

# Accommodation Tax Worksheet

(01-335-301-000)

Year 2017

Total Accommodations Tax		\$ 138,293.02
First \$25,000 to the City general fund		\$ 25,000.00
Balance		\$ 113,293.02
5% of balance to general fund		\$ 5,664.65
30% of balance to designated group		\$ 33,987.91
Remaining balance 65%		\$ 73,640.46
Funds carrier forward from prior year		\$ 12,075.79
Interest earned		
Total to be disbursed		\$ 85,716.25



Organization	Amount requested last year	Amount recommended by committee for last year	Amount funded per Council	Amount requested this year	Amount recommended by committee for this year
Hartsville Community Development Foundation Tourism	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 35,000.00	\$ -
City of Hartsville - Downtown Development (30%)					
Hartsville Arts Council - BCAC - (Renofest)	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00	\$ -
Black Creek Arts Council	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ -
Butler Heritage Foundation	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ -
Hartsville Community Center Building Comm	\$ 4,720.40	\$ 4,720.40	\$ 4,720.40	\$ 14,310.00	\$ -
YMCA of the Upper Pee Dee	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -
SC Junior Golf Foundation	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	
Hartsville Community Development Foundation Ag+Art	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		
New Vision Community Development Foundation					
Southeastern Baseball Classic				\$ 9,500.00	
Greater Hartsville Chamber of Commerce	\$ 7,507.00	\$ 7,507.00	\$ 7,507.00	\$ 7,103.00	
Edventure				\$ 10,000.00	
	\$ 78,727.40	\$ 78,727.40	\$ 78,727.40	\$ 108,413.00	\$ -

## Laurie Lane

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**From:** City of Hartsville <hartsvillesc.notifications@gmail.com>  
**Sent:** Tuesday, April 25, 2017 8:35 AM  
**To:** Jordan Braddock  
**Cc:** finance  
**Subject:** City of Hartsville - Tax Grant Application 742  
**Attachments:** 2017\_AccommodationsTaxFundingApplication-1.docx; TaxExemption\_CFBH-3.pdf; CFBH\_Renewal2016-3.pdf

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Today's Date      April 25, 2017

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Organization Name      Hartsville Community Development Foundation

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First Name      Jordan

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Last Name      Braddock

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Email Address      jordan.braddock@hartsvillesc.gov

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Phone Number      8439170602

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Project Name      Hartsville Tourism Department

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Total Project      65000

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Budget

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Grant Money      35000

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Requested

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**Project Information**      The Hartsville Tourism Department is responsible for promoting the city of Hartsville and its assets on a regional, state and national level, thereby generating additional tourism dollars. This officer serves as a clearinghouse of information for all things Hartsville to area visitors, and supports existing organizations and businesses in promoting their events and missions (as long as they are relevant to the mission of generating tourist traffic). We are a liaison for sport, film, industry, educational entities and more to promote Hartsville as a viable destination for any number of tourism generating events (conferences, sports tournaments, movie sets, retreats, etc.) thereby significantly increasing area accommodations and hospitality tax revenue and ensuring the viability and sustainability of our local hotels and restaurants.

The Hartsville Tourism Department is located in The Key, Hartsville's Visitors Center, which serves as a one-stop location for information about the city of Hartsville. In addition, the Visitors Center serves as a gift shop for city branded and Hartsville-sourced items along with unique gifts from tourism stakeholders such as Coker College, SC GSSM, and Darlington Raceway. The physical location is accompanied by a mobile app, social media accounts, and host of other informative

resources that serve to highlight our city's many amenities and unique character, thereby expanding local tourism revenues.

Project Category      Operating visitor information centers

Previous Year      2016

PY Total Budget      65000

PY Funds from      30000  
City Grants

PY Funds from All      30000  
Grants

PY Total      5000  
Attendance

PY Total Tourists      1217

PY Percent      24.34  
Tourists

PY Percent All      46.15  
Grants vs Budget

Current Year      2017

CY Total Budget      65000

CY Funds from      0  
City Grants

CY Funds from All      35000  
Grants

CY Total      6000  
Attendance

CY Total Tourists      2000

CY Percent      33.33  
Tourists

CY Percent All      53.85  
Grants vs Budget

Previous Year      2016

Project Completion	<p>1. In its first year, The Key, Hartsville's Visitors Center, received over 430 transactions and collected \$9,061.21 in sales. The Key is open Monday through Saturday and is currently averaging 23.4 visitors per week.</p> <p>2. As reported by the South Carolina Department of Parks, Recreation and Tourism, Darlington County saw an increase in Accommodations Tax collections of 20.9%, up 8.4% from the previous fiscal year.</p> <p>3. The City of Hartsville mobile app has 906.3 average unique users with 193.2 average monthly users. The mobile app has had 7,305 total sessions (the number of time the app has been opened and used) since its launch.</p> <p>4. We have increased social media engagement by 20.92% since our launch of our January 2017 social media engagement campaign.</p>
Project Success	In the coming year, the Hartsville Tourism Department will look to further our reach to regional tourists through digital, print, and outdoor advertising, ways which we have not previously invested in. We will also look to educate our hospitality industry in the area about our Tourism department to increase visitors to The Key, Hartsville's Visitors Center, and to create return visitors to the area.
Program Information	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/2017_AccommodationsTaxFundingApplication-1.docx">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/2017_AccommodationsTaxFundingApplication-1.docx</a>
IRS 501 Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/TaxExemption_CFBH-3.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/TaxExemption_CFBH-3.pdf</a>
State Charity Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/CFBH_Renewal2016-3.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/CFBH_Renewal2016-3.pdf</a>
Acknowledgement	Yes
Full Name	Jordan Victoria Braddock
Title	Marketing & Events Coordinator
Signature Date	April 25, 2017
Signature	Jordan V. Braddock

## **Accommodations Tax Funding Application:**

### **Hartsville Tourism Department**

#### **Program Details**

The Hartsville Tourism Department is responsible for promoting the city of Hartsville and its assets on a regional, state and national level, thereby generating additional tourism dollars. This officer serves as a clearinghouse of information for all things Hartsville to area visitors, and supports existing organizations and businesses in promoting their events and missions (as long as they are relevant to the mission of generating tourist traffic). We are a liaison for sport, film, industry, educational entities and more to promote Hartsville as a viable destination for any number of tourism generating events (conferences, sports tournaments, movie sets, retreats, etc.) thereby significantly increasing area accommodations and hospitality tax revenue and ensuring the viability and sustainability of our local hotels and restaurants.

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#### **Goals and Objectives**

1. Develop a user-friendly website to aid in recruitment and facilitation of expanded tourism-generating activities
2. Aid in an increase in accommodations and hospitality tax collection
3. Develop targeted marketing materials and initiatives to focus on such heritage and cultural tourism, eco-tourism, film/video production, bridal tourism, and sports and recreation
4. Increase social engagement through the use of social media platforms
5. Create marketing campaigns across digital, print, web, and social media to attract our three primary demographic groups: Middleburgs (ages 35-46), Bright Young Professionals (ages 25-34), and Silver and Golds (ages 60-70) ESRI tapestry groups
6. Continue to promote the utilization of the Hartsville mobile app by residents and visitors
7. Increase attendance and presence of visitors and residents at events in the municipality through online and print promotion
8. Increase visitor numbers at the Visitors Center through in-store and online promotions
9. Create new opportunities for tourism through expanded programming at large event venues such as the Center Theater

10. Increase recognition of Hartsville as a unique southern destination through group tours, online editorials, and printed publications in magazines, newspapers, and travel journals.
11. Increase tourism and Visitors Center awareness through hotels, restaurants and businesses ambassadors and information specialists

### **Program Strategy**

The Tourism Department exists to market Hartsville on a regional, state, and even national level, serving as liaison to potential event organizers while simultaneously cultivating Hartsville's brand as a true tourism destination. The Tourism Department supports existing tourism-generating activities and entities, while innovatively and aggressively developing new initiative and marketing efforts to promote and enhance our tourism infrastructure and capacity. Hartsville's Tourism Department strives to increase the utilization of our unique area facilities to entice groups that will generate additional accommodations and hospitality tax revenues, thereby allowing quality of life enhancements for city residents.

### **Program Budget**

<b>Budget Item</b>	<b>Amount</b>
Marketing & Promotional Materials	\$16,000.00
<i>Facilities Guide Book</i>	<i>\$1,600.00</i>
<i>City of Hartsville Mobile App</i>	<i>\$5,000.00</i>
<i>Print</i>	<i>\$3,000.00</i>
<i>Other</i>	<i>\$6,400.00</i>
Professional Dues/Hosting Expenses	\$9,000.00
Salary/Benefits for Tourism Director	\$40,000.00
<b>EXPENSE TOTAL</b>	<b>\$65,000.00</b>
City of Hartsville Contribution	\$30,000.00
Accommodations Tax Funding (requested)	\$35,000.00
<b>REVENUE TOTAL</b>	<b>\$35,000.00</b>

### **2016-2017 Achievements**

1. In its first year, The Key, Hartsville's Visitors Center, received over 430 transactions and collected \$9,061.21 in sales. The Key is open Monday through Saturday and is currently averaging 23.4 visitors per week.
2. As reported by the South Carolina Department of Parks, Recreation and Tourism, Darlington County saw an increase in Accommodations Tax collections of 20.9%, up 8.4% from the previous fiscal year.
3. The City of Hartsville mobile app has 906.3 average unique users with 193.2 average monthly users. The mobile app has had 7,305 total sessions (the number of time the app has been opened and used) since its launch.

4. We have increased social media engagement by 20.92% since our launch of our January 2017 social media engagement campaign.

# DRIGGERS LAW FIRM LLC

MARTIN S. DRIGGERS, SR.

ATTORNEY & COUNSELOR AT LAW

323 WEST HOME AVENUE - P. O. BOX 1439 - HARTSVILLE, SOUTH CAROLINA 29551

PHONE: 843-332-5151

*Established in 1980*

[dmlawfirm@dmlawfirm.net](mailto:dmlawfirm@dmlawfirm.net)

FAX: 843-383-6150

April 12, 2017

To: **City of Hartsville Accommodations Tax Committee**

RE: **Hartsville Accommodations Tax Grant Application for FY 2017-2018**

From Hartsville Arts Council, Inc, d/b/a Black Creek Arts Council, as Sponsor of the  
**2018 RenoFest Bluegrass Festival** in Hartsville

Please find enclosed the FY 2017-2018 City of Hartsville A-Tax Application from Hartsville Arts Council, Inc, d/b/a Black Creek Arts Council (BCAC), sponsor of the **2018 RenoFest Bluegrass Festival** in Hartsville. BCAC is a county-wide charitable organization dedicated to the arts.

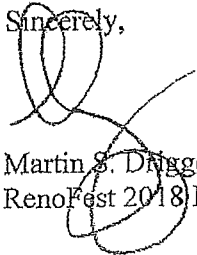
**RenoFest** is home to the **SC STATE CHAMPIONSHIP BLUEGRASS BAND, GUITAR AND BANJO CONTESTS**, which attract musicians and fans from across America to Darlington County each Spring for the best of bluegrass music anywhere. Last year's band contest winners were from Georgia, the guitar contest winner was from Tennessee, and the banjo contest winner was from Ohio. Many other states are represented every year at the festival.

Thanks to the Hartsville City A-Tax Grants, and similar grants from the City and others, **RenoFest** has grown from a one day event in 1998 into a nationally acclaimed and attended music festival. No other tourism event drives tourist to visit Hartsville, stay overnight, eat in Hartsville restaurants and shop in Hartsville like **RenoFest** does!

Currently, **RenoFest** is recognized as the largest and most popular event of its kind in South Carolina. Our festival ranks second only to the **Darlington Southern 500** in attracting tourists to Darlington County. Even more significantly, the Darlington County Tourism Office says that **RenoFest** has a far greater economic impact on Hartsville than the annual Darlington NASCAR race does.

Our festival has earned its slogan: **The Best Little Bluegrass Festival in the Best Little County in America!** Thanks for your financial support, without which our festival could not survive.

Sincerely,

  
Martin S. Driggers, Sr.  
RenoFest 2018 Project Director



The City of Hartsville  
Grant Funding Application



**Date:** April 12, 2017

**Organization Name:** Black Creek Arts Council, Inc.

**Applicant's Name:** Marty Driggers (Martin S. Driggers, Sr.)

**Email Address:** martydriggers@dmnlawfirm.net

**Phone Number:** 843-307-4102

**Project Name:** 2018 RENOFEST BLUEGRASS FESTIVAL - 21<sup>ST</sup> YEAR

**Total Budget:** \$46,000

**Grant Requested:** \$15,000

#### **Project Information**

*RenoFest* is named in honor of South Carolina's seminal bluegrass legend, Don Reno. Reno's son Ronnie Reno, who is 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. At least eighty percent (80%) of the festival's attendees qualify as "tourists" - persons who have traveled 50 or more miles to attend one or more of 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, it kicks off America's annual bluegrass festival season. In addition to the outstanding music concerts presented at RenoFest by national artists at Hartsville's 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 description: Project category:

- Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity.

**Project Attendance:**

	<u>2017</u>	<u>2018</u>
Total budget of event/project	\$45,700	\$46,000
Amount funded by City grants	\$15,000	
Amount funded by grants from all sources	\$26,000	\$10,000
Total Attendance	3,255	3,500
Total Tourists	2,765	3,000
% Tourists	85%	85%

**Previous Year:** 2017

**Project Completion:**

Were you able to complete the project as stated on your application?

All funds received were 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. Motels and hotels within Darlington County were all sold out during **RenoFest 2017**. Hartsville's restaurants are always busier during **RenoFest** than any other time of the year, based on the City's Hospitality Tax receipts during the festival. **RenoFest 2017** filled the restaurants and shops in downtown Hartsville. **RenoFest** attendees typically come from an average of 15 states and Canada, many of whom return for multiple years, and many return year after year.

**Project Success:**

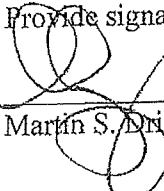
Please share any additional comments regarding the project (e.g. lessons learned, successes, problems encountered, etc.)

RenoFest 2017 ranks among the best and most well attended in the festival's 20 year history. As always, **RenoFest 2017** was successful for many reasons: First, individuals and businesses in the Hartsville area continuously and generously embrace and support 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 known as "THE DON RENO CLASSICS," and which are now 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.

The **RenoFest** ticket orders (online orders must provide address), the call in ticket orders (must provide mailing address), box office sales, attendee surveys, and parking lot license plate checks, allows us to track and identify where the festival's attendees are from. Consistently, every year over 80% of attendees at **RenoFest** have traveled to **RenoFest** greater than 50 miles and most stay in our hotels during the festival. This was also true of **RenoFest 2017**, which is demonstrated by the fact that **RenoFest 2017** realized a one-third (33%) increase in total sales over the sales generated by the 2016 festival.

Organization signature:

Provide signature of official within organization, verifying accuracy of above statements

  
\_\_\_\_\_  
Martin S. Driggers, Sr., Director of RenoFest 2017

April 12, 2017

April \_\_\_\_\_, 2017

\_\_\_\_\_  
Allison Pederson, Executive Director Black Creek Arts Council, Inc.

## ATTACHMENT 1. PROGRAM DETAILS & RENOFEST 2017 FLYER

**RENOFEST** has established a high standard of excellence within bluegrass music and is widely recognized as one of the best music festivals anywhere. In 2003, **RENOFEST** was selected as the *Promotional Event of the Year* by the **SC Community Builders**, and, in 2006, **RENOFEST** was selected as overall *Event of The Year* by the **SC Festival & Event Association**. In 2009, **RENOFEST** was cited as one of the Pee Dee Area's Top Five Attractions.

**RENOFEST** is a "home-grown" music festival conceived in 1998 by Darlington County brothers Russ and Rob Jordan. **RENOFEST** honors SC native Don Reno, one of bluegrass music's most famous talents. Don Reno (1927-1984) was a great song writer ("Dueling Banjos" in the movie *Deliverance*) and gifted guitar/ banjo player, whose "licks" are studied today. In 1978, Reno performed at Hartsville's Center Theater where **RENOFEST**'S ticketed events occur. Reno and *The Tennessee Cutups* were the third inductees in the **BLUEGRASS HALL OF HONOR**, right behind Bill Monroe and Flatt & Scruggs.

In 2000, **RENOFEST** expanded to a multi-day event by adding the **STATE CHAMPIONSHIP GUITAR & BANJO CONTESTS**. The instrument contests attract scores of outstanding musicians each year from across America to compete for hand-made commemorative instruments made by America's most prized luthiers. Some of the highest rated guitar players in America competed in the **2017 RENOFEST GUITAR CONTEST**. The top five guitar players in the 2017 contest were from NC, IL, and SC; and the top five banjo players in the 2017 contest were from TN, NC, SC, GA and VA.

In 2006, our festival instituted the **STATE CHAMPIONSHIP BLUEGRASS BAND CONTEST** which has been a huge success as the opening festival event each year. Each year, 7 bands are pre-screened and invited from among many applicants to compete against each other for significant cash prizes. Bands have come from as far away as Alaska and Florida to compete in the band contest. Band contest from 2006 through 2014 have represented many states: 2006 - SC; 2007 - NC; 2008 - PA; 2009 - NC/VA; 2010 - OH; 2011 - NC; 2012 - SC; 2013 - GA; 2014 - VA; 2015 - SC; 2016 - NC; and 2017 - SC.

The **Band Contest** opens our festival on Friday afternoon at the Center Theater. Friday evening, **RENOFEST** hosts a free community Bluegrass Block Party featuring music from several bluegrass bands. When the Friday concert ends, participating city venues and restaurants host late-night music.

The **Guitar and Banjo Contests** begin Saturday morning and conclude early Saturday afternoon. The festival then hosts a Saturday afternoon and evening concert at the Center Theater. The **RENOFEST 2017** concerts featured *Flat Lonesome*, IBMA's *2016 Vocal Group of the Year* (perhaps the "hottest" act in bluegrass); *Reno and Harrell*, featuring Dale and Don Wayne Reno (Don Reno's two youngest sons); and *Ronnie Reno and the Reno Tradition*. This marked the first time in over 10 years that Ronnie, Dale and Don Wayne Reno had been on the same stage together. Sunday morning, the festival ended with a **GOSPEL SING** event at Wesley Methodist Church downtown.

Intensive festival planning begins in April of each year to secure the festival's professional entertainment for coming year. At the same time, a pledge drive is started to secure donations from individuals and businesses for the next festival. This includes direct mail and follow-up visits to past and potential financial supporters. In 2017, private community, corporate and individual sustaining supporters pledged \$10,000 to financially support the festival.

The extraordinary instrument prizes awarded to instrument contest winners are separately secured each year. Contest requirements are disseminated nationally to attract the best musicians to our instrument contests. Shortly after entertainers for the next festival are secured, media advertising and press releases are distributed and interested web sites are updated. Flyers are printed and distributed (at other music festivals, concerts, music stores) and directly-mailed to thousands of past attendees, bluegrass fans, and financial supporters. Pursuant to our annual festival promotional plan, regional and national ads are prepared to promote the next festival in print, radio and TV media.

Many festival volunteers from within the Hartsville community oversee and/or complete off-season activities. These volunteers also assist with festival activities by picking up and setting out tables, chairs, signs and decorations; clearing areas after events; managing activities at the Center Theater (selling and taking up tickets; distributing wrist bands and programs; seating attendees; and maintaining security.) When the festival is over, key volunteer managers meet to discuss how to improve the next **RENOFEST**. The hospitality of the festival's many volunteers and festival managers prompt many tourists to return to **RENOFEST** year after year.

## ATTACHMENT 2. GOALS AND OBJECTIVES

OBJECTIVE STATEMENT	OBJECTIVE MEASURE	RESULT TO BE ACCOMPLISHED
1. To showcase downtown Hartsville in the most favorable light and to create an attractive atmosphere for tourist through the presentation of a unique and outstanding festival which will attract many tourists to the City of Hartsville and Darlington County from across America.	1. Gear-up the downtown district for <b>RENOFEST</b> 's Friday afternoon Band Contest, "block-party" concert on Friday evening from 6-9 p.m., and the late-night event at participating Hartsville restaurants and other venues. Saturday's events take place in the Center Theater. The festival ends Sunday morning with a Gospel Sing at a downtown church. During the festival, attendees all complete a survey which informs where the tourists who attend are from.	1. Each year <i>new</i> tourists attend the festival, and a high percentage of these return to <b>RENOFEST</b> year after year. <b>RENOFEST</b> has the potential of becoming even larger with sustained support and continued excellent programming. Other outstanding festivals are spread over 4 or more days and <b>RENOFEST</b> has the capability of maturing into an even larger and longer event due to the numerous excellent music venues located in Hartsville.
2. To promote and publicize the festival to the widest national audience possible.	2. Reaching a wider national audience is measured by the broad reach of the festival in attracting tourists from many distant states.	2. <b>RENOFEST</b> regularly attracts tourists from throughout the Carolinas. Importantly, the festival regularly attracts tourists from southeastern states (AL, FL, GA, KY, MD, TN, VA & WV) and also from many distant places (AK, CA, ME, PA, NY, OH, VT, MN, WY, HA, Canada and Scotland.)
3. To maintain high standards of entertainment quality throughout the festival's many programs.	3. The quality of the festival's entertainment is directly proportional to the festival's attractiveness to tourists.	3. Many tourists return to <b>RENOFEST</b> every year because they know that highest quality of entertainment value will exist at all festival activities.
4. To continue attracting America's most talented competitors for the festival's championship band, guitar and banjo contests by continuing to offer contest winners attractive prizes as incentives to compete at the festival.	4. The reputation of the festival's contests (band, guitar and banjo) is reflected in the number of contestants and the distance contestants will travel to compete in the contests, and their fans who accompany or follow them to the festival.	4. Of the 32 guitar and banjo contest winners thus far, only one of these winners has been from South Carolina. Competitors have come from OK, TX, TN, IL, and other distant locations. Recent bands competing in the festival's Band Contest have been from NC, VA, PA, OH, GA, as well as SC.
5. To improve the festival each year and grow the festival into an even larger national event.	5. The festival has grown nationally and will continue to grow if it maintains a high quality in entertainment value.	5. We hope to significantly broaden the scope of our advertising program for 2018 with assistance from special grants.

### ATTACHMENT3. PROGRAM STRATEGY

Since 1998, **RENOFEST** has grown in various ways. In 2000, the festival expanded from a one day concert to a three day weekend event. In 2001 the festival added the **SC State Instrument Contests** and in 2006 the **SC State Bluegrass Band Contest** was added. These contests have been extremely popular events. With high quality concert entertainment, coupled with SC's only Championship Bluegrass Band, Guitar and Banjo Contests, **RENOFEST** is positioned as an attractive "must-see" event on the bluegrass festival circuit. These contests are highly rated throughout America and attract competitors and fans from many states. The contests, coupled with the festival's outstanding professional concert performers, have secured for **RENOFEST** significant national stature and respect in the bluegrass music genre. Currently, **RENOFEST** ranks as Hartsville and Darlington County's number two annual national tourist attraction, right behind the annual auto Southern 500 Race at the Darlington Raceway.

**RENOFEST** has been successful due to the year long plan of action each year, which involves numerous volunteers. (**RENOFEST** has no professional employees.) Unlike many states, SC has only a few annual bluegrass festivals. Of these, **RENOFEST** is the largest "home grown" festival and second in size only to one other annual which is a commercially sponsored bluegrass festival at Myrtle Beach's Convention Center on Thanksgiving weekend. Another SC bluegrass event of note is a one day event in Lancaster held each May. **RENOFEST** has been successful because: the private sector in Hartsville has generously supported **RENOFEST** by donating funds to support our festival; **RENOFEST** has earned a reputation for quality and excellence; **RENOFEST** has an outstanding venue in Hartsville's Center Theater; and, **RENOFEST**'s annual contests are among the top bluegrass contests anywhere.

The attached 2018 **RENOFEST** budget indicates that the three most costly areas involved in promoting and producing **RENOFEST** are (1) promotion/advertising, (2) entertainment, and (3) **RENOFEST**'s three contests (cost for the hand-made instruments awarded to the winners of the guitar and banjo contests and the cash prizes offered in the band contest). The festival currently attracts tourists from throughout the southeastern region. Additionally, the festival has become a national event, attracting bluegrass fans from across American and from overseas. The festival's momentum can only be perpetuated by continued marketing and continued emphasis on excellence.

Broader and more intensive advertising will assure that **RENOFEST** reaches full maturity and enable it to achieve greater national recognition. Since 2006, **RENOFEST** has been advertised through national magazines, and on national radio and television programs. It is important to keep media advertising strong to assure the attraction of national musicians and tourists to **RENOFEST**. The requested grant will assist **RENOFEST** advertise nationally and regionally; and permit **RENOFEST** to produce promotional material for sale all year on [www.renofest.com](http://www.renofest.com), which is now a significant part of our annual promotion strategy.

The cost for maintaining high quality entertainment invariably increases, as we strive to present the most popular bluegrass entertainment in America. While costs can be off-set by attracting more attendees to the festival and by increasing ticket prices, there are limits to these efforts. Therefore, the requested funding will permit us to apply anticipated sales income and unspecified donations toward entertainment expenses for **RENOFEST 2018** and toward the cost of contest prizes for the 2018 festival, all of which is calculated to propel tourist attendance in 2018.

Other costs and expenses listed are self explanatory. We work hard to hold down expenses and we only use volunteers. Proceeds after costs are used to improve festival signage leading up to and during the festival. For example, any profits from **RENOFEST 2018** will be used to purchase new banners for light posts within the downtown district. However, the primary goal for **RENOFEST** is to showcase our downtown business community and our county in an excellent way during the early spring of each year. As noted above, **RENOFEST** has been recognized as one of our state's best and most popular tourist attractions. The festival has not yet reached its capacity and the grant funds sought by this application will assist **RENOFEST** reach its full tourism potential for the City of Hartsville and for Darlington County.

# ATTACHMENT 4. DETAILED 2018 EVENT BUDGET

## 2018 EXPENSES

● MEDIA PROMOTION	\$12,950.
PRINT MEDIA	5,250.
Mags: Bluegrass Unlimited	3,000.
Flyers, Tents, Posters	1,000.
Postage/Addresses	750.
Regional Marketing	500.
BROADCAST MEDIA	7,700.
Radio	4,200.
TV	3,500.
OTHER PROMOTIONS	3,250.
Promotional Merchandise	1,200.
Sponsors Showcase	1,300.
Sponsor Promotions	750.
● SUPPORT	4,330.
RF Ticket Printing	130.
Credit Card /Pay Pal Charges	300.
Administrative	2,500.
Motel Rooms	1,400.
● CONTESTS	7,650.
Fri. Band Contest Prizes	2,000.
Sat. Instrument Costs	3,550.
Instrument 2 <sup>nd</sup> /3 <sup>rd</sup> Place	600.
Judges	500.
Theater Rental	500.
Sound Friday Theater	500.
● PRODUCTION	17,650.
Sound Friday Hoe-Down	500.
Bands Hoe-Down	750.
FRIDAY TOTAL	1,250.
Sound Saturday Theater	1,000.
Theater Rental	1,100.
Ronnie Reno	3,000.
Major Attraction	4,500.
Minor Attraction	3,000.
Opening Bands	800.
SATURDAY TOTAL	13,400.
SUNDAY Band	500.
SUNDAY TOTAL	500.
Production Fee	2,500.
TOTAL EXPENSES	\$45,830.

## 2018 INCOME

GRANTS	25,000.
PRIVATE DONATIONS	10,000.
SALES AND FEES	14,000.
TOTAL	\$49,000.

## Laurie Lane

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**From:** City of Hartsville <hartsvillesc.notifications@gmail.com>  
**Sent:** Thursday, April 13, 2017 10:50 AM  
**To:** bartscounc@aol.com  
**Cc:** finance  
**Subject:** City of Hartsville - Tax Grant Application 700  
**Attachments:** A-Tax\_FY18.pdf; 501C3.pdf; SCCharities2017.pdf

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

Today's Date April 12, 2017

Organization Name Black Creek Arts Council, Inc

First Name Allison

Last Name Pederson

Email Address bartscounc@aol.com

Phone Number 8433326234

Project Name Black Creek Arts Council as a Cultural Destination

Total Project Budget 150000

Grant Money 5000

Requested

**Project Information** In recent years, BCAC has been extremely successful in event planning and implementation. This has led tourists to Hartsville. BCAC plans its cultural calendar around Hartsville's events which provides a cultural attraction for visitors to our area. By providing this service to our visitors it encourages them to come to our area, stay in our hotels, shop in our stores, eat in our restaurants and come back year after year.

As we move forward in our 45 plus years as an organization, BCAC continues to strive to promote the uniqueness of the area we serve. Our attention still focuses on promoting Hartsville as a destination (for both day-trippers and vacationers) to the Pee Dee region and entire State of South Carolina. In a study by Princeton University, 39% of all adults voluntarily attend at least one art activity in a 12 month time period.

In 2002 Black Creek Arts CENTER was opened to the public, with the mission to promote and foster the Arts in Darlington County. Black Creek Arts Council is dedicated to providing guidance and assistance in arts administration, funding, education, and program coordination to arts-based organizations and artists in Darlington County. The Council offers a variety of arts classes and produces numerous arts-based events and festivals.

Project Category	Promotion of the arts and cultural events
Previous Year	2016
PY Total Budget	179865
PY Funds from City Grants	6000
PY Funds from All Grants	53201
PY Total Attendance	12307
PY Total Tourists	1472
PY Percent Tourists	11.96
PY Percent All Grants vs Budget	29.58
Current Year	2017
CY Total Budget	150000
CY Funds from City Grants	0
CY Funds from All Grants	23858
CY Total Attendance	10000
CY Total Tourists	1200
CY Percent Tourists	12.00
CY Percent All Grants vs Budget	15.91
Previous Year	2016
Project Completion	BCAC's Community Impact: <ul style="list-style-type: none"> <li>• 12 schools participated in our Artist In Residence Program – \$26,400, impacting 5152 Darlington County Students</li> <li>• \$21,500 granted to other organizations and artists for project support – impacting 14 organizations</li> </ul>



and 69 artists

- 3 performances – impacting 2500 people and 32 visual and performing artists
- 8 gallery exhibits – impacting 3000 people and 58 artists
- 35 art classes in various mediums – impacting 1456 people and 26 artists

Program Information [https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/A-Tax\\_FY18.pdf](https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/A-Tax_FY18.pdf)

IRS 501 Registration <https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501C3.pdf>

State Charity Registration <https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/SCCharities2017.pdf>

Acknowledgement Yes

Full Name Allison Pederson

Title Executive Director

Signature Date April 12, 2017

Signature Allison



## BLACK CREEK Arts Council

PO Box 24 • Hartsville, SC 29551  
843.332.6234 • FAX 843.332.0500

BCAC is applying for funding for a series of events held annually by the Arts Council. These events all promote our City as a beacon of entertainment in the area of unique arts-related shows and programming.

In recent years, BCAC has been extremely successful in event planning and implementation. This has led tourists to Hartsville. BCAC plans its cultural calendar around Hartsville's events which provides a cultural attraction for visitors to our area. By providing this service to our visitors it encourages them to come to our area, stay in our hotels, shop in our stores, eat in our restaurants and come back year after year.

As we move forward in our 45 plus years as an organization, BCAC continues to strive to promote the uniqueness of the area we serve. Our attention still focuses on promoting Hartsville as a destination (for both day-trippers and vacationers) to the Pee Dee region and entire State of South Carolina. In a study by Princeton University, 39% of all adults voluntarily attend at least one art activity in a 12 month time period.

In 2002 Black Creek Arts **CENTER** was opened to the public, with the mission to promote and foster the Arts in Darlington County. Black Creek Arts Council is dedicated to providing guidance and assistance in arts administration, funding, education, and program coordination to arts-based organizations and artists in Darlington County. The Council offers a variety of arts classes and produces numerous arts-based events and festivals.

### BCAC's Community Impact:

- 12 schools participated in our Artist In Residence Program – \$26,400, impacting 5152 Darlington County Students
- \$21,500 granted to other organizations and artists for project support – impacting 14 organizations and 69 artists
- 3 performances – impacting 2500 people and 32 visual and performing artists
- 8 gallery exhibits – impacting 3000 people and 58 artists
- 35 art classes in various mediums – impacting 1456 people and 26 artists

HOSPITALITY TAX  
ONLINE PAYMENT

ZONING AND CODE  
COMPLIANCE  
APPLICATION

UTILITY  
DISCONNECTION  
REQUEST

RESIDENTIAL BUILDING  
PERMIT APPLICATION

VISITOR'S BROCHURE  
REQUEST FORM

COMMENDATION FORM

BUILDING PERMIT FEE  
ESTIMATOR

ACCOMMODATIONS TAX  
ONLINE PAYMENT

COMMERCIAL BUILDING  
PERMIT APPLICATION

HISTORIC MARION  
AVENUE CEMETERY  
DONATION

TAX GRANT  
APPLICATION

VENDOR PERMIT  
APPLICATION

PARKS & REC KICKBALL  
REGISTRATION

GREAT AMERICAN  
CLEANUP VOLUNTEER  
REGISTRATION FORM

SPECIAL EVENT PERMIT  
APPLICATION

CITIZEN OPINION FORM

CITY JOB LISTINGS

04/11/2017

4/11/17

## Organization Information

Information about the applying organization and contact details for the organization.

Organization Name \*

Butler Heritage Foundation

First Name \*

Alvin

Contact persons' first name (given name)

Last Name \*

Heasley

Last name (surname)

Email Address \*

heasley@roadrunner.com

Phone Number \*

843-332-4522

## Project Information

Project Name \*

Heritage Week 2017

Total Project Budget \*

17,050

The project's total budget in \$USD.

Grant Money Requested \*

4000

City Tax Grant requested amount in \$USD.

Project Information \*

Heritage Week is an annual event comprising eight (8) events. Proceeds provides funding for Butler Community Center. Foundation supports facilities for Boys & Girls Club, Senior Citizen Center and Headstart.

Please provide a short description of the project.

Project Category \*

☒ Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity

☐ Promotion of the arts and cultural events

☐ Construction, maintenance, and operation of facilities for civic and cultural activities

☐ Criminal justice system, law enforcement, fire protection, solid waste collections and health facilities when required to serve tourist and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists.

☐ Public facilities such as restrooms, dressing rooms, parks, and parking lots

RESIDENTIAL  
DEMOLITION  
ASSISTANCE PROGRAM

Search ...

## Recent Posts

Great American Cleanup  
returns April 29

City of Hartsville Parks and  
Recreation announces first  
adult dodgeball league

Hartsville Safe Communities  
requests community  
support at second repeat  
offender notification session

A Moment with the Manager  
- What Does Community  
Mean?

Police and Ministry continue  
partnership to improve  
community

## Categories

Main Street

News

- ☐ Tourist shuttle transportation
- ☐ Control and repair of waterfront erosion
- ☐ Operating visitor information centers

Please select one category for the project from the choices above. If your project does not fit in one of these categories, please contact the City of Hartsville Finance Department 843.383.3015 or [finance@hartsvillesc.gov](mailto:finance@hartsvillesc.gov) before submitting the application.

## Project Details

Record numbers in the fields below, as requested by The Tourism Expenditure Review Committee, for the project's previous year and this year. Numbers are to reflect attendance and funds received for projects for current and previous years.

When considering attendance, tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project on an individual basis.

### Previous Year

If this project was funded previously, fill the fields in this section. Otherwise, continue to the Current Year section.

Previous  
Year

2016

Enter the four-digit year that  
the project was last funded.

PY Total  
Budget

20,700

PY Funds  
from City  
Grants

4000

PY Funds  
from All  
Grants

4000

PY Total  
Attendance

3880

PY Total  
Tourists

650

PY Percent Tourists

0.00 6.0

This field automatically calculates the  
percentage of tourists among attendees.

PY Percent All Grants vs Budget

0.00 2.58

### Current Year

Provide best-estimate values for the project's  
current year plan. These fields are required.

Current Year  
\*

2017

Enter the four-digit year for  
which this application applies.

CY Total  
Budget \*

17,050

CY Funds  
from City  
Grants \*

0

CY Funds  
from All  
Grants \*

6000

CY Total  
Attendance \*

4000

CY Total  
Tourists \*

680

CY Percent Tourists

0.00 5.8

This field automatically calculates the  
percentage of tourists among attendees.

CY Percent All Grants vs Budget

0.00 2.84

This field automatically calculates the  
percentage of grant funding in the total budget.

This field automatically calculates the percentage of grant funding in the total budget.

### Previous Project Information

Complete the following fields if the project was funded by the City A-Tax previously. If the project was not previously funded, please move on to the next section.

Previous Year

2016

Project Completion

Project was completed as planned. Great Attendance.

Describe if and how you were able complete the project as stated in your application.

Project Success

Foundation Needs MORE Volunteers for activities.

Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered, etc.)

### Attachments

These attachments are required.

The following items are required for this application to be considered for funding. If they are not attached with this application the application will be denied.

Program Information

Provide one or more documents that detail the program or event and its strategy, goals, objectives, and budget.

IRS 501 Certification Letter

Provide a letter from the IRS certifying the organization's current registration as a 501(c)(3) or 501(d) organization.

Secretary of State Charity Registration Letter

Provide a letter from the SC Secretary of State certifying the organization's current registration as a charity organization.

## Butler Heritage Foundation

### Introduction:

The Butler High School closed in 1982 after 82 years of service. The Butler Heritage Foundation was organized in 1992 by former students, faculty, and friends. The foundation has two major objectives; preserve the legacy of Butler High School's historical significance and develop and implement a comprehensive community center that will provide cultural enrichment and programs to enhance and serve all person of the community.

### Heritage week:

Heritage week is an annual celebration of Butler High School and its former students and friends. This year it is scheduled from June 27<sup>th</sup>, 2017 through July 2, 2017. The events include the Taste of Butler, Community Bible Study, Banquet, Golf Tournament, Dance, Parade, Oldie Basketball Game and a Family Tailgate.

### Goals and Objectives:

The primary purpose of Heritage Week is to provide funds for the operation and renovation of the community center which supports the Boys and Girls club, Senior Center and Headstart. The foundation provides facilities for the Boys and Girls club and the Senior Center at no charge to the organizations and a reduced rate for Headstart. Our annual operation budget is \$85,000.00 We are anticipating attendance of 3800 to 4000 participants for the entire week. About 650 to 700 in attendance will be tourist.

Heritage Week Budget  
2017

Budget Items	City	Non City	Total
I. Personnel			
Support services (set-up breakdown Clean-up		1,500	1,500
Subtotal		1,500	1,500
II. Operating Expenses			
a. Equipment (sound system, porta-johns		1,100	1,100
b. tables/chairs		799	799
c. Printing (invitations, programs wristbands)		600	600
d. Insurance		590	590
Subtotal		3,089	3,089
III. Contractual Services			
a. Advertising/promotional (website, radio advertising, brochures/flyers, distribution	3,000	2,000	5,000
b. Catering (banquet, dance	1,000	3,000	4,000
c. DJ (dance, tailgate		700	700
d. security (tailgate, dance		825	825
Subtotal	4,000	6,525	10,525
IV. Capital Expenses			
Grand Total	4,000	13,050	17,050

**The City of Hartsville**  
**Grant Funding Application**



Organization Name: Hartsville Community Center Building Commission

Project Name: LED Lighting

Contact Name: D. Kim Cranford 843-332-5721

PO Box 1137 Hartsville, SC 29551

Contact Address: 212 N. 5th Street Hartsville, SC 29550

Money Requested: \$14,310.00

Project Info: This will be phase I of stage lighting project. Install 10 Elation Cyc Lights.

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Project description: Project category(SelectOne):

Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity,	<input type="checkbox"/>
Promotion of the arts and cultural events.	<input checked="" type="checkbox"/>
Construction , maintenance and operation of facilities for civic and cultural activities.	<input checked="" type="checkbox"/>
Criminal justice system,law enforcement, fire protection , solid waste collections and health facilities when required to serve	<input type="checkbox"/>
ourist and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists.	
Public facilities such as restrooms, dressing rooms, parks, and parking lots.	<input checked="" type="checkbox"/>
Tourist shuttle-transportation .	<input type="checkbox"/>
Control and repair of waterfront erosion.	<input type="checkbox"/>
Operating visitor information centers.	<input type="checkbox"/>
Other	<input type="checkbox"/>

**Project Attendance:**

Record numbers in the table below, as requested by The Tourism Expenditure Review Committee.  
 Numbers are to reflect attendance and funds received for projects for current and previous years.

	Previous Year	Estimate for current year
Total budget of event/project		P&L attached
Amount funded by City grants		n/a
Amount funded by grants from all sources		\$14,310.00
Total attendance		25K
Total tourists*		2.5K

Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers very project/event on a case by case basis.



### Previous Funding Requirements

A detailed report outlining the previous Grant rewards must be turned in to the Finance Department at City Hall by May 1st explaining how the money was spent, completion of the project, attendance, financial report, etc. If this requirement is not completed or not turned in by the due date, the City of Hartsville has the right to audit the Grantee's books or at the Grantor's expense to appoint an independent certified public accountant to conduct such an audit, should questions concerning the eligibility of the Grantee's use of the funds awarded by City Council.

### Attach the following:

***(If the following items are not attached to the application - the application will not be considered for funding - the application will be denied)***

Program details

Goals and Objectives

Program Strategy

Detailed event budget

IRS 501 (C or 3) or 501 (D) certification letter and current SC Secretary of State charity registration letter

**\*\*\*\*Only complete the following questions in the box if funded by the City A-Tax last year.\*\*\*\***

**\*\*\*\*Project Completion (If funded last year):\*\*\*\***

Were you able to complete the project as stated in your application?

**\*\*\*\*Project success:\*\*\*\***

Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered, etc.)

Organization signature:

Provide signature of official within organization, verifying accuracy of above statements

D. Kim Crandford

Name

Manager

Title

[Signature]

Signature

04/16/2017

Date

All applications must be filled out completely and accurately

to be considered for funding.

*Program details: This will be phase I of the stage lighting project. Install 10 Elation Cyc Lights with full gel index.*

*Goals and Objectives: The main goal is to upgrade the theater with a high quality Elation LED light fixtures replacing 26 cyc incandescent fixtures. Last year we had 60% of our shows requesting this type of lighting, one of these can produce over 1000 color combinations without manual changing gels.*

*Program Strategy: Once money is acquired I will start on project installation.*

*Detailed event budget: This upgrade will affect all renters of the theater a copy of the project budget is attached. Total cost including programming \$14,310.00, the wiring for this project has already been installed by the theater.*

*IRS 501 (C or 3) or 501 (D) certification letter and current SC Secretary of State charity registration letter: Attached*

152 SOUTH CASHUA DRIVE  
PO BOX 6496  
FLORENCE, SC 29501  
TEL (843) 667-1172  
FAX (843) 665-1808

Date: 29 Mar 2017  
Job Number:

**Hartsville Center Theater**

*We are pleased to submit the following cost estimate:*

**Job Description:** Cyc Lights

Materials	DESCRIPTION	PRICE	TOTAL
10	Elation Cyc Lights with barn door,power cable, safety cable	1250.00	12,500.00
0.08	SC Sales Tax	12500.00	1,000.00
		Materials Total	13,500.00

[illegible]

247 722 2017

## Laurie Lane

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**From:** City of Hartsville <hartsvillesc.notifications@gmail.com>  
**Sent:** Friday, April 14, 2017 10:05 AM  
**To:** matthew.frye@sonoco.com  
**Cc:** finance  
**Subject:** City of Hartsville - Tax Grant Application 702  
**Attachments:** 2017-Players-Championship-A-Tax-Request.pdf; 501-Tax-Registration.pdf; State-Charity-Registration-Players-Championship.pdf

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

Today's Date	April 14, 2017
Organization Name	South Carolina Junior Golf Foundation - Hartsville
First Name	Matthew
Last Name	Frye
Email Address	matthew.frye@sonoco.com
Phone Number	843-861-1213
Project Name	The Players Championship
Total Project Budget	13500
Grant Money Requested	8500
Project Information	"The Players Championship" is the year end championship for the South Carolina Junior Golf Association. Over 120 junior golfers and their families will be in Hartsville for the two day tournament. Most will arrive on Friday for practice rounds and depart on Sunday. Approximately 100 of these participants will commute over 70 miles and 110 players and families over 50 miles. Each player averages about four family members attending the event with them.
Project Category	Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity
Previous Year	2016
PY Total Budget	13500
PY Funds from City Grants	7500

PY Funds from All Grants	11500
PY Total Attendance	600
PY Total Tourists	450
PY Percent Tourists	75.00
PY Percent All Grants vs Budget	85.19
Current Year	2017
CY Total Budget	13500
CY Funds from City Grants	0
CY Funds from All Grants	13500
CY Total Attendance	600
CY Total Tourists	450
CY Percent Tourists	75.00
CY Percent All Grants vs Budget	100.00
Previous Year	2016
Project Completion	The 2016 Players Championship was a huge success. As expected, there was a full field of 120 participants with an average of about four family members in attendance with each player. Roughly 80 hotel rooms were occupied over a two night period. Based on calculations from the American Junior Golf Association and the Pee Dee Department of Tourism, the economic impact of this event ranges from \$200,000 to \$600,000.
Project Success	The State of South Carolina has been recognized by Golf Digest as the top junior golf program in the nation. This is a great honor! The Players Championship is recognized as one of the state's top tournaments. We will play host to a tremendous group of talented children. I feel we have an obligation to make this a very special tournament. Each year this tournament brings in over 400 tourists. 2017 will be no different. We are making changes that will meet the high standards and expectation of our guest. Over the years, we've added a glow ball tournament and dinner on Friday night that brought more families in for an extra day. Families that normally arrive Saturday morning

came on Friday. This meant an extra night of lodging and an extra day of spending in our community.

Program Information	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/2017-Players-Championship-A-Tax-Request.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/2017-Players-Championship-A-Tax-Request.pdf</a>
IRS 501 Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501-Tax-Registration.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501-Tax-Registration.pdf</a>
State Charity Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/State-Charity-Registration-Players-Championship.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/State-Charity-Registration-Players-Championship.pdf</a>
Acknowledgement	Yes
Full Name	Matthew Howard Frye
Title	Tournament Director
Signature Date	April 14, 2017
Signature	Matthew H. Frye

## "The 2017 Player's Championship" November 2017

To: Members of the City of Hartsville Accommodations Tax Advisory Committee

From: South Carolina Junior Golf Foundation - Hartsville

Subject: Request for funds from the Accommodation Tax Fund

*Dear Committee Members,*

*Over the past 20 years Hartsville Country Club has hosted one of South Carolina's most prestigious junior golf tournaments. The annual Player's Championship golf tournament has evolved into a tremendous experience for over 120 players and their families on an annual basis.*

*Since 2010 we have averaged approximately 150 hotel rooms booked during tournament weekend.*

*Using the American Junior Golf Association's Economic Guidelines "The Players Championship" should have a minimum economic impact of \$200,000.00. This is based on regional tourism impact factor of 2. The Pee Dee Regional Tourism Commission and State of South Carolina estimate a regional factor of 7 or an estimated benefit in excess of \$600,000.00.*

*In order to keep this great event in Hartsville your assistance is needed again. Our operating budget will exceed \$13,000 this year. Your donation of \$8,500 to "The Player's Championship" will play a major role our ability to keep this wonderful and economically significant tournament in Hartsville.*

*Since our tournament is held in November it is extremely difficult to raise private donations to make up the balance of our budget deficit. Without the additional financial support from the City of Hartsville accommodation tax fund the quality of our tournament will be negatively impacted.*

*Thank you for your time and consideration,*

*Sincerely,*

*Matthew H. Frye  
Tournament Director*

2017 The Players Championship  
Operating Expenses

Hartsville Country Club reservation	\$3,500.00
Meals - Friday night, Sat & Sun lunch	\$3,500.00
T-shirts for Players	\$2,500.00
Miscellaneous (landscaping, flags)	\$1,500.00
Signs and Banners	\$ 500.00
Glow Ball Competition on (Friday night)	\$ 500.00
Range Balls	\$1,000.00
Misc.	\$ 500.00
Total Operating Budget	\$13,500.00



**Project/Event name and general description with specific reference to what will be accomplished with county funds:**

"The Players Championship" is the year end championship for the South Carolina Junior Golf Association. Over 120 junior golfers and their families will be in Hartsville for the two day tournament. Most will arrive on Friday for practice rounds and depart on Sunday. Approximately 100 of these participants will commute over 70 miles and 110 players and families over 50 miles.

The proceeds from the Accommodation Tax Fund will be used to pay for items outlined in our operating budget. The contribution this year is critical to the immediate needs of 2016 and the ongoing success of the Players Championship.

Based on calculations from the American Junior Golf Association and the Pee Dee Department of Tourism the economic impact of this event could range from \$200,000.00 to \$600,000.00. The AJGA uses an impact factor of 2 and the Pee Dee Tourism commission uses an impact factor of 7. The requested \$7,500.00 donation from the City of Hartsville Accommodation Tax fund will allow us to retain this tournament in Hartsville and grow to new levels. It is imperative we make strides to improve whereas other communities such as Greenville, Charleston and Columbia are competing to host such a prestigious event.

**Describe how your project/event will attract and promote tourism, civic and cultural events or help provide services and facilities that are needed to attract and provide for tourists, civic and cultural activities.**

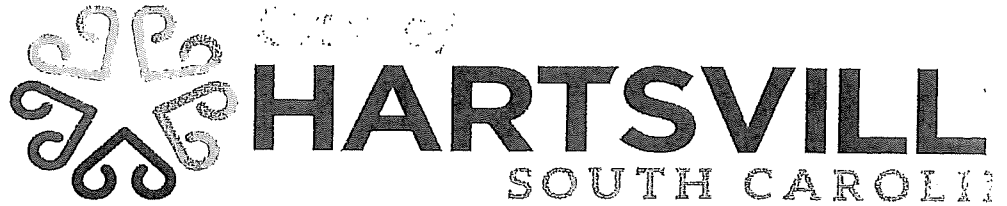
The State of South Carolina has been recognized by Golf Digest as the top junior golf program in the nation. This is a great honor! The Players Championship is recognized as one of the state's top tournaments. We will play host to a tremendous group of talented children. I feel we have an obligation to make this a very special tournament. Each year this tournament brings in over 400 tourists. 2011 will be no different. We are making changes

that will meet the high standards and expectation of our guest. In 2009 we added a glow ball tournament and dinner on Friday night that brought more families in for an extra day. Families that normally arrive Saturday morning came on Friday. This meant an extra night of lodging and an extra day of spending in our community.

### **What are the Goals and Objectives?**

Our objective is to promote tourism in Hartsville. Our goal is to have our guest occupy over 150 rooms over two day weekend. We will accomplish this by providing the highest quality junior golf tournament in South Carolina. Approximately 80% of our players travel more than 50 miles and bring an average of four family members. Since our tournament is held in November it is extremely difficult to raise private donations to make up the balance of our budget deficit. Our individual donations are down over 50% in the past three years and this trend is expected to continue. Given the large number of hotel rooms booked my goal is to have this event fully funded by public funds.

**The City of Hartsville**  
**Grant Funding Application**



Organization Name: Southeastern Baseball Classic

Project Name: S/A

Contact Name: Tina Gainey

Phone: 843-858-3898

Contact Address: 3568 N. Center Rd.

Hartsville

SC

Money Requested: \$9500.00

Project Info: The Board of Directors work very hard to put on a baseball tournament, bringing in outstanding high school base  
 In the past we have hosted teams from Ohio, Georgia, Pennsylvania, Alabama, Florida, Virginia, North Carolina, Maryland, and  
 of our great state of South Carolina. Visitors are constantly amazed at the amount of community support from our All-America  
 from the numerous volunteers that make the tournament memorable for the teams.

Project description: Project category(SelectOne):

Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity,

X

Promotion of the arts and cultural events.

Construction, maintenance and operation of facilities for civic and cultural activities.

Criminal justice system, law enforcement, fire protection, solid waste collections and health facilities when required to serve

tourist and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists.

Public facilities such as restrooms, dressing rooms, parks, and parking lots.

Tourist shuttle transportation.

Control and repair of waterfront erosion.

Operating visitor information centers.

Other

City gave  
them 1,500  
on 3/17/17

Project Attendance:

Record numbers in the table below, as requested by The Tourism Expenditure Review Committee.

Numbers are to reflect attendance and funds received for projects for current and previous years.

	Previous Year	Estimate for current year
Total budget of event/project	\$23,859.00	\$26,907.00
Amount funded by City grants		n/a
Amount funded by grants from all sources		
Total attendance	650	700
Total tourists*	435	425

Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

### Previous Funding Requirements

A detailed report outlining the previous Grant rewards must be turned in to the Finance Department at City Hall by May 1st explaining how the money was spent, completion of the project, attendance, financial report, etc. If this requirement is not completed or not turned in by the due date, the City of Hartsville has the right to audit the Grantee's books or at the Grantor's expense to appoint an independent certified public accountant to conduct such an audit, should questions concerning the eligibility of the Grantee's use of the funds awarded by City Council.

### Attach the following:

***(If the following items are not attached to the application - the application will not be considered for funding - the application will be denied)***

*Program details*

*Goals and Objectives*

*Program Strategy*

*Detailed event budget*

*IRS 501 (C or 3) or 501 (D) certification letter and current SC Secretary of State charity registration letter*

**\*\*\*\*Only complete the following questions in the box if funded by the City A-Tax last year.\*\*\*\***

**\*\*\*\*Project Completion (If funded last year):\*\*\*\***

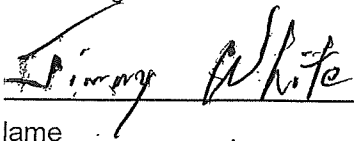
Were you able to complete the project as stated in your application?

**\*\*\*\*Project success:\*\*\*\***

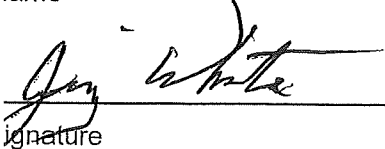
Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered, etc.)

Organization signature:

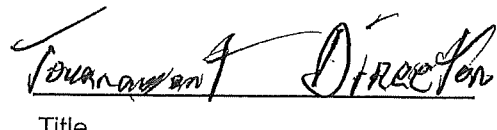
Provide signature of official within organization, verifying accuracy of above statements



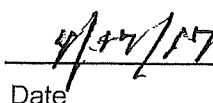
Name



Signature



Title



Date

# **The Southeastern Baseball Classic**

## **Program Details**

The Southeastern Baseball Classic aims to promote the game of baseball, to enhance the lives of athletes through competition and scholarship, and to involve the community by assembling sportsmen in tournament play.

The Southeastern Baseball Classic is an annual, four-day, eight-team baseball tournament held in Hartsville. Other than Hartsville High School, West Florence, and Lamar High School all competing teams were located further than 50 miles from Hartsville. Five of the eight teams were from out of state.

## **Goals and Objectives**

As the mission of the Southeastern Baseball Classic states, we aim to:

- Promote the game of baseball
- Enhance the lives of athletes through competition and scholarship
- Involve the community by assembling sportsmen in tournament play

Moreover, the Southeastern Baseball Classic provides young people with a proper avenue for athletic competition and personal development. A byproduct of the SBC's efforts is an increase in visitors to the City of Hartsville during the time of the tournament. Baseball tournaments bring with them players, coaches, and fans. Those players, coaches, and fans dine in Hartsville's restaurants, lodge in Hartsville's hotels and bed & breakfasts', and fill their tanks at Hartsville's convenience stores. Additionally, local businesses benefit from the tourism generated by the SBC.

## **Program Strategy**

One main goal of the SBC is to bring in the highest level of baseball talent from the Southeast, as well other geographic areas, to compete in a tournament. In order to attract the best teams, proper planning and implementation are crucial. The visiting teams must have motels and meal reservations, as well as information about Hartsville, prior to arrival. In taking care of these things prior to arrival, the visitors' views of Hartsville are impacted positively.

## Economic Impact

The chart below details the number of tourists brought into Hartsville by the SBC:

<b>Tourist Category</b>	<b>Average</b>	<b>Multipliers</b>	<b>Total Tourists per Category</b>
Players Per Team	24.1	x 6 teams	144.6
Coaches Per Team	3.8	x 6 teams	22.8
Additional Visitors Per Player	1.7	x 24.1 players per team x 6 teams	245.8
	<b>Total</b>		<b>413 tourists</b>

With 413 visitors in town for 4 nights, that amounts to 1652 individual nights in hotels and over 3304 meals (at two meals per day) consumed. Assuming 4 people per hotel room with the average room cost of \$75 and \$8 per meal, the SBC generates nearly \$67,000 that is added to the local economy in lodging and meals alone. Darlington County Tourism conservatively estimates *that an additional \$5,000 is generated by the SBC at local convenience and grocery stores*, which brings the tournament's impact to over \$71,000. This figure does not include shopping at local businesses.

The chart above also does not include visitors from out-of-town who come to the tournament and are not associated with one of the competing teams.

## Detailed Event Budget

### Income

Category	Amount
Team entry fees	\$3500
Seat sales	\$1925
52 club	\$1740
Ticket sales	\$5250
Concessions	\$2345
Scholarship donation	\$1000
Sponsorships	\$2500
<b>Total</b>	<b>\$15760</b>

### Expenses

Category	Amount
Umpires	\$2100
Player/Coach Gifts	\$4358
Programs	\$250
Field equipment/maintenance	\$1500
Food	\$2427
Motel	\$9354
Baseballs	\$720
Scholarship	\$1000
Carolina Printing	\$4223
Web-site	\$195
NFHS sanctioning	\$100
Security	\$680
<b>Total</b>	<b>\$26907</b>

**Bottom Line:** The tournament was in the red \$11,147.

With the positive economic impact the tournament has on our area, our committee sees the tournament as a necessary event and we are striving for ways to generate spendable income for the SBC.

## Laurie Lane

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**From:** City of Hartsville <hartsvillesc.notifications@gmail.com>  
**Sent:** Monday, April 10, 2017 11:46 AM  
**To:** ssalley@edventure.org  
**Cc:** finance  
**Subject:** City of Hartsville - Tax Grant Application 581  
**Attachments:** Hartsville-A-Tax-Narrative.doc; 501-c-3-Determination-Letter-Dated-July-2015.pdf; SC-Secretary-of-State-2016-17.pdf

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

Today's Date	April 10, 2017
Organization Name	EdVenture, Inc.
First Name	Sara
Last Name	Salley
Email Address	ssalley@edventure.org
Phone Number	8034001138
Project Name	EdVenture Hartsville Tourism Marketing FY17-18
Total Project Budget	250000
Grant Money Requested	10000
Project Information	EdVenture requests City of Hartsville Accommodations Tax grant funding to cover tourism marketing for EdVenture Hartsville that will open in winter 2018. The 6,000 square foot satellite location will allow EdVenture to expand it's footprint and provide fun, hands-on educational experiences to citizens and tourists to Hartsville and Darlington County. EdVenture conservatively projects that 25,000 people will visit the Hartsville location annually.
Project Category	Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity
PY Percent Tourists	0.00
PY Percent All	0.00
Grants vs Budget	
Current Year	2017



CY Total Budget	0
CY Funds from City Grants	0
CY Funds from All Grants	0
CY Total Attendance	0
CY Total Tourists	0
CY Percent Tourists	0.00
CY Percent All Grants vs Budget	0.00
Previous Year	0
Project Completion	N/A - EdVenture Hartsville will open in winter 2018. We do not have current or previous numbers. The annual operating budget for the museum is currently estimated at \$250,000. EdVenture Hartsville is estimated to have 25,000 visitors annually. 10% are estimated to be from 50 miles out. Zip codes will be captured for all visitors through ticketing software.
Project Success	EdVenture Hartsville will open in winter 2018. EdVenture has 13 years of success in providing fun, hands-on educational experiences for visitors. EdVenture in Columbia currently serves 217,000 through museum admission and outreach programs. We look forward to providing this same quality of programming and exhibits to Hartsville.
Program Information	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/Hartsville-A-Tax-Narrative.doc">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/Hartsville-A-Tax-Narrative.doc</a>
IRS 501 Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501-c-3-Determination-Letter-Dated-July-2015.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/501-c-3-Determination-Letter-Dated-July-2015.pdf</a>
State Charity Registration	<a href="https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/SC-Secretary-of-State-2016-17.pdf">https://www.hartsvillesc.gov/wp-content/uploads/formidable/30/SC-Secretary-of-State-2016-17.pdf</a>
Acknowledgement	Yes
Full Name	Sara Jane Salley
Title	Director of Philanthropy
Signature Date	April 10, 2017
Signature	Sara Jane Salley



**EdVenture Hartsville  
City of Hartsville Accommodations Tax Application Narrative  
FY2017-2018**

EdVenture's mission is to inspire children to experience the joy of learning. The museum represents a new era in education and community development for South Carolina - where children are engaged in learning even before they realize it and where they help direct the outcomes that shape and prepare them to lead productive lives in the future as citizens of the world. Our vision is to create new generations of lifelong learners in South Carolina. This mission and vision will expand to EdVenture Hartsville by providing a unique, hands-on museum experience for children and families visiting Hartsville, Darlington County and the surrounding areas.

EdVenture has a record of success as a museum attraction and is a perennial Top 25 children's museum in national rankings, serving more than 200,000 annual visitors and outreach participants. It is also a recognized leader in community-based programming, most recently cited by the Institute of Museum and Library Services as a national model for bringing services to its community with special emphasis on under-resourced populations.

In 2015, EdVenture's Board of Trustees-approved strategic direction to expand its impact by opening satellite locations. The City of Hartsville jumped at the chance to be the first satellite location and deeded EdVenture a 6,000 square foot facility for that purpose in early 2017.

EdVenture will open EdVenture Hartsville in the winter of 2018. Located at 146 Carolina Avenue, the satellite museum will provide Hartsville with:

1. A new attraction for family visitors to the area
2. An institution dedicated to early childhood education
3. Impactful community programming for which EdVenture is known and nationally recognized, including after school education, health and wellness offerings, age-appropriate Science, Technology, Engineering, Art and Math teaching and youth development programs
4. \$1 admission for families on SNAP, WIC and Medicaid

EdVenture requests \$10,000 from the City of Hartsville Accommodations Tax fund to assist in marketing EdVenture Hartsville to tourists. This project qualifies for Accommodations Tax funding as the "Construction, maintenance, and operation of facilities for civic and cultural activities, including construction and maintenance of access and other nearby roads and utilities for such facilities".

City of Hartsville Accommodations Tax funds will be used to develop and implement marketing strategies to promote out-of-area tourists to Hartsville, Darlington County and the surrounding areas. Once open, EdVenture Hartsville will enhance and extend the stay of tourists to Hartsville and Darlington County by adding an attraction for children and their families. Economically, the museum adds one full-time position and several part-time positions.

EdVenture Hartsville is conservatively anticipating 25,000 visitors annually. It is estimated that 10% of these visitors will be from 50 miles outside Hartsville. EdVenture Hartsville will be an added attraction for tourists traveling with young children to Darlington, Hartsville, Florence, and Bishopville. Visitors are likely to spend 2 hours at the museum per visit. EdVenture Hartsville will charge admission for daily visitors Monday – Sunday and track each visitor by zip code through the museum’s ticketing system. Visitor surveys will track other information such as Accommodations and Hospitality statistics. In addition to general admission customers, the Museum will host birthday parties, group visits, school field trips, and conduct community outreach throughout Hartsville and Darlington County.

EdVenture will market the Hartsville and Columbia museums to local and regional tourists through:

- TV paid advertising as well as working with local media on sponsorships partnerships for exhibits/programs
- Billboards - Digital and poster
- Digital advertising will be used to drive visitors to the museum through targeted banner ads and keyword searches
- Social Media (Facebook, Twitter, Instagram, and Snapchat) and listings on community calendars including Discover SC
- Print ads in local and state-wide publications
- Radio
- Brochures/Rack cards – hotels and Welcome Centers

Thank you for consideration of this request. EdVenture looks forward to opening the museum and sharing its mission with residents of Hartsville and tourists visiting the area. Please contact Louis Fawcett at [lfawcett@edventure.org](mailto:lfawcett@edventure.org) if any additional information is needed.

The City of Hartsville  
Grant Funding Application



Organization Name: Greater Hartsville Chamber of Commerce

Project Name: City's Visitor Information Center

Contact Name: Quinetta M. Buterbaugh Phone: (843) 332-6401

Contact Address: 214 North Fifth Street, Hartsville, SC 29550

Money Requested: \$7,103

Project Info: Chambers of Commerce are inherently and organically known as the "front door to the community." With the Greater Hartsvil Chamber of Commerce serving as a visitor information center, we would like to be recongized and compensated as such.

Project description: Project category(SelectOne):

Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity,	<input type="checkbox"/>
Promotion of the arts and cultural events.	<input type="checkbox"/>
Construction , maintenance and operation of facilities for civic and cultural activities.	<input type="checkbox"/>
Criminal justice system,law enforcement, fire protection , solid waste collections and health facilities when required to serve tourist and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists.	<input type="checkbox"/>
Public facilities such as restrooms, dressing rooms, parks, and parking lots.	<input type="checkbox"/>
Tourist shuttle transportation .	<input type="checkbox"/>
Control and repair of waterfront erosion.	<input type="checkbox"/>
Operating visitor information centers.	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

**Project Attendance:**

Record numbers in the table below, as requested by The Tourism Expenditure Review Committee.  
Numbers are to reflect attendance and funds received for projects for current and previous years.

	Previous Year	Estimate for current year
Total budget of event/project	\$7,507	\$7,103
Amount funded by City grants	\$7,507	n/a
Amount funded by grants from all sources	N/A	N/A
Total attendance	N/A	N/A
Total tourists*	N/A	Varies

\* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

Previous Funding Requirements

A detailed report outlining the previous Grant rewards must be turned in to the Finance Department at City Hall by May 1st explaining how the money was spent, completion of the project, attendance, financial report, etc. If this requirement is not completed or not turned in by the due date, the City of Hartsville has the right to audit the Grantee's books or at the Grantor's expense to appoint an independent certified public accountant to conduct such an audit, should questions concerning the eligibility of the Grantee's use of the funds awarded by City Council.

Attach the following:

If the following items are not attached to the application - the application will not be considered for funding - the application will be denied)

Program details

Goals and Objectives

Program Strategy

Detailed event budget

RS 501 (C or 3) or 501 (D) certification letter and current SC Secretary of State charity registration letter

\*\*\*Only complete the following questions in the box if funded by the City A-Tax last year.\*\*\*

\*\*\*Project Completion (If funded last year):\*\*\*

Were you able to complete the project as stated in your application?

Yes, We actually served, on average, a higher number of visitors per month in the past year.

\*\*Project success:\*\*\*

Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered,

c.)

The chamber has been successful as the city's visitor information center for many years. It is an honor for the chamber to serve as the front door to the community," and as such are looking forward to continued service to the visitors of our city. In addition, we work with the staff at The Key to share resources, ensuring a well-branded and intentional use of accommodations tax funds.

Organization signature:

Provide signature of official within organization, verifying accuracy of above statements

Shirley M. Buterbaugh

President

Signature

Title

Signature

Date

4/17/17

All applications must be filled out completely and accurately

to be considered for funding.

## **The Greater Hartsville Chamber of Commerce & Welcome/Visitor's Center**

**Project Information:** Chambers of Commerce are inherently and organically known as the "front door to the community." With the Greater Hartsville Chamber of Commerce serving as an information hub, we would like to be recognized as and compensated for serving as Hartsville's Welcome/Visitor's Center.

**Program Details:** As Hartsville's Welcome/Visitor's Center, the Chamber would continue the following:

**Goal 1:** To provide information about the community to newcomers, visitors and prospective business owners through various mediums.

**Objective 1a:** Maintain a robust, customizable, and searchable website

**Objective 1b:** Provide resources (folders, postage, business cards, in-house printed material) and other provided material from organizations for informational packets that are handed out at the chamber office or mailed to prospective/new residents or visitors.

**Objective 1c:** Provide resources (folders, postage, business cards, in-house printed material) and other provided material from organizations for information packets that are used for employee recruitment by major industries in the greater Hartsville area.

**Objective 1d:** Provide information via telephone conversations from those requesting information.

**Objective 1e:** Publish the community guidebook/business directory publication used for newcomers and recruitment of prospective employees by major industries in the greater Hartsville area.

**Goal 2:** To serve the general public as an information hub about the greater Hartsville area.

**Objective 2a.** Continue to stock brochures and publications relevant to newcomers, visitors, and tourists in the showcase located in the chamber's office.

**Objective 2b:** Provide staff to answer inquiries effectively. July 1, 2016-March 31, 2017, on average, 75 inquiries were made monthly by those moving to Hartsville, requesting city or government information, requesting school information, requesting information about a specific business, or requesting information about maps, tourist activities, hotels, and restaurants.

**Goal 3:** To effectively utilize existing chamber resources.

**Objective 3a:** Continue to market Hartsville as a great place to live, work and play through the chamber's weekly electronic newsletter, press releases, monthly radio program, host or co-host community events that contribute to the quality of life for our community's residents.

**Program Strategy:** Being the "front door to our community" is an honor to the Greater Hartsville Chamber of Commerce. The staff at the chamber works diligently to accommodate and serve those who enter its doors. One of the key facets of the chamber is to provide promotional opportunities for the business community. Being the Welcome/Visitor's Center is an organic function of the chamber and the staff is dedicated to fulfill the center's needs while maintaining chamber responsibilities.

**Detailed Budget:**

Item	Annual Budgeted Amount	Amount Requested
20% of Member Liaison's Salary	\$27,000	\$5,400
10% of Communication expenses (Internet, Copies, Website, phone, postage, supplies, publications)	\$10,730	\$1,073
10% of Rent	\$6,300	\$630
<i>Total=</i>	<i>\$44,030</i>	<i>\$7,103</i>

Supporting information:

## Visitor's Center Traffic July 2016-March 2017

