



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

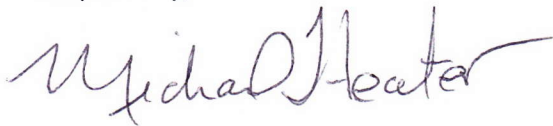
As directed in the Greenville County Accommodations Tax Policy and after consideration of the applications from those organizations staging major events and festivals, the Committee voted to recommend **Euphoria Food, Wine, and Music Festival** the status of this year's signature event. This distinction 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