

**2011 City of Clemson
Accommodations Tax Committee Recommendations**

Clemson Area Chamber of Commerce

Grant Request: \$55,000.00

Committee Grant: \$52,500.00

Committee Comments:

The chamber's tourism bureau is responsible for attracting many visitors to the City of Clemson, among them individuals, families, sports teams, and sports enthusiasts. This is particularly true during times of the year when no major events are taking place. The committee commends the work of the tourism staff. This grant continues funding for existing and new programs, as well as salary support.

Brooks Center for the Performing Arts

Grant Request: \$13,250.00

Committee Grant: \$10,000.00

Committee Comments:

The Brooks Center's Integrated Regional Marketing Campaign the Brooks Center intends to attract cultural tourists and CU parents living outside of the Clemson community, using both direct mail and highly targeted e-marketing. The committee applauds the center's ability to attract out of town performing arts patrons to Clemson, using innovative techniques. In addition, most guest artists, visiting producers, and technicians lodge in Clemson hotels, contributing the city's overall economic health. The committee recommends that the center use the funds to further develop regional and statewide marketing efforts.

Blue Ridge Arts Council

Grant Request: \$2,500.00

Committee Grant: \$1,000.00

Committee Comments:

The POP Open Studio Tour is an impressive endeavor, incorporating many organizations and individuals across three counties. The committee recommends this grant be used to support promotions that attract arts patrons and art collectors from outside the three counties in which tour takes place.

Clemson University, English Department

Grant Request: \$10,000.00

Committee Grant: \$1,500.00

Committee Comments:

The Clemson University Literary Festival is one of the city's newest cultural events. The festival showcases leading writers to present their latest work to the campus and community. The committee recommends this grant for the production of a brochure and its distribution outside of the immediate community.

Clemson Aquatics Team

Grant Request: \$4,100.00

Committee Grant: \$1,000.00

Committee Comments:

The recommends that CAT use the funds allocated to advertise the Death Valley Open Water Swim Meet in *US Master Swimmer Magazine* in order to promote the event outside the Clemson area.

Clemson Area-Fellowship of Christian Athletes

Grant Request: \$1,000.00

Committee Grant: \$00.00

Committee Comments:

The committee believes this event will not increase hotel room use and recommends no funding.

Pendleton Historic Foundation

Grant Request: \$4,000.00

Committee Grant: \$4,000.00

Committee Comments:

The committee is impressed with the foundation's continued goal to increase its visibility as a wedding facility. The committee is encouraged by how the foundation has consistently used ATAX funding towards that goal. The committee recommends these funds to support Internet advertisement on various wedding Websites.

Pendleton District Commission

Grant Request: \$34,000.00

Committee Grant: \$00.00

Committee Comments:

The committee has no comment at this time.

Nothin' But The BluesFest

Grant Request: \$15,000.00

Committee Grant: \$00.00

Committee Comments:

The committee feels the project is not fully actualized in the proposal and recommends no funding.

The Arts Center (Upstate Center for the Arts)

Grant Request: \$15,000

Committee Grant: \$00.00

Committee Comments:

The committee feels this project will not attract significant arts tourists to Clemson and recommends no funding.

**Glenn A. Hare
227 Lark Circle
Clemson, SC 29631
(864) 653-3353**

June 29, 2011

Thomas Sparacino
Office of Finance and Building Administration
City of Clemson
12 Tiger Boulevard
Clemson, SC 29631

Dear Mr. Sparacino,

I am pleased to report that the City of Clemson Accommodation Tax Committee has met and is prepared to present its recommendations to City Council. The committee met on Monday, June 27, to deliberate the distribution of the 2011 ATAX budget of \$70,000.00.

Through more than three hours of discussion, the committee reviewed each application to determine if the proposals fulfilled the guidelines provided by the South Carolina Department of Revenue. The committee also considered the strengths of each project. The committee's grant recommendations and comments concerning each application are enclosed.

What's more, Roger Rollin of the Upstate South Carolina Chapter of Americans United for the Separation of Church and State addressed the committee concerning public funds supporting religious activity. The committee listened to his comments without questions.

Again, the committee believes an opportunity conduct an annual ATAX grant workshop will strengthen the quality of the proposals. The panel strongly encourages the financial staff of the city to coordinate a workshop before the next granting cycle.

I look forward to addressing the members of City Council in the near future concerning these matters. Once again, thank you for the opportunity to serve on the City of Clemson Accommodation Tax Committee.

Sincerely,

Glenn A. Hare

