90% was awarded to the A's and B's based on need, tourism impact, and the amount requested. I am attaching our suggestions with comments for clarity.

The committee voted unanimously to award the Performing Arts organizations an equal amount of \$5000, unless the funding requested is extraordinary and specific. It was also recommended by the committee that the Grade of "**A**" be awarded to only events that generate significant room nights into the Greenville County Market.

On behalf of the Advisory Committee, I would like to thank Council for the opportunity to serve on this important committee. It is out of passion and dedication to the hospitality industry that our committee devoted our time and consideration to these recommendations. 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.

Respectfully,

A handwritten signature in black ink that reads "Michael Heater". The signature is written in a cursive, flowing style.

Michael Heater, Chair
Regional Operations Leader – Midas Hospitality

CC: Nadine Chasteen, Director, Procurement Services Division, County of Greenville

Committee: Bill Groves – Embassy Suites Golf Resort, CVB Chair; Michael Heater - Midas Hospitality, small hotel; B.J. Koonce - cultural organization; Joyce McCarrell - at large/restaurant; Penny Cooper, at large; Victoria Fernandez - Greenville Marriott, Large Hotel

Sponsoring Organization	Name of Project	Amount Requested	Grade	Funding Recommended by Committee	Comments
BMW and Synnex Corporation	BMW Charity Pro Am Presented by Synnex Corporation	\$50,000.00	A	\$40,000.00	Marketing for Golf Channel
Bob Jones University (BJU, Inc.)	Living Gallery Presentation Promotion	\$30,000.00	A	\$30,000.00	Expand marketing nationally
Discover Upcountry Carolina Association	Upcountry Advertising and Marketing Campaign	\$50,000.00	A	\$48,359.00	Total marketing complement to VGSC
Fall for Greenville, Inc.	Fall for Greenville Promotional Campaign	\$15,000.00	A	\$10,000.00	
Greater Greenville Scottish Games	Gallabrae (Greater Greenville Scottish Games)	\$85,000.00	A	\$50,000.00	
Greenville Arts Festival (DBA Artisphere)	2019 Artisphere Festival Tourist Marketing Campaign	\$45,000.00	A	\$35,000.00	
Greenville Chapter of the SC Restaurant and Lodging Association	Greenville Restaurant Week- Eat, Stay and Love Greenville	\$25,000.00	A	\$25,000.00	Expanding marketing into NC and GA
Greenville Sports Council (formerly Notus Sports)	Marketing: Venue Rental Costs; Events Promotion	\$25,000.00	A	\$15,000.00	
Euphoria Festival	euphoria Food, Wine & Music Festival	\$60,000.00	A	\$10,000.00	Signature Event \$50,000
Ville To Ville Foundation	Ville to Ville Craft Brew Relay	\$10,000.00	A	\$10,000.00	Huge success - 955 room nights with first event
Black Pages International	Economic Empowerment Weekend	\$6,000.00	B	\$6,000.00	
Greenville Chautauqua	Chautauqua History Alive Festival	\$15,000.00	B	\$10,000.00	
Makers Collective	Indie Craft Parade	\$15,000.00	B	\$10,000.00	Marketing for weekend craft festival at Taylors Mill
Metropolitan Arts Council	Greenville Open Studios 2018	\$35,000.00	B	\$25,000.00	Regional Marketing county-wide arts event
Read Up Greenville	Read Up, Greenville: A Young Adult/Middle Grades Literary Festival	\$10,000.00	B	\$10,000.00	3 year - unique to region and poised for good growth
Greenville Airport Commission	Military History Museum Heat and Air Conditioning	\$27,967.00	B	\$27,967.00	museum needs air conditioning; preserve artifacts
The Children's Museum of the Upstate	Traveling and Special Exhibits and Related Marketing	\$30,000.00	B	\$20,000.00	
Upcountry History Museum- Furman University	Ad Men to Mad Men: The Art of Influence, 1950-1960	\$25,000.00	B	\$25,000.00	Building on success of Katherine Hepburn
Travelers Rest Farmers Market	Regional County Advertising Blitz	\$10,000.00	B	\$5,000.00	Move market share from NC
Centre Stage South Carolina	Centre Stage Lighting Purchase	\$5,000.00	C	\$5,000.00	
Greenville Center for Creative Arts	Greenville Center for Creative Arts Regional Marketing Plan	\$20,000.00	C	\$5,000.00	
Greenville Chorale	2018-2019 Greenville Chorale Season Strategic Marketing	\$10,000.00	C	\$5,000.00	
Greenville Little Theatre	Greenville Little Theatre 2018/2019 Season	\$10,000.00	C	\$5,000.00	
Greenville Symphony Association	2018-2019 Concert Season	\$20,000.00	C	\$5,000.00	

Sponsoring Organization	Name of Project	Amount Requested	Grade	Funding Recommended by Committee	Comments
Roper Mountain Science Center Association	Roper Mountain Science Center: Butterfly Adventure Program	\$25,000.00	C	\$5,000.00	
South Carolina Childrens Theatre (SCCT)	2018-2019 Main Stage Season	\$10,000.00	C	\$5,000.00	
The Warehouse Theatre	The Warehouse Theatre Main Stage Season Marketing Assistance	\$10,000.00	C	\$5,000.00	
Younts Center for Performing Arts	Younts Center for Performing Arts (CAFFI) Cultural Arts Foundation	\$25,000.00	C	\$5,814.00	
Conestee Foundation/Lake Conestee Nature Park	Phase 2 -Pedestrian Bridge over the Reedy at Lake Conestee Nature Park (Re-decking and maintenance of bridge)	\$50,000.00	D	\$0.00	Doesn't fit criteria - funded last year and they are asking for the same amount this year
Foothills Philharmonic	Foothills Philharmonic Music Purchasing 2018-19	\$5,075.00	D	\$0.00	grant to purchase music - doesn't fit criteria
Greenville Airport Commission	Destination Greenville Downtown Airport Parking lot	\$62,500.00	D	\$0.00	Doesn't fit criteria
Greenville Revitalization Corporation	Greenville Textile Heritage Park	\$10,000.00	D	\$0.00	Does not produce room nights - doesn't fit criteria
Greenville Zoo Foundation	Greenville Zoo Marketing	\$50,000.00	D	\$0.00	building playground at GSP - doesn't fit criteria
James F. Daniel, Jr., The American Legion Post #3 Greenville, SC	The American Legion, Post #3, War Museum Promotion	\$13,250.00	D	\$0.00	Does not produce room nights - doesn't fit criteria
Southern Goat Producers Association (SGPA)	SGPA Goat Seminar & Regional ABGA Junior Goat Show	\$2,500.00	D	\$0.00	Event already occurred
Special Olympics South Carolina	Special Olympics South Carolina Fall Games	\$13,500.00	D	\$0.00	Event moving to Charleston
Total		\$910,792.00		\$458,140.00	