

Laurie Lane

From: City of Hartsville <hartsvillesc.notifications@gmail.com>
Sent: Thursday, September 15, 2016 3:05 PM
To: bartscounc@aol.com
Cc: finance
Subject: City of Hartsville - Tax Grant Application 151
Attachments: RF-2017-H_Tax-_App.pdf; 501C3-1.jpg; SCCharities2016-1.pdf

Today's Date September 15, 2016

Organization Name Black Creek Arts Council, Inc

First Name Allison

Last Name Pederson

Email Address bartscounc@aol.com

Phone Number 8433326234

Project Name THE 2017 RENOFEST BLUEGRASS FESTIVAL - 20th Year

Total Project Budget 46700

Grant Money Requested 10000

Project Information RenoFest is named in honor of South Carolina's seminal bluegrass legend, Don Reno. Reno's son Ronnie Reno, who a bluegrass music legend in his own right, serves as RenoFest's annual master of ceremonies. RenoFest started out as a one day concert in 1998 and has evolved into a three day musical extravaganza which attracts a national audience to Hartsville every spring. Folks have attended RenoFest from over 25 states, including such distant states as HA, AL, CA, AZ, IN, OH, PA, NY and ME, as well as several foreign countries. Eighty percent of the festival's attendees qualify as "tourists" - persons who have traveled 50 or more miles to attend one or more the festival's outstanding events. Most festival attendees fall in love with Hartsville and return year after year.

RenoFest is uniquely positioned on the calendar during the early spring (Always the Fourth Weekend in March) and, as such, kicks off America's annual bluegrass festival season. In addition to the outstanding music concerts presented at RenoFest by national artists at the Hartsville historic Center Theater, the festival includes many extremely popular events including, (1) the STATE CHAMPIONSHIP BLUEGRASS BAND CONTEST (2) the STATE CHAMPIONSHIP GUITAR CONTEST and (3) the STATE CHAMPIONSHIP BANJO CONTEST. These contests attract

America's best "up and coming" bluegrass musicians to RenoFest and have become the festival's "signature events."

RenoFest is recognized as one of South Carolina's best and most unique tourist attractions. Within Darlington County, RenoFest ranks as the second largest tourist attraction behind the Darlington NASCAR race. According to the Darlington County Tourism Office, RenoFest has a far greater economic impact on Hartsville than the NASCAR race does. City hotels are always filled and local business activities increase dramatically during RenoFest.

Project Category	Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity
Previous Year	2015
PY Total Budget	43046
PY Funds from City Grants	14000
PY Funds from All Grants	24000
PY Total Attendance	3189
PY Total Tourists	2739
PY Percent Tourists	85.89
PY Percent All Grants vs Budget	55.75
Current Year	2016
CY Total Budget	46700
CY Funds from City Grants	0
CY Funds from All Grants	22500
CY Total Attendance	3500
CY Total Tourists	3000

CY Percent Tourists	85.71
CY Percent All Grants vs Budget	48.18
Previous Year	2015
Project Completion	<p>All funds received are used to promote tourism and attendance from within the festival's regional and national markets. Sustained advertising and promotion are extremely important to continued festival growth.</p> <p>Motels and hotels within Darlington County regularly sell out all rooms during RenoFest. Hartsville's restaurants are busier during RenoFest than any other time of the year. RenoFest attendees come from an average of 15 states and Canada, many of whom return for multiple years, and many return year after year.</p>
Project Success	<p>RenoFest has been successful for many reasons: First, individuals and businesses in the Hartsville area have continuously and generously embraced and supported the festival. Secondly, RenoFest has earned an excellent reputation for quality due to the high caliber performers who appear and due to its comfortable atmosphere in Hartsville's historic Center Theater where all ticketed events take place. Thirdly, RenoFest hosts the unique SC BLUEGRASS BAND, GUITAR AND BANJO CHAMPIONSHIP CONTESTS, which are also dubbed "THE DON RENO CLASSIC," which are rated among the top competitive events of their kind anywhere and which attract America's most outstanding musicians to come and compete at the festival each year.</p> <p>RenoFest ticket orders (online orders must provide address), call in orders (must provide mailing address and box office sales, surveys, surveys from attendees, and parking lot license plates...allows us to track and identify the percentage of attendees who are local and out of state.</p>
Program Information	https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/RF-2017-H_Tax-_App.pdf
IRS 501 Registration	https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501C3-1.jpg
State Charity Registration	https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/SCCharities2016-1.pdf
Acknowledgement	Yes
Full Name	Allison Pederson
Title	Executive Director
Signature Date	September 15, 2016
Signature	Allison

Project Information – RenoFest 2017

RenoFest is co-sponsored by the City of Hartsville and financially supported by over 40 local businesses and individual donors.

RenoFest is named in honor of South Carolina's seminal bluegrass legend, Don Reno. Reno's son Ronnie Reno, who a bluegrass music legend in his own right, serves as RenoFest's annual master of ceremonies.

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RenoFest prices its tickets as an attractive bargain, which has assisted the festival attract a national audience.

The requested Hospitality Grant funds will be used to:

- (1) promote RenoFest through multi-media advertising and will capitalize on the festival's national reputation for outstanding quality and value;
- (2) promote Hartsville's unique festival at other national, regional and state events in order to expand existing markets;
- (3) through promotional materials, promote Hartsville's downtown district by displaying attractive flags announcing the coming festival; and,
- (3) promote and foster the festival's signature contests by offering quality incentives to attract America's most outstanding musicians to compete in our annual band, guitar and instrument contests, all of which have become RenoFest's signature events.

Project Information – RenoFest 2017

The requested Hospitality Tax Grant will insure RenoFest 2017 financial stability; permit BCAC to operate RenoFest 2017 successfully, and to improve the festival going forward.

RenoFest is now at a significant crossroad of its 20 year history. National festivals like RenoFest, which have a significant impact upon their local communities and economies, require substantial community and municipal assistance in order to thrive, grow and sustain success year after year. Conversely, without community and municipal assistance, events of this kind and scale cannot exist or survive.

BCAC encourages and needs support for RenoFest from the Hartsville community at large, from the City's educational institutions, from the City's business community, and from City government. BCAC encourages local recognition, as well as sustained financial and volunteer support, all of which is required to plan, operate, promote and maintain our nationally recognized music festival.

Internal Revenue Service
Department of the Treasury
275 Peachtree St., NE
Atlanta, GA 30303

District
Director

Person to Contact:
P. Thomas
Telephone Number:
(404) 331-7051
Refer Reply To:
15214
Date:
November 14, 1983

EIN: 57-0066009

Hartsville Arts Council, Inc.
P.O. Box 24
Hartsville, S.C. 29550

Dear Sir or Madam:

This is in response to your request for confirmation of your exemption from Federal income tax.

You were recognized as an organization exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code by our letter of June 24, 1981:

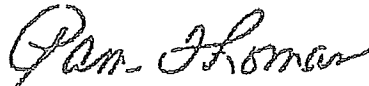
You were further determined not to be a private foundation within the meaning of section 509(a) of the Code because you are an organization described in section 170(b)(1)(A)(vi) and 509(a)(1).

Contributions to you are deductible as provided in section 170 of the Code.

The tax exempt status recognized by our letter referred to above is currently in effect and will remain in effect until terminated, modified or revoked by the Internal Revenue Service. Any change in your purposes, character, or method of operation must be reported to us so we may consider the effect of the change on your exempt status. You must also report any change in your name and address.

Thank you for your cooperation.

Sincerely yours,



Tax Examiner
Correspondence Unit

State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

Jan 12, 2016



HARTSVILLE ARTS COUNCIL
Allison Pederson
PO BOX 24
HARTSVILLE, SC 295510024

RE: Registration Confirmation

Charity Public ID: P923

Dear Allison Pederson :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on Nov 15, 2016. If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4 ½ months after the close of your fiscal year. Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form. There is no fee associated with filing an annual financial report with our office. If your organization files IRS Form 990 or 990-EZ and you wish to extend the filing of that form with us, please submit a copy of your IRS Form 8868. If your organization files the Secretary of State's Annual Financial Report Form, and you wish to extend the filing of that form with us, please submit a written request to the Division of Public Charities. **Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.**

If you have any questions or concerns, please visit our Website at www.scsos.com and review the Public Charities section or contact our office at (803) 734-1790.

Sincerely,

Kimberly S. Wickersham
Director, Division of Public Charities

South Carolina Secretary of State, Division of Public Charities
1205 Pendleton Street, Suite 525, Columbia, SC 29201
Phone (803) 734-1790 Fax (803) 734-1604 Email: charities@scsos.sc.gov www.scsos.com