

## **Laurie Lane**

---

**From:** City of Hartsville <hartsvillesc.notifications@gmail.com>  
**Sent:** Thursday, September 15, 2016 4:16 PM  
**To:** dcef@roadrunner.com  
**Cc:** finance  
**Subject:** City of Hartsville - Tax Grant Application 153  
**Attachments:** GBOGH3-Town-Reunion-2017.pdf; DCEF-IRS-Determination-Letter-2.pdf; DCEF-SC-State-Confirmation-1.pdf

<b>Today's Date</b>	September 15, 2016
<b>Organization Name</b>	Darlington County Education Foundation
<b>First Name</b>	Andrea
<b>Last Name</b>	Pulling
<b>Email Address</b>	dcef@roadrunner.com
<b>Phone Number</b>	843-639-7239
<b>Project Name</b>	Go Big or Go Home Town Reunion
<b>Total Project Budget</b>	14675
<b>Grant Money Requested</b>	6000
<b>Project Information</b>	The Go Big or Go Home 3 (GBOGH3) Town Reunion, a partnership of the GBOGH group and the Darlington County Education Foundation, is a downtown event that will bring together Hartsville High alumni and their families, friends and those who are Red Foxes at heart. The GBOGH3 Town Reunion will draw people back to Hartsville; showcase our All-America town; foster a sense of community; and increase awareness of the Darlington County Education Foundation and their critical mission for public education and students and teachers of the Darlington County School District. The GBOGH3 Town Reunion will feature a night of music by local bands and talent, dancing, food and beverage vendors, mini-class reunions, school tours, and more!
<b>Project Category</b>	Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity
<b>PY Percent Tourists</b>	0.00
<b>PY Percent All Grants vs Budget</b>	0.00

Current Year	2016
CY Total Budget	14675
CY Funds from City Grants	0
CY Funds from All Grants	0
CY Total Attendance	5000
CY Total Tourists	1250
CY Percent Tourists	25.00
CY Percent All Grants vs Budget	0.00
Program Information	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/GBOGH3-Town-Reunion-2017.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/GBOGH3-Town-Reunion-2017.pdf</a>
IRS 501 Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/DCEF-IRS-Determination-Letter-2.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/DCEF-IRS-Determination-Letter-2.pdf</a>
State Charity Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/DCEF-SC-State-Confirmation-1.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/DCEF-SC-State-Confirmation-1.pdf</a>
Acknowledgement	Yes
Full Name	Andrea Pulling
Title	Executive Director
Signature Date	September 15, 2016
Signature	Andrea Pulling

*The Go Big or Go Home Town Reunion*  
Partnership between Darlington County Education Foundation  
& The Go Big or Go Home Group  
April 1 or 29, 2017 (final date not yet determined)  
Downtown Hartsville

**Mission:** To bring together Hartsville High alumni, families, and those who are Red Foxes at heart for a weekend of fun, while increasing awareness of the Darlington County Education Foundation and showcasing Hartsville's beautiful (and growing) downtown.

**Overview:** Overview: The Go Big or Go Home 3 (GBOGH3) Town Reunion, a partnership of the GBOGH group and the Darlington County Education Foundation, is a downtown event that will bring together Hartsville High alumni and their families, friends and those who are Red Foxes at heart. The GBOGH3 Town Reunion will draw people back to Hartsville; showcase our All-America town; foster a sense of community; and increase awareness of the Darlington County Education Foundation and their critical mission for public education and students and teachers of the Darlington County School District. The GBOGH3 Town Reunion will feature a night of music by local bands and talent, dancing, food and beverage vendors, mini-class reunions, school tours, and more!

**History of the Go Big or Go Home Event & The People Behind It:**  
Go Big or Go Home

Three years ago a group of Hartsville High School friends (class of '79) gathered for a mini reunion. They had such fun, they decided to do it again the following year and invite a few more people. Word quickly spread and it was soon clear that the gathering at a local pub was going to be something special. Thus the first "Go Big or Go Home" was born. The original band of friends became known as the "Homecoming Ninjas" and under their direction, the first GBOGH became a block party with 600 people in attendance! Taking the name to heart, the Ninjas decided to "go big or go home" for the next event and focus on all Hartsville High alumni, regardless of when they graduated. Last year Go Big or Go Home 2 was held at Byerly Park and featured local entertainment such as Kendall Lee Skinner, Brooks Shumake, DJ Deese, and Atlas Road Crew (straight off their European tour). The event attracted close to 2,000 people to Byerly Park, many who had come to Hartsville just for the town reunion. This year's event promises to be bigger and better, attracting alumni, families, friends, and everyone that identifies as a Red Fox or lives in Hartsville! The Town Reunion will feature live bands, class tents, food trucks, restaurant tents, dancing, tours of the school, and more. Even better, the event will be held downtown so alumni and friends can walk from their hotels to the local restaurants, bars, and, of course, the Go Big or Go Home 3 Town Reunion!

Darlington County Education Foundation (DCEF)

The DCEF was founded in 1998 by a group of Darlington County parents and business and community leaders determined to provide support for, and increase public recognition of, the jobs our teachers do in the classrooms every day. The DCEF created and distributed "Making a Difference" awards to honor teachers and staff in the public who went above and beyond his/her

normal duties to make a difference in a child's life. Now the DCEF honors exceptional teachers and outstanding students by focusing on three key objectives:

- Recruiting Quality Educators in every classroom in the district
- Retaining High Quality, Experienced, and Passionate Educators
- Rejuvenating Meaningful, Purposeful, and Challenging Student Learning

These objectives are achieved through grants to support teachers in enhancing the education experience for students through research-based best practices and activities that would otherwise be unavailable. Educators are rewarded for making a difference by demonstrating excellence and creativity. The Darlington County Education Foundation recognizes teachers' passions and commitment to improve their skills and increase their effectiveness in providing a better learning environment for Darlington County students. It is the intent of the Darlington County School District that these grants continue to inspire teachers and serve as a catalyst for a lifetime of learning.

**Go Big or Go Home Steering Committee (“Homecoming Ninjas”)**

- |                   |                   |
|-------------------|-------------------|
| ◦ Scott Galloway  | ◦ Jamie Horton    |
| ◦ Tamara Morris   | ◦ Cal Wheeler     |
| ◦ Greg O’Neal     | ◦ Danny Nicholson |
| ◦ Bubba Doar      | ◦ Carmen Jackson  |
| ◦ Audrey Childers |                   |

**Darlington County Education Foundation Board of Directors**

- |                                       |                    |
|---------------------------------------|--------------------|
| ◦ Jerry Cheatham-President            | ◦ Jamie Dyce       |
| ◦ Andrea Pulling - Executive Director | ◦ Jamie Horton     |
| ◦ Wanda Hassler-Secretary             | ◦ Dr. Eddie Ingram |
| ◦ Lex West-Treasurer                  | ◦ Jamie Morphis    |
| ◦ Cissy Alexander                     | ◦ Wardie Sanders   |
| ◦ Debbie Dawkins                      | ◦ Paula Terry      |

## Go Big or Go Home Town Reunion Goals & Objectives

Goals	Objectives
Establish an annual Go Big or Go Home Town Reunion as annual community gathering to showcase Hartsville High, Hartsville & the people who make both so special.	<ul style="list-style-type: none"> <li>• Bring together 5,000 Hartsville High alumni, family and friends once a year</li> <li>• Provide quality family entertainment featuring local bands and entertainers</li> <li>• Provide opportunity &amp; location for mini class reunions within the bigger event</li> <li>• Increase marketing reach by expanding target audiences to include Coker College and visitors to downtown,</li> <li>• Host a profitable and low risk event</li> </ul>
Generate increased knowledge and funding for Darlington County Education Forum and it's mission to help public education in our community	<ul style="list-style-type: none"> <li>• Educate attendees about the Foundation &amp; its impact on Hartsville schools, teachers &amp; students</li> <li>• Provide multiple means for attendees to become supporters of the Foundation and its mission</li> <li>• Include DCEF purpose &amp; information on all marketing materials</li> </ul>
Showcase and promote Hartsville's thriving downtown and business community	<ul style="list-style-type: none"> <li>• Promote Hartsville hotel/motel/B&amp;Bs to out-of-town audience</li> <li>• Provide marketing opportunities for Hartsville business to increase visibility leading up to and during the event</li> <li>• Develop positive working relationships with Main Street program and Hartsville Chamber of Commerce</li> <li>• Encourage local businesses to become a part of the GBOGH Town Reunion with food trucks, beer tents, and more.</li> </ul>
Deepen community engagement	<ul style="list-style-type: none"> <li>• Develop mutually beneficial relationships between GBOGH, the City of Hartsville &amp; the Darlington County Education Foundation</li> <li>• Attract 5,000 attendees to festival</li> <li>• Provide networking opportunities for students</li> <li>• Invite Coker families</li> <li>• Promote local bands &amp; entertainment</li> </ul>
Promote the unique history and legacy of Hartsville High School	<ul style="list-style-type: none"> <li>• Provide opportunities for event attendees</li> <li>• Highlight successful alumni in marketing campaign</li> <li>• Provide opportunities and locations for mini class reunions</li> </ul>

### Project Details

- Total Budget: \$14,675
- Grant Money Requested: \$6,000
- Funds from All Grants: \$6,000
- Funds from Non-Grant Sources: \$8,675
- Total Attendance: 5,000
- Percent Tourists: 25%/1,250 visitors

### Target audiences

Alumni of Hartsville High, current employees of Hartsville High, sports fans, Coker students, visitors in nearby hotels, supporters of public education, local business & industry, government leaders

### Marketing plan

- Publicity – press releases, interviews with local reporters, appearances on radio shows
- Advertising
- Printed materials – Posters, fliers, banners, table tents
- Social Media: Facebook pages of both GBOGH & DCEF, Twitter, Instagram

### Budget

Go Big or Go Home Town Reunion - Budget		
Item	Estimated Expense	Notes
Headliner band	\$3,000	
Secondary bands	\$1,000	
DJ	\$750	
Security	\$300	3 @ \$25/hr for 4 hours
Attendants	\$0	adult volunteers, students for community hours
Decorations	\$500	
Insurance	\$1,000	
Byerly Park/Stage	\$0	Normally \$300, waived for downtown event
Banners	\$500	
Fliers	\$500	
Posters	\$500	
Advertising	\$1,000	
Audio/Visual	\$1,600	commercial generator for \$500/day from Sunbelt
Miscellaneous	\$400	
Tables/Chairs	\$500	VIP tent & equipment rental plus extra tables and chairs for ID station and wristband tent.
Event permit	\$25	
Trash roll carts	\$100	10 @ \$10 each
Port-a-potties	\$750	
Stage Crew for Showmobile	\$200	
Electricity for vendors	\$50	
Promotion Manager	\$2,000	
<b>TOTAL</b>	<b>\$14,675</b>	

For more information about anything contained in here, please contact:

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Darlington County Education Foundation  
843-639-7239  
dcef@roadrunner.com

Audrey Childers  
Go Big or Go Home  
843-861-0610  
audbug@aol.com

## Hartsville High Alumni ready to 'Go Big Or Go Home'

From staff reports

More than 1,000 Hartsville High alumni, friends and family spanning more than five decades are expected to descend on Hartsville's Byerly Park for a multiyear class reunion April 16 beginning at 4 p.m.

The event, called "Go Big or Go Home," is the result of a small get-together gone viral, as last year 615 people invaded Hartsville for the first "Go Big, or Go Home" (GBOGH) reunion. This is the second year for the GBOGH reunion, which was held in downtown Hartsville last year. Plans are to hold GBOGH annually on the third Saturday

See ALUMNI, Page 3A

## Alumni

From Page 1A

in April.

Event organizer Scott Galloway (Hartsville High class of 1979) explained the event began as a way to bring old friends together, "We thought we'd have 30 or 40 people show up last year, but evidently we hit a nerve because over 600 attended. We're showcasing Hartsville talent again this year, and after expenses are paid, all remaining dollars will go towards kickstart funding for any HHS class organizing a reunion effort. We hope Go Big or Go Home will be the big annual party that helps create other parties."

Headlining the event is Atlas Road Crew led by Hartsville native Taylor Nicholson, and son of Danny Nicholson '80. Formed in 2011 while students at USC, Atlas Road Crew's southern rock with a touch of soul sound exploded onto the scene, drawing crowds and building fans all along the east

coast. Last year the band completed a 260-city US tour, and finished the year by signing a recording contract with Madison House. This year Atlas Road Crew is returning from a six week European tour before beginning an aggressive US club and festival run. In addition to Atlas Road Crew, GBOGH will feature a live DJ, a dance floor, and several live bands playing classic rock, blues and country music.

Tickets are just \$10 per person. Galloway and his team plan to use the proceeds to offset the cost of the festival while also hoping to kick start additional reunion opportunities for Hartsville High School classes.

"This is more than a Hartsville High class reunion or alumni event," said Galloway. "This is a Hartsville community reunion. If you've got a Hartsville connection, we hope you will join us."

For more information, please visit the "Go Big or Go Home" Facebook page ([www.facebook.com/events/1669283149990277/](http://www.facebook.com/events/1669283149990277/)).

The Hartsville Messenger  
April 6, 2016

Find all your news in one  
place: [www.scnow.com](http://www.scnow.com)

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 **VS. EAST CAROLINA**

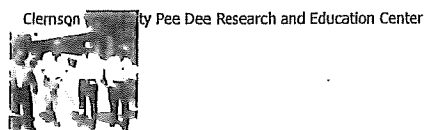
ON SATURDAY, SEPTEMBER 17  
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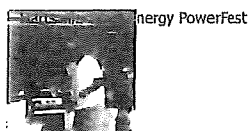
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## Hartsville native to perform with Atlas Road Crew at HHS reunion on Saturday

BY ARDIE ARVIDSON Hartsville Messenger Apr 14, 2016





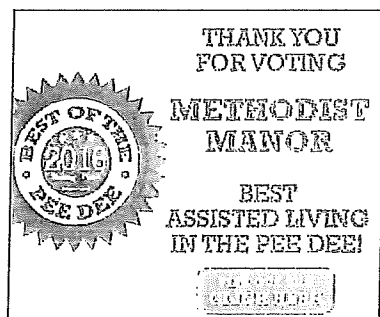
CONTRIBUTED

Atlas Road Crew will perform in Hartsville on Saturday at Byerly Park for the "Go Big or Go Home" reunion.

Former Hartsville native, Taylor Nicholson will be back in his hometown this weekend performing with the band Atlas Road Crew for the "Go Big or Go Home" reunion at Byerly Park. The multi-class Hartsville High reunion begins at 4 p.m. All alumni, family and friends are invited.

"Anyone who is a Red Fox at heart is invited," said a member of the committee working on the event.

"We're showcasing Hartsville Talent again this year," said Scott Galloway, HHS Class of 1979, who spearheads the organizing group called Homecoming Ninjas.



Atlas Road Crew for which Nicholson is lead vocalist is quickly gathering fans all over the East Coast.

Ten years ago, Nicholson moved from Hartsville with his parents, Debra and Danny Nicholson, to Mt. Pleasant. He graduated from high school in Pawleys Island.

As a student at the University of South Carolina, he and several of his buddies began playing music together for fun and in 2011 formed a band. He said they started playing shows in the Columbia area and their popularity has continued to grow.

Nicholson said they took their name from the name of a Columbia road near where they first began to practicing in an old warehouse.

The group describes itself as "South Carolina rock 'n' roll shot with southern soul accents."

Members of the band are: Nicholson of Pawleys Island, guitar; Patrick Drohan of Great Falls, Virginia, drums; Max Becker of Mount Pleasant, bass guitar; Dave Beddingfield of Charlotte, North Carolina, guitar; and Bryce James of Columbia, piano.

According to their bio, "Atlas Road Crew is rapidly building one of the most loyal fan bases on the East Coast, packing venues to capacity from South Carolina to New York City, and expanding quickly to major US cities in between.

"The overwhelming positive response to the band's latest recorded effort Halfway to Hopkins, produced by Grammy Award winning producer Rick Beato, has this young band quickly becoming the South East's 'must see' live act of 2015."

"Halfway to Hopkins is a sonic blast from start to finish, bringing swampy southern accents to fresh, contemporary tunes while managing to capture the band's blistering live show prowess on tape," says Drohan.

The title refers to a small community outside Columbia where the band lived for several years after graduating from the nearby University of South Carolina.

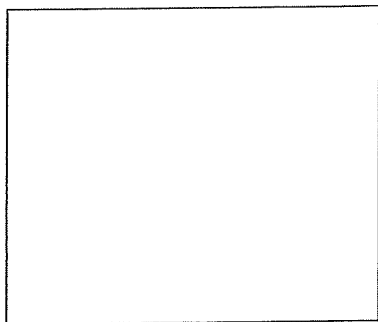
"That house, which was halfway between Columbia and Hopkins on the southeast side of town, was where we really began to come together," Drohan said. "We knew then we wanted to become more than just another bar band."

Nicholson said the group just finished a European Tour that began in late January and ended on March 7.

"We played 35 shows in 30 days," Nicholson said.

Drohan said, "Aussie rock 'n' roll blog 100 Percent Rock sums it all up nicely in their review, saying in no uncertain terms 'This is EXACTLY the sort of music we should be listening to right now: bands taking old favourites and adding new directions, writing great songs, delivering ace performances. This is the good stuff.'"

Most recently the group opened for Hootie and the Blowfish in Charleston.



"We hope to start working on our second album in June or July," Nicholson said.

"I am very excited to get back," he said. Although he says there are very few people that he remembers still live in Hartsville, except for family.

"My dad was raised in Hartsville and graduated from Hartsville High School. My grandmother, Mary Nicholson, still lives in Hartsville," he said.

In addition to Atlas Road Crew, the reunion will feature Scott Summers, Class of 1979, as master of ceremonies. Others Hartsville High alumni on the program will be Kendall Lee Skinner, class of 2006; AJ Sanders, class of 2007; and Brooks Shumake, class of 1981. DJ Deese will also be there.

Tickets are \$10 per person.

Galloway said this is more than a Hartsville High class reunion.

"This is a Hartsville community reunion. If you've got a Hartsville connection, we hope you will join us."

After expenses are paid, all remaining dollars will be used as "seed money" for next year's event, he said.


"We hope 'Go Big or Go Home' will be the big annual party that helps creates other parties," Galloway said.

For more information about the event on Saturday, visit the "Go Big or Go Home" Facebook page ([facebook.com/events/1669283149990277/](https://facebook.com/events/1669283149990277/)). For more information about the band visit [Atlasroadcrew.com](http://Atlasroadcrew.com)

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## 'Go Big or Go Home' turns into town reunion for Hartsville

BY DEBORAH SWEARINGEN Morning News [dswearingen@florencenews.com](mailto:dswearingen@florencenews.com) Apr 13, 2016



Leslie Mincey

Brooks Shumake will be performing at the second annual 'Go Big or Go Home' event in Hartsville.

HARTSVILLE, S.C. — Go Big or Go Home began as a group of old high school friends reuniting in Hartsville.

But with the help of social media, it quickly shifted from a 30- or 40-person gathering at J. Michael's to a block party with more than 600 in attendance.

"When we started this we had absolutely no intention of it turning into what it did," said Scott Galloway, event organizer and 1979 graduate of Hartsville High School.



As it picked up steam, Galloway and his friends decided to step back and let the party blossom.

"We were just crazy enough last year just to not get in the party's way," he said.

Now in its second year, Go Big or Go Home will be held from 4 p.m. to midnight Saturday at Byerly Park in Hartsville.

"It's a town reunion. Not just one class, it's everybody," Galloway said. "If you've got a Hartsville connection, you're invited."

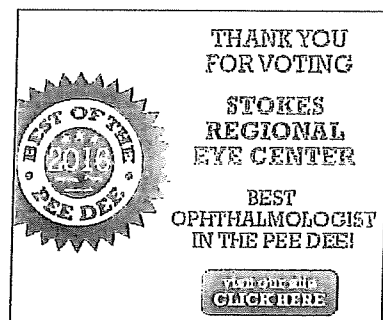
This year's event will feature four musical acts, all of whom have Hartsville connections.

Kendall Lee Skinner, a 2006 Hartsville High School graduate, will open the show. A.J. Sanders, a 2007 graduate, will follow Skinner. Brooks Shumake, a 1981 graduate, will perform with his band in the third slot.

Atlas Road Crew, a band formed in Columbia but currently located in Charleston, will close out the night as the event headliner.

Taylor Nicholson, the band's lead singer, grew up in Hartsville for the first 10 years of his life. His dad, Danny Nicholson, graduated from Hartsville High School in 1980.

"It's good to get back," Nicholson said. "It will be my grandmother's first time to ever hear us play."



The band just returned from a European tour, where Nicholson said they played 35 shows in 40 days.

"We were very busy," he said, chuckling. "...But it was a great learning experience. We were well-received over there."

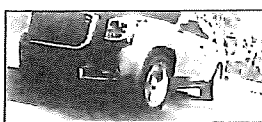
Atlas Road Crew, known for their Southern soul, rock 'n' roll flavor, will likely play a majority of the songs off the group's first studio album, "Halfway to Hopkins."

Galloway said there will be a DJ playing between each of the live music sets and a huge floor for dancing.

Guests are encouraged to bring chairs, blankets and sunscreen. Because of a city regulation, no coolers or alcohol will be allowed into Byerly Park. The concession stand will be open for food and drinks, and Vintage Craft Beer and Wine Boutique will be on site to sell beer and wine.

A \$10 admission fee will be charged. Galloway and his team plan to use the proceeds to cover the event expenses. Any remaining money will be put into a fund to help kickstart other reunions thrown by Hartsville High School alumni.

"It's the party that keeps on giving. We hope that Go Big or Go Home will be an annual hometown reunion, a big party every year," he said. "And we hope that it will raise money to help fund smaller groups."

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INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

AUG 06 2003

DARLINGTON COUNTY EDUCATION  
FOUNDATION INC  
C/O JAMES O MORPHIS III  
PO BOX 1028  
DARLINGTON, SC 29540-1028

Employer Identification Number:

57-1062936

DLN:

17053172735023

Contact Person:

CHARLES R BENTLEY

ID# 31460

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated June 1998, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

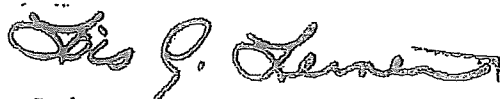
Based on our records and on the information you submitted, we are pleased to inform you that our letter dated June 2003 in which you were presumed to be a private foundation is hereby superseded. You are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1950 (DO/CG)



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

May 14, 2016

Darlington County Educational Foundation, Inc.  
Ms. Andrea Pulling  
PO BOX 427  
HARTSVILLE, SC 295510427

RE: Registration Confirmation

Charity Public ID: P6350

Dear Ms. Andrea Pulling :

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 May 15, 2017. 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](http://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