



Lancaster County Accommodations Tax Advisory Committee Meeting Agenda

Wednesday, September 10, 2025

**County Council Chambers
County Administration Building
101 N. Main Street
Lancaster, SC 29720**

1. **Call to Order** 9:00 a.m.
2. **Approval of the agenda** *[deletions and additions of non-substantive matters]*
3. **Citizens Comments**
4. **Approval of Minutes**
 - June 7, 2024 – pgs. 3 - 8
 - May 23, 2025 – pgs. 9 - 11
5. **Discussion / Action Items**
 - a. Election of Officers
 - b. Presentations of the Accommodations Tax Grant Applications

Presentations:

Time Slot	Organization	Presenter(s)
9:15 – 9:30 a.m.	Lancaster County Society for Historical Preservation Inc. – pgs. 12 - 17	Phyllis Jarvis, Board Member
9:30 – 9:45 a.m.	Lancaster County Historical Commission (Historical Markers) - pgs. 18 - 21	Joe Grier, Chair, Historical Commission
9:45 – 10:00 a.m.	Lancaster County Historical Commission (Advertisements) – pgs. 22 - 26	Joe Grier, Chair, Historical Commission
10:00 – 10:15 a.m.	Simple Faith Ranch – pgs. 27 - 29	Tracey Klein, Executive Director
10:15 – 10:30 a.m.	Rooted Unity -pgs. 30 - 34	Heather Skinner, Director
10:30 – 10:45 a.m.	Lancaster County Council of the Arts – pgs. 35 - 40	Eric Grace, Executive Director, and Jane Alford, Development Director
10:45 – 11:00 a.m.	Hope on the Hill – pgs. 41 - 43	Rev. Wayne Murray, Executive Director, and Kristen Willis
11:00 – 11:15 a.m.	Carolinas Chili Championship, Inc. – pgs. 44 - 47	Charles Thomas, Executive Director, and Jessica Threatt, President
11:15 – 11:30 a.m.	Indian Land Community Festival hosted by the Rotary Club of Indian Land – pgs. 48 - 50	Albert Blackmon, Rotary Club of Indian Land President, and Robin Hensel, Chairman
11:30 – 11:45 a.m.	Linday Pettus Greenway, Inc. – pgs. 51 - 54	DeAn Blanton

c. Break

d. Discussion and Vote regarding the recommended funding to be approved by County Council

6. Adjournment

Anyone requiring special services to attend this meeting should contact 285-1565 at least 24 hours in advance of this meeting. Lancaster County Committee agendas are posted at the Lancaster County Administration Building and are available on the Website: www.mylancastersc.org



Lancaster County Accommodations Tax Advisory Committee Meeting Minutes

Council Chambers, County Administration Building
101 North Main Street, Lancaster, SC 29720

Friday, June 7, 2024

Committee Members present for the meeting were Stephen Criswell, Scott Edwards, Haskell Faulkenberry, and Danielle Tonkery. Committee members that were absent were Christopher Manor. Also present at the meeting were the following Lancaster County staff members: Sherrie Simpson, Clerk to Council; Lauren Hill, Deputy Clerk to Council; and Brenda Thompson, Communications and Marketing Director. There was a quorum of the Lancaster County Accommodations Tax Advisory Committee present for the meeting.

The following press were notified of the meeting by e-mail in accordance with the Freedom of Information Act: *Lancaster News*, *Kershaw News Era*, *The Rock Hill Herald*, Cable News 2, Channel 9 and the local Government Channel. The agenda was posted in the lobby of the County Administration Building and also on the county website for the required length of time.

Call to Order

Sherrie Simpson called the meeting to order at approximately 1:07 p.m.

Approval of the Agenda

Scott Edwards moved to approve the agenda. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Citizens Comments

There were no Citizen Comments for this meeting.

Approval of Minutes

Haskell Faulkenberry moved to approve the minutes from June 1, 2023, April 25, 2024, and May 30, 2024. Seconded by Scott Edwards. There was no discussion from the Committee. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Discussion / Action Items

a. Election of Officers

Scott Edwards moved to nominate Haskell Faulkenberry as Chair of the Accommodations Tax Advisory (ATAX) Committee. Seconded by Stephen Criswell. There was no discussion from the Committee. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Stephen Criswell moved to nominate Scott Edwards as Vice Chair of the ATAX Committee. Seconded by Danielle Tonkery. There was no discussion from the Committee. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

b. Video Presentations of the Accommodations Tax Grant Applications

Carolina Chili Championship

The Committee reviewed the Carolina Chili Championship video presentation, and all Committee members were in favor of supporting the event as it would bring tourism to the County.

Scott Edwards made a motion to retain the application for the consideration of the distribution of funds. Seconded by Danielle Tonkery. The Committee called the applicant for clarification on how any surplus funds would be used following the event, and the applicant assured that all organizations who received surplus funds were nonprofit or civic groups that helped with the event in the past. There was no further discussion. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lancaster County Council of the Arts

The Committee reviewed the video presentation which highlighted the mural and art sculpture installation. The Committee and applicant discussed the 2023 ATAX funding for their mural project, and discussed whether the project promoted tourism, and if people would consider this a roadside attraction.

Stephen Criswell made a motion to retain the application for consideration of the distribution of funds. Seconded by Danielle Tonkery. The motion Passed by a vote of 3-1-1; Ayes: Tonkery, Faulkenberry, Criswell; Nays: Edwards; Absent: Manor.

Lancaster County Society for Historical Preservation Inc.

The Committee reviewed the video presentation and PowerPoint presentation which highlighted the Archives Center project. The PowerPoint presentation is attached as Schedule A to the written minutes in the Clerk to Council's office. The applicant noted that the project was still in the preliminary phase and explained that the organization also intended on aiding in the revitalization of the downtown area of Lancaster.

Scott Edwards made a motion to retain the application for the consideration of the distribution of funds. Seconded by Stephen Criswell. Danielle Tonkery stated that she did not believe the Archives Center would bring in tourism outside of Lancaster County. The motion Passed by a vote of 3-1-1; Ayes: Edwards, Faulkenberry, Criswell; Nays: Tonkery; Absent: Manor.

Danielle Tonkery made a motion to strike the application for consideration. Seconded by Scott Edwards. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Town of Kershaw

The Committee reviewed the video presentation and handout highlighting the signage project. A copy of the handout is attached as Schedule B to the written minutes in the Clerk to Council's office. Scott Edwards made a motion to retain the application for the consideration of the distribution of funds. Seconded by Stephen Criswell. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

After further discussion, Haskell Faulkenberry was concerned that the County would be contributing funds to another government organization. Scott Edwards made a motion to strike the application for consideration. Seconded by Stephen Criswell. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lancaster County SC 250 Committee

The Committee reviewed the video presentation highlighting the split rail fence project and reviewed a comic book handout. A copy of the handout is attached as Schedule C to the written minutes in the Clerk to Council's office. The Committee discussed where the funds would go and how the graphic novels would be distributed.

Danielle Tonkery made a motion to retain the application for the consideration of the distribution of funds, but to strike the graphic novel from the funding request. Seconded by Scott Edwards. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lindsay Pettus Greenway, Inc.

The Committee reviewed the video presentation highlighting the "Lighting of the Greenway" event and discussed previous funding for the project and items that needed to be purchased for the event.

Danielle Tonkery made a motion to retain the application for the consideration of the distribution of funds. Seconded by Scott Edwards. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lancaster County Historical Commission (New Museum Exhibit)

The Committee reviewed the video presentation, exhibit handout, and brochure, which highlighted the new museum exhibit. A copy of the exhibit handout and brochure is attached as Schedule D and E to the written minutes in the Clerk to Council's office. Stephen Criswell questioned if the project was for a specific exhibit or for an upgrade to the entire facility. The applicant explained that it was for a professional review of the entire facility as the Commission was looking to create a narrative that followed through the entire museum. Several Committee members did not believe the project fit the funding criteria since there was not a specific plan in place and the funds would be used to hire a consultant.

Scott Edwards made a motion to strike the application for consideration. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lancaster County Historical Commission (Hiring of Intern)

The Committee reviewed the video presentation and PowerPoint presentation which explained the reason behind hiring a paid intern from the University of South Carolina - Lancaster (USC-L). A copy of the PowerPoint presentation is attached as Schedule F to the written minutes in the Clerk to Council's office. Stephen Criswell explained that he did not benefit from the Historic Courthouse utilizing artifacts from the Native American Studies Center, so there was no conflict of interest. The Committee did not believe that the project fit the funding criteria.

Scott Edwards made a motion to strike the application for consideration. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Lancaster County Community Center

The Committee reviewed the video presentation highlighting the funding request for the Community Center. The Committee discussed whether the project met the criteria for funding since it was for maintenance related projects.

Stephen Criswell made a motion to retain the application for the consideration of the distribution of funds. There was no second, so the motion died on the floor.

Stephen Criswell made a motion to strike the application for consideration. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

The Committee discussed the type of events that were held at the Community Center such as family reunions, class reunions, birthday parties, etc., and that there was potential to bring people in from outside of the County.

After further discussion, Stephen Criswell made a motion to reconsider the application. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

c. Break

d. Discussion and Vote regarding the recommended funding to be approved by County Council

The Committee discussed the total amount of funds that were available for distribution. Danielle Tonkery noted that some applicants did not understand the requirements for the grant, because the requests did not directly promote tourism, and Stephen Criswell stated that there were better funding sources available for several of the requests.

Scott Edwards made a motion to fund \$26,000 for the Carolina Chili Championship's event. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Stephen Criswell made a motion to fund \$10,000 for the Lancaster County Council of the Arts's mural project. Seconded by Scott Edwards. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Scott Edwards made a motion to fund \$22,500 for the Lancaster County SC 250 Committee's split rail fencing project. Seconded by Stephen Criswell. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Scott Edwards made a motion to fund \$10,000 for the Lindsay Pettus Greenway's "Lighting of the Greenway" project. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Scott Edwards made a motion to fund \$10,000 for the Lancaster County Community Center's maintenance project. Seconded by Danielle Tonkery. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Danielle Tonkery made a motion to roll over the remaining \$1,697 into the next ATAX grant cycle. Seconded by Stephen Criswell. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

Adjournment

Stephen Criswell moved to adjourn the meeting. Seconded by Scott Edwards. The motion Passed by a vote of 4-0-1; Ayes: Edwards, Tonkery, Faulkenberry, Criswell; Absent: Manor.

There being no further business to discuss, the meeting adjourned at approximately 4:30 p.m.

Respectfully Submitted:

Lauren Hill
Deputy Clerk to Council

DRAFT



Lancaster County Accommodations Tax Advisory Committee Meeting Minutes

Council Chambers, County Administration Building
101 North Main Street, Lancaster, SC 29720

Friday, May 23, 2025

Committee Members present for the meeting were Stephen Criswell, Armah Shiancoe, Haskell Faulkenberry, Jenna Bice, and John Craig. Committee members that were absent were Danielle Tonkery. Also present at the meeting were the following Lancaster County staff members: Sabrena Harris, Chief Financial Officer (CFO) and Josiah Parke, Budget Analyst. There was a quorum of the Lancaster County Accommodations Tax Advisory Committee present for the meeting.

The following press were notified of the meeting by e-mail in accordance with the Freedom of Information Act: *Lancaster News*, *Kershaw News Era*, *The Rock Hill Herald*, Cable News 2, Channel 9 and the local Government Channel. The agenda was posted in the lobby of the County Administration Building and also on the county website for the required length of time.

Call to Order

Sabrena Harris called the meeting to order at approximately 3:00 p.m.

Welcome and Introduction of Members

Sabrena Harris welcomed everyone to the meeting and each member of the Accommodations Tax (ATAX) Advisory Board introduced themselves.

Approval of the Agenda

There was no motion or vote to approve the agenda.

Approval of Minutes

Haskell Faulkenberry moved to approve the minutes from June 7, 2024. Seconded by Stephen Criswell. There was no discussion from the Committee. The motion Passed by a vote of 5-0-1; Ayes: Criswell, Shiancoe, Faulkenberry, Bice, Craig; Absent: Tonkery.

Discussion / Action Items

a. Accommodations Tax Overview

Sabrena Harris provided an overview of where the Accommodations Tax originates from and reviewed the County's PowerPoint presentation. A copy of the presentation is attached as Schedule A to the minutes. Ms. Harris explained what type of organizations could apply for the ATAX funds, project criteria, allowable expenditures and reporting requirements.

b. Accommodations Tax Timeline

Sabrena Harris explained that the award and reporting timeline had shifted this year to better align with the County's budget process. Ms. Harris noted that the application deadline was set for August 15, 2025.

c. Application Process

Sabrena Harris reviewed the application process and what the application requirements were, which included an IRS determination letter indicating the organization's 501c3's charitable status, an Annual Financial Statement Audit, and their most recent 990 tax return form.

d. Grant Awards & Reporting Requirements

Sabrena Harris reviewed the guidelines for grant awards, and the grantees reporting requirements. The Committee members and staff discussed how the grantees report their spending.

Adjournment

Stephen Criswell moved to adjourn the meeting. Seconded by Scott Edwards. The motion Passed by a vote of 5-0-1; Ayes: Criswell, Shiancoe, Faulkenberry, Bice, Craig; Absent: Tonkery.

There being no further business to discuss, the meeting adjourned at approximately 4:30 p.m.

Respectfully Submitted:

Lauren Hill
Deputy Clerk to Council

DRAFT

Name of Organization	Lancaster County Society for Historical Preservation Inc
Contact Name and Title	John E Craig, Chairman
Mailing Address (include city/state/zip)	29720
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	Lancaster County Society for Historical Preservation Inc
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The LCSHP was founded in 1976 and is a South Carolina nonprofit corporation. It acquired the 1862 Old Presbyterian Church and adjacent historic Cemetery on West Gay St. in 1976 and over the last 12 years has focused on restoring and reactivating the historic 1862 church as the Lancaster Cultural Arts Center and restoring and preserving the historic Cemetery .The mission of the LCSHP is to preserve and protect buildings and sites of historic interest in Lancaster County, SC; to advance historic preservation as an instrument of economic and social revitalization of neighborhoods in Lancaster County and to attract tourists to the area; to acquire historic buildings in Lancaster County and adapt them for modern use; to promote research on the history of Lancaster County; and to foster and promote public knowledge of and interest in local and regional history.
A. Describe the project for which you are requesting funds.	The Lancaster Cultural Arts Center (CAC) is housed in the restored and expanded 1862 Old Presbyterian Church (307 W. Gay St. in historic downtown Lancaster) and currently hosts 32 concerts and 12 lectures ("Conversations") annually. The concerts program is diverse, including classical music, jazz, rock, pop, folk, country, and other genres. The lectures are a dynamic continuing education program for the community, occurring monthly. Concerts are heavily subsidized by private individuals, so that tickets (@\$20) are affordable to all and Conversations are free. The CAC performance hall capacity is 120, and average attendance at events is 90--with particularly popular programs being regularly sold out. Total attendance at concerts and lectures annually is over 3,000. Musically, the performance hall is acclaimed for its acoustics and intimate historical ambiance. Over 80% of the CAC audience come from Indian Land, Waxhaw, Edgewater, Rock Hill, Charlotte, Fort Mill, Columbia, Charleston, and Spartanburg-Greenville--so the facility is a major tourist attraction, bringing people to an area of central downtown that until the restoration of the CAC building was in marked decay. The restored and highly active CAC, indeed, is helping spur revitalization of downtown Lancaster.

This requested ATAX Grant would fund four concerts at the CAC in the October 1, 2025-June 30, 2026 period, for a total of \$12,400: four concerts by the extremely

popular Noel Freidline Jazz team and one by a favorite CAC favorite, Ben Rosenblum Jazz. Pianist Noel Freidline and vocalist Maria Howell wow sell-out audiences every time they appear at the CAC, with retrospective shows such as "Carpenter, King, & Simon," "Jazz Celebration of the Great Duets," "Lady Sings the Blues-a Celebration of Billy Holiday," and "A Jazz Celebration of the Beatles." This grant would fund Freidline and Howell's two Christmas Jazz shows (matinee and evening) in December 2025. Ben Rosenblum is a young New York City-based jazz musician and composer who charms the CAC audience every year, and this grant would fund his January 2026 CAC concert. The requested funds would cover these performers' performance fees.

B. Describe how your project will impact tourism in Lancaster County.

This grant will ensure that concerts at the CAC continue to bring in over 3,000 tourists annually to Lancaster (from Indian Land, Waxhaw, Edgewater, Fort Mill, Rock Hill, Charlotte, Columbia, Charleston, Spartanburg-Greenville). Our audience, while diverse, tends to be fairly affluent, and they spend money while in Lancaster--at restaurants and while shopping. As important as these numbers are, the CAC is greatly enhancing Lancaster's image as a cultural center--a destination for unique events and a good place to live. This project will help further grow this image, which is so important for attracting visitors and new residents.

C. Describe how will your event benefit the community.

The 2008-2022 restoration of the 1862 Old Presbyterian Church, its expansion and recasting as the Lancaster Cultural Arts Center, and the development of the vibrant concerts and lecture series was in many ways the kick-off of the downtown Lancaster revitalization that is now underway. The Lancaster County Society for Historical Preservation (LCSHP), which owns the facility, uses historic preservation as a tool for economic revival, and its success in the West Gay Street area of downtown Lancaster is apparent. The Society's next project after the CAC is to restore the four historic craftsman-style houses across from the CAC and resell them to stable homeowners. Two of these houses are almost ready to market. The impact on the neighborhood is already dramatic, as both of these houses were previously dilapidated and crime centers. Based on LCSHP's success so far, the Lancaster County Council has deeded the historic Old Library, Old Jail, and Clemson Extension Service buildings at the corner of W. Gay and French Streets to the LCSHP, and work will get underway shortly to restore and adapt the Old Library and Clemson Building to serve as the Lancaster County Archives Center--another facility that will be a significant tourist attraction. Once the Archives Center is completed, the Society will transform the historic Old Jail into the official Lancaster Visitors Center--an obvious tourist attraction.

D. Describe your previous successes and capacity for managing the project.

The LCSHP has a strong record of successes:

- * We restored the Old Presbyterian Church and recast it as the Cultural Arts Center, at a total cost of \$2.3 million including two major additions. Most of the funding came from private individuals through fundraising.
- * We have restored the Old Presbyterian Church Cemetery adjacent to the CAC and are activating its French St. extension as a modern burial ground--making this half of the block one of downtown Lancaster's premier public spaces, which draws a large number of tourists for historical and genealogical research.
- *We have progressively built a prestigious and popular concert series over the last 10 years, taking full advantage of the acclaimed acoustics of the Center's Performance Hall. The Concert series features only topnotch, professional talent and has a large and loyal audience.

*The lecture ("Conversations") continuing education program we launched in 2022 was an immediate hit and has a large and growing audience.

*Our volunteer board of 12 is highly qualified and experienced in nonprofit and events management.

*We have a vision for progressively revitalizing West Gay St. and a plan for realizing that vision.

- We are in the process of restoring the four historic craftsman-style houses across from the CAC and will sell them to new homeowners, thereby helping rebuild the historic W. Gay St. neighborhood.
- We have received a \$1.95 million grant from the SC Department of Archives & History to restore the Old Library at the corner of W. Gay and French Streets, and adapt it and the adjacent Clemson Extension Services Building as the new Lancaster County Archives Center. Construction will get underway in August 2025, and will be completed by the fall of 2026.

*We have a strong working relationship with the City and County management teams, including trust, mutual respect and understanding, and sharing of skills and vision.

E. Describe your marketing plan and how you intend to track visitors.

The LCSHP has a well-developed marketing plan for CAC events, and this project would make full use of our experience and capacities. Mandy Catoe will write a feature story for the Lancaster News on each concert. These appear in the Lancaster News and the Indian Land Gateway publication the weekend before each event. We have an email listserve with over 1,300 addresses, and this is used to issue invitations the weekend before each concert, with prompts in the days leading up to the event. The season concert schedule is distributed at every concert, as well along with the email alerts. And our website lcshp.org features news items on every concert and lecture. Concerts and lectures are also advertised on the Craig Farm Historic Preservation Facebook page. SeeLancaster, the City's events team, also advertises CAC events. Concert tickets are sold on the lcshp.org website through Square, and the online lcshp.org "box office" features an attractive ad for each concert. Our ticketing vendor Square provides detailed information on ticket purchasers (location, email address, events attended, etc.). More information on our audience is generated by the MailChimp service we use for email alerts about each concert or lecture.

G. Location of Specific Event

Lancaster Cultural Arts Center, 307 W. Gay St., Lancaster, SC. The Noel Freidline Christmas Jazz concerts--matinee and evening--will be on Saturday, December 13, 2025 and the Ben Rosenblum Jazz concert will be on Friday, January 30, 2026.

A. Describe how your organization is currently funded.

Of the LCSHP's total 2024 income of \$887,270*, 83% came from donations from individuals, private foundations, and businesses; 7% from government grants; 6% from event ticket sales; 1% from rentals of the CAC performance hall and properties owned by the LCSHP; 2% from Old Presbyterian Church burial plot sales; and 1% from interest income.

*This excludes \$1,000,000 in donated buildings.

B. ATAX Grant Amount Requested for this Project (enter \$ amount)

\$12,400

C. Total Project Cost (enter \$ amount)

\$12,400. Note that the total annual performers fee cost of all concerts at the CAC is \$83,395

Enter detail below. Noel Freidline Jazz Concerts, April 4, 2026 and August 15, 2026 Performance Fee 5,400 Ben Rosenblum Jazz Concert Performance Fee January 30, 2026 \$1,600 Upload Required Documentation Here (250MB limit on each file upload) Executive Director's Information Board Chair's Information Check each box below to acknowledge each requirement has been addressed. Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.	Noel Freidline Christmas Jazz Concerts Matinee & Evening Performance Fee, Dec. 13, 2025 5,400 IRS DeterminationLetter.pdf Filed 2024 IRS 990 Tax Return.pdf xmas 23 3.JPG CM4A Nov.jpg John Craig Chairman John Craig Chairman Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720 Thursday, July 24, 2025, 3 p.m. - 4 p.m. Review Guidelines for Accommodations Tax Grant Program Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA) Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025. Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD Grant awardees submit mid-year reports by January 31st, 2026 to accommodationstax@lanastercountysc.gov Grant awardees submit final reports by July31st, 2026 to accommodationstax@lanastercountysc.gov
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Name of Organization	Lancaster County Historical Commission
Contact Name and Title	Joe C. Grier, Chair
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	https://www.lancastercountysc.gov/488/Historical-Commission
TYPE OF ENTITY (check one)	Governmental
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The purpose of the Lancaster County Historical Commission is to preserve and identify places and things of historical significance in Lancaster County and to collect and store historical artifacts in a secure and archival manner. Objectives include but are not limited to: · Promote an appreciation of events, people and places from the county's past · Provide educational programs · Maintain and operate a public museum The Historical Commission also maintains and repairs nearly all the County's roadside historical markers
A. Describe the project for which you are requesting funds.	The Lancaster County Historical Commission maintains nearly all of the county's historical markers. ATAX funds are needed because the Commission operates on a small county budget of \$6,050. Fifty to sixty percent of the budget each year goes to repairing and refurbishing markers. There are 42 historical markers in the county, and weathering, staining from nearby trees and damage from vehicles and mowing around them cause the markers to need cleaning and/or repair. The funds expended for the markers leaves little money for putting on events, purchasing materials to display in the museum or conserving museum artifacts.
B. Describe how your project will impact tourism in Lancaster County.	Well-maintained historical markers show pride in and appreciation of our history and our County. Markers attract and keep tourists' attention and promote travel within the county. Since a number of the sites with historic markers are on the National Register of Historic Places and are National Landmarks, the markers attract tourists who focus on registered sites. Some tourists plan trips to see historical markers and their sites of a particular time period or subject. Both of these provide an opportunity to meet the grant goal of generating overnight stays in Lancaster County's lodging facilities. Tourists are discouraged by dirty or damaged markers, and it reflects poorly on the county, as it causes tourists to think that the County does not value its history or associated tourism. See Lancaster says that city tourism has doubled in the past year and those tourists are mostly coming from nearby small towns in adjoining counties. Publicity about the markers in surrounding counties' newspapers will draw those tourists to the city and to more rural County markers.

Lancaster County is part of the American Battlefield Trust's and the SC Battleground Preservation Trust's Revolutionary War "Liberty Trail," which is a unified path to Rev War-related sites across South Carolina, telling the story of how the events of 1779-1782 directly led to an American victory. The Liberty Trail highlights Lancaster County's Battle of the Waxhaws (Buford's Massacre), and the Battle of Hanging Rock. Both of these sites have historic markers, trails and interpretive signage, and the Buford site features a County park. These amenities attract whole families rather than just individual historians and the historical markers draw tourists to the sites. There are four Rev War-related historical markers in the County, and these are now highlighted with the SCDOT's new Rev War signs directing travelers to them, further enhancing their visibility for tourists. As the 250th anniversary of the Declaration of Independence approaches in 2026, and the 250th anniversaries of the Rev War Southern Campaign will occur in 2030-31, an influx of tourists is anticipated.

Lancaster County's historical markers precisely meet the grant goal of promoting and highlighting Lancaster County's historic and cultural venues, as that is exactly what they are designed to do. The markers document the county's diverse heritage and provide attractions for diverse tourists. In addition to the markers highlighting the Scots-Irish contributions, there are three markers highlighting African American history, one honoring King Haigler of the Catawba Nation, and one for the Lancaster Poorhouse, established in 1791 to provide support for the orphaned, aged, and indigent.

C. Describe how will your event benefit the community.

Because Lancaster's historical markers reflect the diversity of its population, the markers provide a point of pride and opportunities for publicity of past contributions of our diverse communities, and to educate those communities about their heritages. The markers meet the grant goal of highlighting the unique flavor and charm of the Lancaster County community through their recognition and interpretation of towns, churches, government buildings, prominent historical figures, industries and businesses. More tourists will benefit local restaurants and lodging and increase hospitality and accommodations taxes paid. Also, the Historical Commission partners with community-oriented and community-service organizations such as See Lancaster, the Native American Studies Center, the Lancaster School District (for museum tours for students), the Lancaster Society for Historic Preservation, the Lancaster County 250th American Revolution Anniversary Committee (co-sponsoring many of its events) and County Communications and Marketing Department to cross-publicize events and functions. The Commission can use well-maintained historical markers (one marker associated with a school, one with the Society for Historic Preservation, six with the Lancaster 250th Committee) to publicize our history, promote tourism and increase community awareness and pride by cooperating with these organizations.

D. Describe your previous successes and capacity for managing the project.

The Historical Commission received an ATAX grant in 2020-21 and successfully completed it with all reports delivered before the deadlines and the total project finished before the final deadline. The Commission has refurbished and repaired all but three of the county's 42 historical markers with its annual budget. Due to the diligence of the Commission members, a reliable, responsive and competent company is engaged that can meet SC Department of Archives and History historical marker standards, and hand-repairs and hand-paints the markers. The Commission tours the County at least annually and develops a priority list

	categorized by the condition of the markers. The markers are then grouped by location so that the mileage charges by the sign company are the least possible.
E. Describe your marketing plan and how you intend to track visitors.	The marketing plan includes publicizing the markers and sites through adjacent counties' newspapers and statewide calendars and by continued cooperation with the previously-mentioned community organizations. Activities involving sites with markers are now regularly submitted to and accepted by The Lancaster News, Kershaw News-Era and surrounding counties' papers and statewide calendars. The Commission provides the reporters with pre-written articles to ensure accuracy and facilitate publication. Brochures and flyers for such events are provided to cooperating organizations and put in public locations such as the County Administration Building lobby. There is no entity that tracks visitors specifically for Lancaster County. However, visitors to the area will continue to be tracked by the Olde English Tourism District and See Lancaster, and the Commission is implementing a visitors' register that will ask how the visitor heard about the museum.
G. Location of Specific Event	N/A
A. Describe how your organization is currently funded.	The Historic Commission is currently funded with an annual budget from Lancaster County. It also receives donations from the public through a donation box in the museum and sales of books, notecards and commemorative plates.
B. ATAX Grant Amount Requested for this Project (enter \$ amount)	\$3,015
C. Total Project Cost (enter \$ amount)	\$4,765
Enter detail below.	statewide event calendars on the internet 0 SC Educational Television and SC Humanities Council
0 newspaper articles The Lancaster News, Kershaw News-Era and adjacent counties' newspapers (Chester, Pageland in Chesterfield County, Camden in Kershaw County)	
Enter detail below.	King Haigler marker, take to shop, repair, repaint, mount on new pole 1,715
650 Flat Creek Baptist Church, cleaning in place	
650 Lancaster Poor House, cleaning in place	
Enter detail below.	Of the \$4,765 total amount of the project, \$1,750 of this is donated time by Historical Commission volunteers to coordinate marker maintenance by the sign company and check its work, and for the marketing plan to research, write and submit publicity to media outlets. 1,750
Upload Required Documentation Here (250MB limit on each file upload)	Attachments for ATAX grant 2025.docx 2025 ATAX application hist markers County website to submit FINAL.docx
Executive Director's Information	N/A N/A N/A

Board Chair's Information

Joe C. Grier
Chair

Check each box below to acknowledge each requirement has been addressed.

Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720
Thursday, July 24, 2025, 3 p.m. - 4 p.m.
Review Guidelines for Accommodations Tax Grant Program
Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA)
Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025.
Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD
Grant awardees execute project during grant performance period: October 1, 2025 – July 31, 2026
Grant awardees submit mid-year reports by March 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025)
Grant awardees submit final reports by August 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025)

Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

ATAX Grant Application

Lancaster County

Submitted On:

Aug 15, 2025, 12:36AM EDT

Name of Organization	Lancaster County Historical Commission
Contact Name and Title	Joe C. Grier, Chair
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	https://www.lancastercountysc.gov/488/Historical-Commission
TYPE OF ENTITY (check one)	Governmental
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Lancaster County Historical Commission was established by South Carolina Act #48 in 1953 and Lancaster County Ordinance No. 241, 7-25-94. The purpose of the Lancaster County Historical Commission is to preserve and identify places and things of historical significance in Lancaster County and to collect and store historical artifacts in a secure and archival manner. Objectives include but are not limited to: · Promote an appreciation of events, people and places from the county's past · Provide educational programs · Maintain and operate a public museum The Historical Commission also maintains and repairs almost all of the County's roadside historical markers.
A. Describe the project for which you are requesting funds.	The Lancaster County Historical Commission is requesting funds to purchase advertising to increase tourism to Lancaster County and City and to increase visitors to the Historical Courthouse Museum. Visitor numbers for our museum are in the middle of attendance numbers at surrounding counties' museums and about half of the number of those who visit the Native American Studies Center down the street. The Historical Commission greatly desires to have the Museum's visitor numbers increased, which will increase tourism to the County and provide the opportunity to meet the grant goal of generating overnight stays in Lancaster County's lodging facilities.
B. Describe how your project will impact tourism in Lancaster County.	The Historical Courthouse museum is a tourism anchor in Lancaster, and one of only a few facilities that attract and welcome tourists in the City. Its influence reaches into all areas of the county through the information in its exhibits, encouraging tourists to visit sites in the rural areas of the county. Paid advertising will meet the grant goal to promote and highlight Lancaster County's historic and cultural venues and highlight the unique flavor and charm of the Lancaster County community. The museum is exactly designed to do just those things, as almost all of the items in the museum were donated by Lancaster County residents and businesses. It is truly a home-town museum, and visitors have praised this. City tourism increase - See Lancaster says that city tourism has doubled in the

past year and those tourists are mostly coming from nearby small towns in adjoining counties. Paid advertising about the museum in surrounding counties' newspapers and their associated magazines will draw more of those tourists to Lancaster County.

Revolutionary War anniversaries - There is a great opportunity to increase museum visitors and tourists by highlighting the museum's Revolutionary War exhibits in conjunction with the upcoming 250th American Revolution anniversaries. Lancaster County is part of the American Battlefield Trust's and the SC Battleground Preservation Trust's Revolutionary War "Liberty Trail," which is a unified path to Rev War-related sites across South Carolina, telling the story of how the events of 1779-1782 directly led to an American victory. The Liberty Trail highlights Lancaster County's Battle of the Waxhaws (Buford's Massacre), and the Battle of Hanging Rock. Both of these sites have historic markers, trails and interpretive signage, and the Buford site features a County park. These amenities attract whole families rather than just individual historians. There are four Rev War-related historical markers in the County, and these are now highlighted with the SCDOT's new Rev War signs directing travelers to them, further enhancing their visibility for tourists. As the 250th anniversary of the Declaration of Independence approaches in 2026, and the 250th anniversaries of the Rev War Southern Campaign will occur in 2030-31, an influx of tourists is anticipated. The Historical Commission's sponsoring of the Lancaster County 250th American Revolution Anniversary Committee brings events to the historic courtroom and provides opportunities to open the museum at these special events, thereby increasing tourism.

The Historical Commission hosts its own events, usually in the historic courtroom, and paid advertising will increase attendance at these events, attracting people who may not visit a museum but would attend a program. These events create opportunities for overnight stays and meals at local restaurants. The Commission submits pre-written articles to Lancaster and surrounding counties' newspapers, and paid advertising in those papers and their associated magazines will be additional publicity, increasing visibility and encouraging tourism. The Commission also submits events for inclusion in statewide calendars, but purchasing ads on the calendar that offers ads will gain much greater attention and attract tourists from a wider area, as will purchasing ads in area and statewide magazines.

C. Describe how will your event benefit the community.

Because Lancaster's Historical Courthouse Museum reflects the diversity of its population, its exhibits provide a point of pride and an opportunity for publicity of past contributions of our diverse communities, and an opportunity to educate those communities about their heritages. First-time visitors express amazement that such a truly home-town museum exists. The museum may be the "best-kept secret" in the County that can greatly benefit tourism by increased exposure. The Commission distributes brochures on the museum, its exhibits and Rev War sites within the County that it has designed and printed at its expense. It seeks out and distributes brochures from other sites and organizations that attract tourists, and carries copies of tourism magazines such as Discover South Carolina. More tourists will benefit local restaurants and lodging and increase hospitality and accommodations taxes paid.

Also, the Historical Commission cooperates with community-oriented and community-service organizations such as See Lancaster, the Native American

Studies Center, the Lancaster School District for museum tours for students, the Lancaster Society for Historic Preservation, the Lancaster County 250th American Revolution Anniversary Committee (co-sponsoring many of its events) and County Communications and Marketing Department to cross-publicize events and functions. The Commission can use paid advertising to publicize the museum and the County's history, promote tourism and increase community awareness and pride by cooperation with and referrals to these organizations.

D. Describe your previous successes and capacity for managing the project.

The Historical Commission received an ATAX grant in 2020 and successfully completed it with all reports delivered before the deadlines and the total project finished before the final deadline. Although an all-volunteer effort, the museum is open to the public two days per week on a regular basis and two Saturdays per month by appointment. The Commission has been successful in having pre-written news articles published by Lancaster County newspapers and so has a good track record with these outlets.

E. Describe your marketing plan and how you intend to track visitors.

The Historical Commission, in cooperation with the County's Communications and Marketing Department, will create ads for a statewide calendar, local and area newspapers and their magazines and a statewide magazine and website. This will assure the advertising meets County requirements and will be professional in appearance.

The Commission will supplement the paid ads with pre-written articles on the museum and its exhibits for The Lancaster News, Kershaw News-Era, and surrounding counties' papers. Commission-sponsored events will also be publicized in two statewide calendars. Event flyers are provided to cooperating organizations and put in public locations such as the County Administration Building lobby.

There is no entity that tracks visitors specifically for Lancaster County. However, visitors to the area will continue to be tracked by the Olde English Tourism District and See Lancaster, and the Commission is implementing a visitors' register that will ask how the visitor heard about the museum.

G. Location of Specific Event

N/A

A. Describe how your organization is currently funded.

The Historic Commission is currently funded with an annual budget from Lancaster County. It also receives donations from the public through a donation box in the museum and sales of books, notecards and commemorative plates.

B. ATAX Grant Amount Requested for this Project (enter \$ amount)

10,395

C. Total Project Cost (enter \$ amount)

16,545

Enter detail below.

newspapers, statewide website calendars and brochures
pre-written articles on the museum, its exhibits and events held in the historic courtroom; brochures (Museum self-guided tour, Rev War Sites in Lancaster County and Downtown Walking Tour of Lancaster) placed in the Native American Studies Center, Andrew Jackson State Park, County Administration Building lobby
0

newspapers

The Lancaster News ½ page 4x \$1,515, Kershaw News-Era 1/4 page 4x \$1060, Chester News and Reporter ½ page 4x \$1,205, Pageland Progressive in Chesterfield County ½ page 4x \$1,060, Camden Chronicle-Independent in Kershaw

County ½ page 4x \$1,205
6,045

newspapers' annual magazines

The Lancaster News Discover Lancaster ½ page full color \$800, Chester News and Reporter Discover Chester County ½ page full color \$360, Camden Chronicle-Independent Experience Camden in Kershaw County ½ page \$375
1,535

statewide magazine

SC Living (Electric Co-op magazine), 1/6 page every three months
2,165

website

SCIWAY, advertised as the largest and most comprehensive directory of South Carolina information on the Internet, main calendar top of page with graphic
650

Enter detail below.

N/A

Enter detail below.

\$6,150 of the \$16,545 project total is the volunteer time donated by Historical Commission volunteers and County staff to create the ads and work with the 11 outlets for publishing.
6,150

Upload Required Documentation Here
(250MB limit on each file upload)

Attachments for ATAX grant 2025.docx
2025 ATAX application County paid advertising website to submit.docx

Executive Director's Information

N/A
N/A
N/A

Board Chair's Information

Joe C. Grier
Chair

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each requirement has been addressed.

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Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

Name of Organization	Simple Faith Ranch
Contact Name and Title	Tracey Klein Executive Director
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	SimpleFaithRanch.org
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Mission of Simple Faith Ranch is to honor God and serve others by sharing our animals and sharing our faith. After serving for over 20 years in Maryland, Simple Faith Ranch relocated to Lancaster, SC in November of 2018. We began with a community outreach of a free drive-thru nativity which brought over 1000 cars. We then began hosting events at The Ranch with great success. Our desire is to continue providing free or low cost events for families, churches, private and corporate organizations. In nearly 7 years we have hosted numerous events that welcomed hundreds of visitors each time.
A. Describe the project for which you are requesting funds.	Simple Faith Ranch hosts many events throughout the year welcoming hundreds of visitors both locally and from out of state. Currently, we have a 40'x30' pole barn which we use during these events to host a variety of activities, such as family events, children's events, school tours, concerts, trainings, and corporate events. With the increase of attendance and activities we are in need of improving this "Fellowship Barn" to make it more attractive and functional for tourists. The updates would include lighting, ceiling fans, additional electrical, insulation and paneling, additional tables and chairs and new barn doors. In the future, we would also like to install a bathroom as currently visitors only have access to a handicap size port-a-pot and wash station. This is of course not ideal for families. Phase 1 of this project would be the interior renovation of the Fellowship Barn and Phase 2 would be to add bathroom facilities.
B. Describe how your project will impact tourism in Lancaster County.	Tourists want to return to a venue that met all their needs. While we can provide all the animals, fun and activities; often times folks desire a nicer place to gather. We firmly believe upgrading this Fellowship Barn will increase the desire for folks to return as well as with increased advertising including photos of the newly renovated Fellowship Barn, we would be able to reach a larger audience.
C. Describe how will your event benefit the community.	Our mission clearly states that we are passionate about sharing with our community. Families need a safe and fun place to spend time together, learn about nature, and just have fun. We have often been limited with our events due to the Fellowship Barn not being climate controlled. We believe these renovations

	will provide a wonderful venue for tourists.
D. Describe your previous successes and capacity for managing the project.	Our very first event at The Ranch, we welcomed several hundred visitors, and the momentum has kept going and growing! We have a beautiful farm type setting where we host a variety of activities, presenters, and of course enjoying the animals. We have ample parking and the ability to extend the parking area to welcome large crowds. We have a strong volunteer team to support events of all sizes.
E. Describe your marketing plan and how you intend to track visitors.	We effectively utilize multiple social media networks for advertising our events. Additionally, we utilize mass emailing as well as paper flyers and brochures. Our website announces all events and allows for registration for events as necessary. We utilize one main pedestrian entrance to The Ranch that is always manned by a volunteer that uses an app to count everyone.
G. Location of Specific Event	Simple Faith Ranch 3248 New Hope Road, Lancaster, SC 29720
A. Describe how your organization is currently funded.	Simple Faith Ranch is a 501c3 that is funded by private and corporate donations as well as other grants. It is run entirely by an all volunteer team.
B. ATAX Grant Amount Requested for this Project (enter \$ amount)	27,900
C. Total Project Cost (enter \$ amount)	55,800
Enter detail below.	Social Media Boosting Ads on Social Media Platforms 800
Paper Flyers/Brochures Distribution of paper flyers/brochures throughout the county and surrounding areas 500	
Enter detail below.	Electrical and Lighting - inside wiring, electrical outlets and boxes for fans and lighting. outside wiring of walkway lights and security lighting. Upgrade electrical box. Indoor commercial lights and outdoor security lights. 18,000
Fans - Large commercial 8ft fans in diameter for cooling and circulation. 8,000	
Insulation and Paneling - Batting for the walls and a combination of spray and hard insulation panels. Wood panel covering to place over insulation. 12,000	
Enter detail below.	Two Barn Doors and Openers - Alluminum insulated doors to replace broken garage doors. Hardware, track and electric openers with keypad entry. 12,000
Tables and Chairs - Lifetime - 12 Tables and 96 Chairs 4,500	
Upload Required Documentation Here (250MB limit on each file upload)	IRS letter page 2.jpeg IRS letter page 1.jpeg FY23 Simple Faith Ranch Statement of Financial Position (Balance Sheet) (1).pdf
Executive Director's Information	Tracey D. Klein Executive Director

Board Chair's Information

John Klein
President of the Board

Check each box below to acknowledge each requirement has been addressed.

Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720
Thursday, July 24, 2025, 3 p.m. - 4 p.m.
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Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025.
Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD
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Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

ATAX Grant Application

Lancaster County

Submitted On:

Aug 14, 2025, 05:29PM EDT

Name of Organization	Rooted Unity
Contact Name and Title	Heather Skinner, Director
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	rootedunityfnd.com
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	Rooted Unity was founded in April 2024 with the mission of strengthening the sense of community through events, initiatives, and partnerships that bring people together and celebrate what makes Lancaster County unique. Our focus is on creating inclusive, high-quality experiences that foster pride, connection, and economic vitality. Our signature annual event is the Indian Land 4th of July Fireworks Celebration, which draws thousands of residents and visitors from across the region for an evening of family-friendly entertainment and one of the best fireworks displays in the Carolinas. In addition to tourism-focused programming, Rooted Unity plays an active role in community support. Following Hurricane Helene in 2024, we coordinated a three-month relief effort, transporting donations, delivering supplies, and assisting with manual labor to help affected areas rebuild. Through both celebration and service, our organization demonstrates the power of community to attract visitors, strengthen local bonds, and create lasting traditions that benefit Lancaster County year after year.
A. Describe the project for which you are requesting funds.	The 2026 Indian Land 4th of July Fireworks Celebration will be Indian Land's premier Independence Day event, drawing thousands of visitors from across the Carolinas and surrounding states for a high-caliber, professionally produced fireworks show. While the celebration itself runs approximately four hours, its tourism and economic impact extend well beyond the evening, generating overnight stays, restaurant visits, and increased retail traffic throughout Lancaster County. The celebration will feature: *A \$25,000 professional fireworks display by a licensed pyrotechnics company *Live regional music and a professional DJ on a fully equipped stage

*Family-friendly attractions such as dunk tanks, kids' zones, and roaming entertainers

*Food trucks, artisan vendors, and local tourism partners promoting Lancaster County

Venue & Logistics:

Our goal is to return to the Indian Land School Complex, which offers the most accommodating setup for crowd safety, optimal viewing, and larger attendance capacity. In 2025, we had to consider using the YMCA due to the county not allowing anyone to use the school grounds on a holiday; however, the school grounds allow for improved pedestrian flow, expanded parking, and an overall enhanced visitor experience.

Why this year matters:

Due to the ATAX grant application cycle shifting from March to August in 2025, we were unable to secure the necessary funding in time to host last year's show. This absence left many residents and out-of-town visitors disappointed and created significant pent-up demand for its return. Restoring the event in 2026 is not only about reviving a beloved tradition but also about reestablishing one of Lancaster County's strongest tourism draws.

Holiday Timing:

For 2026, we plan to hold the celebration on the actual 4th of July, rather than the Friday before. Hosting on the holiday itself will attract more travelers planning extended holiday weekends, increase overnight lodging stays, and further cement Lancaster County's reputation as the region's go-to destination for Independence Day festivities.

B. Describe how your project will impact tourism in Lancaster County.

This event is a proven tourism driver, attracting visitors who travel well beyond 10 miles, many from Charlotte, Columbia, Fort Mill, Rock Hill, and even out-of-state, to experience Lancaster County's premier fireworks show. Because of its reputation for quality and production value, attendees plan their trip in advance, dine in local restaurants, shop in local stores, and stay overnight in nearby hotels.

Moving the event to the Indian Land School Complex will enable us to host a larger crowd, improve the viewing experience, and better manage parking and traffic flow, all factors that contribute to attracting and retaining visitors.

Hosting on the actual 4th of July will further enhance the tourism benefit by aligning with travelers' holiday plans. Many visitors will choose to stay overnight before or after the event, generating measurable impact for local hotels, short-term rentals, and hospitality businesses.

C. Describe how will your event benefit the community.

The Fireworks Celebration is more than just a show, it's a community tradition that fosters pride, togetherness, and local spirit. It offers free or low-cost entertainment for families, volunteer opportunities for local civic groups, and a platform for small businesses and vendors to connect with thousands of potential

customers.

By drawing a large audience, the event boosts economic activity across Lancaster County, from retail to restaurants to fuel stations. It also serves as a unifying, family-friendly celebration that showcases the county's welcoming and vibrant atmosphere.

D. Describe your previous successes and capacity for managing the project.

Our organizing team has a proven history of delivering large-scale community events, including past Independence Day celebrations for the past 4 years that have drawn thousands of attendees from across the region. We have successfully coordinated with law enforcement, EMS, and county officials to ensure public safety, partnered with top-tier fireworks companies for professional, crowd-pleasing displays, and managed sponsorships and vendor participation to help fund the event.

In 2025, we were unable to host the show due to the significant costs involved, despite many local businesses stepping forward to explore ways to make it happen. The expense ultimately made it unattainable without grant funding. While the absence of the show was felt deeply by the community, it also created strong momentum and widespread support for bringing it back bigger than ever in 2026. With the right funding, our team is fully prepared to deliver a high-quality, high-impact event that will once again serve as one of Lancaster County's strongest tourism draws.

E. Describe your marketing plan and how you intend to track visitors.

Our comprehensive marketing plan includes:

Digital Campaigns: Targeted Facebook, Instagram, and Google ads focusing on surrounding counties and out-of-state audiences

Traditional Media: Regional radio, print ads, and event coverage in local and regional outlets

Tourism Partnerships: Collaborations with hotels, restaurants, and the Lancaster County tourism office to promote overnight packages

Event Listings: On regional event calendars, tourism websites, and social media groups

Tracking Methods:

Collection of attendee zip codes at entrances

Tracking hotel package bookings and promo code use

Digital RSVP forms

Vendor sales reports and parking count data

F. Date(s) of Specific Event: (if applicable)

07/04/2026

G. Location of Specific Event	Prefer Indian Land School Complex, but if not approved by county then it will be held at the YMCA in Indian Land
A. Describe how your organization is currently funded.	Rooted Unity is currently funded entirely through donations. Approximately 90% of our annual funding comes from the real estate business Residential Unleashed, which contributes a portion of its proceeds to support our community events and initiatives. The remaining 10% is generated through contributions from local businesses, community members, and event-specific sponsorships.
B. ATAX Grant Amount Requested for this Project (enter \$ amount)	\$30,000
C. Total Project Cost (enter \$ amount)	\$48,500
Enter detail below.	Signage & Banners Wayfinding & event branding \$1500
Digital, radio, print, tourism websites Marketing & Advertising \$6000	
Enter detail below.	Portable Restrooms \$4500
Staging, Light and Sound \$5000	
Enter detail below.	Firework Display \$25,000
Entertainment \$3000	
Security \$3500	
Upload Required Documentation Here (250MB limit on each file upload)	FinalLetter_99-2690835_ROOTEDUNITY_06052024_00.pdf Rooted_Unity_Financial_Statement_Jan-Aug_2025_with_EIN.pdf
Executive Director's Information	Heather Director
Board Chair's Information	Tony Skinner Chair
Check each box below to acknowledge each requirement has been addressed.	Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720 Thursday, July 24, 2025, 3 p.m. - 4 p.m. Review Guidelines for Accommodations Tax Grant Program Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA) Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025.

Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

Name of Organization	Lancaster County Council of the Arts
Contact Name and Title	Jane Alford, Development Director
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	www.artslancaster.com
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Lancaster County Council of the Arts (LCCA) is a leading institution in Lancaster County, dedicated to fostering a vibrant cultural landscape that enriches the community's quality of life through the arts. Established in 1977 with the vision of integrating arts and culture into the fabric of daily life, LCCA stands for artistic expression, cultural understanding, and educational excellence in the region. The LCCA's mission is to enrich the quality of life in Lancaster County by building vibrant and inclusive communities connecting arts, culture, education, and economic vitality. This mission reflects a deep commitment to leveraging the power of the arts as a catalyst for community engagement, educational advancement, and economic development. Through a broad array of creative placemaking programs, initiatives, and partnerships, the LCCA uses these proven methods of attracting visitors to destinations while striving to make arts accessible to all, fostering an environment where creativity can flourish and where residents of all ages and backgrounds can experience the transformative power of the arts. Key to its mission, the LCCA offers a variety of programs designed to meet the diverse needs of the community. These initiatives include extensive public art programs, art therapy programs, educational workshops, exhibitions, performances, and summer arts and sciences camps, which aim to address learning loss among students while promoting STEAM through an artistic lens. By providing these and other opportunities for artistic engagement, the LCCA not only supports the professional development of artists and educators but also enriches the cultural experiences of the community at large. The LCCA believes in the arts as a fundamental component of a healthy, dynamic community. This belief drives its efforts to cultivate partnerships across sectors, including schools, businesses, local governments, and other nonprofit organizations, to amplify the impact of the arts and to ensure that they remain an integral part of Lancaster County's economic growth and development. Through its dedicated work, the LCCA continues to champion the role of the arts in creating inclusive, vibrant communities where every individual has the

opportunity to engage with the arts and where the arts are recognized as essential to the county's overall prosperity and well-being.

A. Describe the project for which you are requesting funds.

The Lancaster County Council of the Arts (LCCA) is embarking on the third and final phase of a transformative public art initiative designed to enrich Lancaster County's cultural landscape and strengthen its position as a destination for cultural tourism. Building on the success of two recently completed Greenway installations — the Color Corridor mural and the pollinator garden's metal sculptures — this phase will feature the installation of approximately 50 permanent art columns along the Lindsay Pettus Greenway.

These columns, created by artists from across the Southeast, will reinterpret historic textile patterns from Springs Industries, once one of the nation's largest textile manufacturers and a cornerstone of Lancaster's economy. Today, the Baxter Mill Archive houses more than 200,000 Springs fabrics and designs — a rich artistic resource that will inspire each unique column. By blending contemporary creativity with industrial heritage, the installation will honor Lancaster's past, while enlivening one of its most beloved public spaces.

The LCCA will issue a call for artist submissions from the Carolinas, Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, and Tennessee. Selected artists will create permanent works celebrating both the artistry and history of Springs Industries, whose Lancaster mill — once the world's largest cotton mill under one roof — brought decades of prosperity to the region.

Originally supported by a major National Endowment for the Arts grant, this portion of the project lost \$25,000 in federal funding in May 2025. Thanks to the generosity of the Springs/Close family, these funds have been replaced, and we are now seeking additional support from Lancaster County, other partners, individual contributors, and LCCA's own financial contributions to cover the remaining costs. The project is slated for completion in 2026, culminating in an unveiling ceremony expected to draw artists, their families, and visitors from across the Southeast.

Together, the art columns, mural, and sculptures form a cohesive, multifaceted public art project that tells Lancaster County's unique story. Beyond their artistic value, these installations will serve as a magnet for cultural tourism, encouraging exploration, lodging, dining, and shopping within the county. LCCA will track visitor numbers, event attendance, and survey feedback to measure impact, while a targeted marketing campaign — including print, digital, billboards, and partnerships with local businesses — will ensure broad visibility.

By investing in this project, Lancaster County is not only preserving and celebrating its cultural heritage, but also fueling economic revitalization through tourism, strengthening the local hospitality sector, and positioning the community as a vibrant arts destination for years to come.

B. Describe how your project will impact tourism in Lancaster County.

The Lancaster County Council of the Arts' (LCCA) new public art initiative along the Lindsay Pettus Greenway is designed to position Lancaster County as a cultural tourism destination. Featuring approximately 50 permanent art columns inspired by historic Springs Industries textile patterns, along with the Color Corridor mural by Victor Bokas and pollinator garden sculptures by Sydney Hinson Bucca, the project offers visitors a visually striking, educational, and immersive experience that blends art, history, and nature.

Public art has a proven record of driving tourism, with counties that invest in

creative placemaking seeing notable increases in visitation and local spending. According to urban planning expert Ronald Fleming, "...mural programs have emerged nationwide in small communities, from villages to minor cities. The impetus for [creative placemaking projects] lies in a desire to bolster a sagging postindustrial economy with tourism dollars, while renewing a sense of civic pride among residents."

These Greenway installations will become signature attractions, encouraging visitors to extend their stay, explore Lancaster's historic and cultural landmarks, and patronize local restaurants, shops, and lodging. The project also aligns with growing tourism trends in which travelers seek authentic, culturally rich experiences that connect them to a community's heritage.

Working with partners such as the Lindsay Pettus Greenway, Carolina Thread Trail, and the Olde English District, LCCA will implement visitor tracking to measure increased foot traffic and economic impact. A targeted marketing campaign — including social media, print, billboards, and tourism partnerships — will ensure broad visibility in key markets. By attracting both day-trippers and overnight guests, this initiative is expected to boost visitor numbers, length of stays, and tourism-related revenue, while enhancing civic pride.

Through this project, Lancaster County will not only enrich its cultural landscape but also strengthen its hospitality sector, drawing sustained economic benefits and elevating its profile as a vibrant arts destination.

C. Describe how will your event benefit the community.

The Lancaster County Council of the Arts' (LCCA) new public art initiative along the Lindsay Pettus Greenway will deliver lasting cultural, economic, and social benefits to the community. Featuring approximately 50 historic textile-inspired art columns, the Color Corridor mural, and pollinator garden sculptures, the project will transform the Greenway into a distinctive destination for both residents and visitors.

By attracting cultural tourists seeking unique, immersive experiences, the initiative will boost overnight stays, increase occupancy in local accommodations, and generate additional accommodations tax revenue. Visitors drawn to the Greenway will also patronize nearby restaurants, shops, and services, creating a ripple effect that strengthens small businesses and supports the local economy year-round.

The project also fosters community pride and connection. By engaging local and regional artists and celebrating Lancaster's textile heritage, it becomes a shared point of pride for residents. Community events, unveilings, and programs will bring people together, encouraging social cohesion and enhancing the Greenway's role as a central gathering place.

In addition, the installations will serve as dynamic educational tools. The art columns, inspired by designs from the Baxter Mill Archive, offer opportunities for schools, tour groups, and community organizations to learn about local history, industry, and environmental stewardship. Year-round programming will deepen cultural appreciation while connecting new audiences to the arts.

In sum, this initiative will enrich Lancaster County culturally and economically — drawing visitors, supporting local businesses, inspiring community pride, and elevating the county's profile as a vibrant place to visit, live, work, and play.

D. Describe your previous successes and capacity for managing the project.

The Lancaster County Council of the Arts (LCCA) has a proven track record of delivering tourism-driven public art projects that transform spaces, engage communities, and attract visitors. With a skilled staff, visionary board, and strong

community partnerships, the organization consistently manages projects from concept to completion with excellence.

Recent successes include multiple high-profile installations along the Lindsay Pettus Greenway, such as collaborations with acclaimed artists Amiri Farris and Alex Osborn of the Catawba Nation, whose works have drawn both local and regional audiences. In downtown Lancaster's cultural arts district, the LCCA commissioned Roots in Motion by internationally recognized muralist Osiris Rain, now a community landmark. Another innovative project transformed elevated manhole covers at the Greenway entrance into functional works of art, demonstrating LCCA's creativity in integrating art into everyday environments. These and other initiatives illustrate LCCA's ability to secure funding, manage budgets, coordinate with artists and stakeholders, and implement effective marketing to maximize public engagement. Each project is meticulously planned and executed, ensuring both artistic excellence and measurable community impact.

Through its history of successful public art installations, LCCA has established itself as a trusted leader in cultural placemaking — fostering civic pride, enriching Lancaster's cultural identity, and strengthening its appeal as a tourism destination. This expertise ensures the organization is well-prepared to deliver the Greenway art columns project on time, on budget, and to the highest standard.

E. Describe your marketing plan and how you intend to track visitors.

The Lancaster County Council of the Arts (LCCA) has developed a targeted marketing plan to promote its Lindsay Pettus Greenway public art initiative, positioning Lancaster County as a cultural destination and driving increased tourism. The plan combines high-impact digital engagement, traditional advertising, and robust visitor tracking to maximize reach and measure results. Digital Engagement – LCCA will leverage Instagram, Facebook, and other social media platforms to build anticipation and sustain interest in the art columns, mural, and garden sculptures. Content will include artist spotlights, project updates, behind-the-scenes videos, and interactive posts to connect audiences with the creative process. Hashtags and social sharing initiatives will amplify reach across local and regional networks, inviting participation from visitors throughout the Southeast.

Targeted Advertising – To reach both residents and regional tourists, LCCA will place ads in leading newspapers and magazines, along with strategically placed billboards. Messaging will highlight the art installations as must-see attractions, emphasizing their cultural and economic contributions and inviting visitors to explore the Greenway and surrounding businesses.

Visitor Tracking & Measurement – Through the Greenway's partnership with the Carolina Thread Trail, LCCA will use advanced tracking technologies along the Greenway to measure visitor numbers and patterns. Additional data from Zartico, via the Olde English District Tourism Commission, will provide insights into visitor origins and behaviors. These analytics will be reviewed regularly to evaluate marketing performance and adjust strategies in real time.

By combining broad-reach social media campaigns with the credibility of traditional advertising and measurable visitor data, LCCA will drive sustained interest, increase foot traffic to the Greenway, and boost tourism-related spending in lodging, dining, shopping, and local attractions. This marketing approach not only promotes the new public art but also supports Lancaster County's long-term

cultural and economic vitality.

Current Pertinent Data – Data from a Carolina Thread Trail tracker on Roddey Drive near the newly completed Main Street underpass mural reflects an annual estimate of 36,500 individuals. ZIP code collection at the LCCA's 2025 Plein Air, Literary, and Ag+Art Festivals showed 62% of participants were from outside the county, with 25% from outside the state. Zartico data from the Olde English District Tourism Commission indicates 5.5% (2,007) of visitors to LPG were from outside the Charlotte metro area.

G. Location of Specific Event

Lindsay Pettus Greenway in Lancaster, S.C.

A. Describe how your organization is currently funded.

The Lancaster County Council of the Arts (LCCA) is currently funded by individual and corporate donors, the S.C. Arts Commission, Lancaster County, the City of Lancaster, foundation grants, fundraisers, corporate sponsorships, program revenues, special projects, and artist consignment sales. In recent years, the LCCA has worked diligently to diversify and expand its fundraising portfolio. Altogether, the organization's budget reflects a strong and stable base of funding that empowers it to achieve its goals and effect meaningful change in the community.

B. ATAX Grant Amount Requested for this Project (enter \$ amount)

\$25,000

C. Total Project Cost (enter \$ amount)

\$68,100

Enter detail below.

Print and Social Media
5,000

Billboard promotion
5,600

Ribbon-Cutting Event promotion
1,500

Enter detail below.

Art columns materials and supplies, including 50 columns and vinyl wrap production
40,000

Art columns base fabrication and installation
6,000

Artist fees for column designs (\$100 for each of 50 columns)
5,000

Enter detail below.

Contracted Project Manager
5,000

Upload Required Documentation Here (250MB limit on each file upload)

IRS 501c3.pdf
Form 990 - 2023.pdf
AUDITED FINANCIAL STATEMENTS - 6-30-2022.pdf
LCCA Letter of support for Art Columns A-tax grant.pdf

Executive Director's Information

Eric Grace
Executive Director

Board Chair's Information

DeAn Blanton
Board President

Check each box below to acknowledge each requirement has been addressed.

Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720

Thursday, July 24, 2025, 3 p.m. - 4 p.m.

Review Guidelines for Accommodations Tax Grant Program

Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA)

Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025.

Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD

Grant awardees execute project during grant performance period: October 1, 2025 – July 31, 2026

Grant awardees submit mid-year reports by March 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025)

Grant awardees submit final reports by August 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025)

Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

Name of Organization	Hope on the Hill
Contact Name and Title	Rev. Wayne Murray, Executive Director
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	https://www.hopeothill.com/
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	A safe place for all: Hope On The Hill is organized exclusively for charitable, scientific and educational purposes, more specifically to enhance community development, economic opportunity, educational capacity, and cultural awareness through a wide variety of arts and cultural programs focusing on using various forms of drama, music, literature, and other artistic forms of expression, to educate, empower, and energize all youth, teens and adults that make up our beautiful county and surrounding area.
A. Describe the project for which you are requesting funds.	Hope on the Hill (HotH) is requesting \$111,877, in total but can be considered individually as listed in financials, to complete critical facility improvements that will enhance our capacity to serve Lancaster residents and attract regional visitors. The upgrades include electrical and production enhancements, new event furniture, office conversions, drainage and flooring repairs, PA system upgrades, and a modern security system. These improvements will increase hosting capacity for sports tournaments, cultural events, training workshops, and community programs while ensuring safety, accessibility, and long-term sustainability.
B. Describe how your project will impact tourism in Lancaster County.	By enhancing our facility, HotH will be better equipped to host larger, more diverse events that attract visitors from across South Carolina, North Carolina, and Georgia. Increased capacity and improved amenities will position Lancaster as a competitive regional event destination. These visitors will stay in local hotels, dine at area restaurants, and shop at local businesses, directly contributing to the hospitality sector and boosting the county's tourism economy.
C. Describe how will your event benefit the community.	HotH serves as a cornerstone for community development, offering safe, inclusive spaces for youth programs, sports leagues, cultural showcases, and civic events. The planned improvements will allow us to expand programming, provide job training, and host more regional gatherings. This not only fosters social connections and cultural enrichment but also strengthens the local economy through visitor spending and increased community engagement.
D. Describe your previous successes and capacity for managing the project.	Since its founding, HotH has successfully hosted sports tournaments, cultural events, workshops, and charitable initiatives that draw attendees from the tri-state region. We have strong public-private partnerships, evidenced by a \$35,000 grant from the state of South Carolina.

	commitment from the Lancaster County School District and \$5,000 from Founders Federal Credit Union. Our experienced leadership team, proven track record in managing complex events, and established relationships with contractors position us to execute these facility upgrades on time and within budget.
E. Describe your marketing plan and how you intend to track visitors.	We will promote events through our website, social media platforms, community partnerships, and collaboration with See Lancaster's tourism channels. Marketing efforts will target both local residents and regional audiences to maximize attendance. Visitor tracking will be conducted in partnership with See Lancaster, collecting attendance numbers and origin data to measure regional draw and economic impact, ensuring accountability and guiding future tourism strategies.
G. Location of Specific Event	612 E. Meeting St. Lancaster, SC 29720
A. Describe how your organization is currently funded.	Hope on the Hill is funded through a combination of community partnerships, private contributions, and operational support from local organizations. We have secured \$35,000 from the Lancaster County School District for facility improvements and \$5,000 from Founders Federal Credit Union to support daily programming. Additional funding is generated through event rentals, program fees, and charitable donations from individuals and businesses. This diverse funding base reflects strong community investment and helps sustain our mission-driven programs year-round.
B. ATAX Grant Amount Requested for this Project (enter \$ amount)	\$111,877
C. Total Project Cost (enter \$ amount)	\$111,877
Enter detail below.	
Enter detail below.	Electrical & Production Enhancements 5,000
PA System Upgrade 3,5000	
Main Corridor Bathroom Flooring 7,963	
Enter detail below.	Event Equipment 17,055
Locker Room Conversion 22,000	
Upload Required Documentation Here (250MB limit on each file upload)	HotH ATax Proposal.pdf 990N 2023.png Hope on the Hill - 2024 990 EZ Extension .pdf Hope on the Hill - 2023 990 N and SC Sec of State Fin Report.pdf HOPE on the Hill - IRS Determination Ltr (1).pdf
Executive Director's Information	Rev. Wayne Murray Executive Director
Board Chair's Information	Rev. Wayne Murray Chairman

Check each box below to acknowledge each requirement has been addressed.

Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720
Thursday, July 24, 2025, 3 p.m. - 4 p.m.
Review Guidelines for Accommodations Tax Grant Program
Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA)
Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025.
Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD
Grant awardees execute project during grant performance period: October 1, 2025 – July 31, 2026
Grant awardees submit mid-year reports by March 15, 2026 to accommodationstax@lanastercountysc.gov (UPDATED 8/6/2025)
Grant awardees submit final reports by August 15, 2026 to accommodationstax@lanastercountysc.gov (UPDATED 8/6/2025)

Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

ATAX Grant Application

Lancaster County

Submitted On:

Aug 12, 2025, 03:16PM EDT

Name of Organization	Carolinas Chili Championship, Inc.
Contact Name and Title	Charles Thomas, Executive Director
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	https://carolinaschilichampionship.com
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Carolinas Chili Championship (CCC), a 501c3 NFP, was established in 2019 to hold an annual festival-style chili cook-off in Lancaster, County. Our event is sanctioned by the International Chili Society which provides a communications platform we leverage to recruit competitors from up to 10 different states. As an ICS sanctioned event, CCC winners qualify to compete at the ICS World Championship. Our mission is to partner with local commercial enterprises to deliver a unique, fun-filled day for the chili cook-off attendees and provide a venue for local charitable and public service organizations (NFPs) to engage the public in a casual setting. Participating NFP's are encouraged to serve chili which draws the public to their booth providing the opportunity to explain their mission, raise funds and recruit new members. We look for every opportunity to do business with local companies. That said, we understand that our success is dependent on drawing most of our competitors and attendees from outside of Lancaster County.
A. Describe the project for which you are requesting funds.	The Carolinas Chili Championship includes chili tasting and many other planned activities including Live Entertainment, Craft Beer & Food Vendors, a Corn Hole Tournament, a Vintage Car Show and more. We also set up a Hospitality Tent equipped with tables and chairs where attendees can sit, dine, and listen to music. The main event is the chili cook-off competition held to benefit local charities. Attendees will have over 60 chili samples to choose from and then vote for their favorite. Dozens of cooks come to participate in our International Chili Society (ICS) sanctioned competition that draws top cooking teams from across the US including World Champions. ICS competitors submit entries for judging then offer their competition entries for the public to sample. Winners of the ICS competition receive cash prizes, banners to display at the ICS World Championship, and bragging rights.

We also feature the Carolinas Chili Championship Open, a separate division for

businesses, NFPs and individuals located in the Carolinas. Event Sponsors and NFPs receive a complimentary entry into CCC Open Division. Further, we set up a cook's pantry stocked with ingredients the NFPs can use to prepare their entries at no cost. The Open Division is a judged competition as well, and the winners receive trophies, cash prizes, and bragging rights.

Attendees sampling chili pick their favorite without regard to the category in which the cook is competing. Historically we have had local Fire Departments and NFP's win the Peoples' Choice competition. Winners for all categories are announced at the end of the day from the Entertainment Stage.

B. Describe how your project will impact tourism in Lancaster County.

Travelers participating in the Carolinas Chili Championship include cook teams, vendors, and other guests who book over 50 room nights in local hotels, eat in local restaurants, buy gas, and purchase ingredients and supplies at Lancaster County based businesses. We host a Cooks Reception the day before the event to encourage participation by ICS competitors traveling to the area to participate.

The site for our event is located on a four-lane divided road that carries over 200,000 vehicles weekly. Visitors drawn to the area to attend the chili cook-off must travel on Lancaster Highway 521 where they get exposed to several high-density retail areas, numerous residential communities, Indian Land Public Schools, theaters, restaurants, and hotels that make the area a wonderful place to visit and live.

Public attendance drives chili tasting tickets sales which is an import revenue source for the event. The site for our event is less than three miles from Charlotte / Mecklenburg County where the largest portion of the Charlotte Metro Area population is located. Continuing marketing efforts focused on this large audience have helped to increase the number of attendees traveling to Lancaster County for an enjoyable day.

C. Describe how will your event benefit the community.

Sponsors include businesses and individuals that pay for a space to set up and hand out chili. Each Sponsors is paired with a local NFP which receives space at no charge. The business gets recognition for Sponsoring the NFP's space, and the NFP receives a stipend for ingredients, any needed equipment, and other assistance from the Carolinas Chili Championship to ensure they have a successful day. CCC NFP program beneficiaries include school programs, animal shelters, youth centers, food banks, community service clubs, churches, and organizations helping veterans: all of whom serve Indian Land and its neighboring South Carolina communities. Participating charities, public service organizations, and event Sponsors all benefit from having a high level of public engagement not afforded by typical festivals or conferences. Most report that attendees approach them to inquire about chili serving as a conversation starter. The general vibe is relaxed, upbeat, and fun.

D. Describe your previous successes and capacity for managing the project.

This year we will be holding our seventh annual festival-style chili cook-off. Each year we have used lessons learned to tune up our plans for partnering with local businesses, NFPs, and the International Chili Society to connect all elements required to hold a successful event. In 2024 we had over fifty cook teams serving 300+ gallons of chili with only eight teams coming from Lancaster County. Based on tasting ticket sales, food vendor reports, and parking lot activity, last year was our most successful event ever. Overall attendance was north of 3,000. Several

competitors, food vendors, sponsors and NFPs have participated in all six previous events and some have already signed up for this year's event.

CCC's Board of Directors are all volunteers who accept no compensation for their time and efforts. Each year planning for the next event begins shortly after the previous year's cook-off has concluded. Three months before the event the Board members divide up the tasks and begin meeting weekly to exchange updates. The Executive Director is a retired Project Management Institute credentialed Project Management Professional with over thirty years' experience managing projects, project resources, and budgets.

E. Describe your marketing plan and how you intend to track visitors.

CCC has a website and Facebook page updated each year with current information. We engage a local firm to assist with eMarketing which in turn contracts with search engine providers to prioritize our listing on select queries made by users in the Charlotte Metro area which historically resulted in 800,000+ impressions. Along with eMarketing, CCC uses billboards and traditional media outlets to promote the event. Due to the high volume of traffic passing by the cook-off event site each day, we put up multiple banners on site as special event signage to promote the cook-off three to four weeks prior to its date. We deliver presentations at meetings held by local community organizations. In May 2025 we began going to local festivals and set up a booths to promote the event. We track visitor information through hotel nights booked, tasting ticket sales, participant event registration materials, feedback from cook teams and food vendors, charge card activity, and Board Member estimates. This year attendees will be provided with a door prize registration form to capture home City, State and zip Codes data.

F. Date(s) of Specific Event: (if applicable)

11/08/2025

G. Location of Specific Event

McClancy Foods & Flavors, 8746 Charlotte Hwy, Indian Land, SC 29707

A. Describe how your organization is currently funded.

Fees collected from event sponsors, tasting ticket sales, cook-off contestant registration fees, food vendor fees, and donations. Marketing activities will be funded for the most part by an A-Tax grant.

B. ATAX Grant Amount Requested for this Project (enter \$ amount)

\$33,200

C. Total Project Cost (enter \$ amount)

\$59,900

Enter detail below.

eMarketing
Website, social media, search engine optimization.
\$7,500

Outdoor Advertising

Fixed & mobile Billboards and on-site event signage.

\$15,000

Print & Traditional Media

Flyers, posters, newspaper, radio advertising

\$2,500

Other Promotional Activities

\$1,500

Promote event at local festivals & other high-traffic venues

Enter detail below.	\$3,500 Tent Rental fees, 50% attributable to tourism \$1,750
\$2,400 Portable Toilet & Handwashing, 50% attributable to tourism \$1,200	
\$500 Solid Waste Disposal, 50% attributable to tourism \$250	
Enter detail below.	\$2,000 Parking Lot Shuttle Services fee, 50% attributable to tourism \$1,000
\$3,000 Law Enforcement & Public Safety, 50% attributable to tourism \$1,500	
Upload Required Documentation Here (250MB limit on each file upload)	IRS CCC 501c3 Acceptance Letter.pdf 2024 Tax Return (CAROLINAS CHILI CHAMPIONSHIP).pdf
Executive Director's Information	Charles Thomas Executive Director
Board Chair's Information	Jessica Threatt President
Check each box below to acknowledge each requirement has been addressed.	Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720 Thursday, July 24, 2025, 3 p.m. - 4 p.m. Review Guidelines for Accommodations Tax Grant Program Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA) Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025. Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD Grant awardees execute project during grant performance period: October 1, 2025 – July 31, 2026 Grant awardees submit mid-year reports by March 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025) Grant awardees submit final reports by August 15, 2026 to accommodationstax@lancastercountysc.gov (UPDATED 8/6/2025)
Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.	

ATAX Grant Application

Lancaster County

Submitted On:

Aug 15, 2025, 01:25PM EDT

Name of Organization	Indian Land Community Festival hosted by the Rotary Club of Indian Land
Contact Name and Title	Robin Hensel, Festival Chairman
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	Rotary Website https://rcill.org/ for the club - Festival website: ilrotaryfestival@gmail.com
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Indian Land Community Festival is an annual spring celebration presented by the Indian Land Rotary Club. The festival's mission is to promote community engagement, celebrate local culture, and support charitable initiatives through a family-friendly event that attracts visitors from across Lancaster County and the surrounding region. The event features live music, arts and crafts vendors, food trucks, children's activities, and cultural performances, all designed to encourage tourism and showcase Indian Land's vibrant community spirit.
A. Describe the project for which you are requesting funds.	The 2026 Indian Land Community Festival is a one-day event on April 25, 2026, in Indian Land, SC. It will include live entertainment, a large vendor market, food trucks, arts and crafts exhibits, children's activities, and community performances.
B. Describe how your project will impact tourism in Lancaster County.	The festival attracts visitors from across South Carolina and neighboring states. Our marketing campaign will target a 75-mile radius, drawing tourists to Lancaster County.
C. Describe how will your event benefit the community.	The festival provides a platform for local artisans, small businesses, and nonprofit organizations, fosters community pride, and offers affordable entertainment for families. Proceeds help support local charitable causes through the Rotary Club.
D. Describe your previous successes and capacity for managing the project.	The festival provides a platform for local artisans, small businesses, and nonprofit organizations, fosters community pride, and offers affordable entertainment for families. Proceeds help support local charitable causes through the Rotary Club.
E. Describe your marketing plan and how you intend to track visitors.	Marketing will include regional newspaper ads, radio spots, social media advertising, posters, and listings in tourism publications. Visitors will be tracked via entry tickets for raffles for adults and children.
F. Date(s) of Specific Event: (if applicable)	04/25/2026
G. Location of Specific Event	To be determined. We are currently discussing possible locations for the event. We will remain at the Indian Land Intermediate School complex if nothing else can be found.
A. Describe how your organization is currently funded.	Funded through sponsorships, vendor fees, wristbands sales, and in-kind donations from community partners.

B. ATAX Grant Amount Requested for this Project (enter \$ amount)	\$20,205
C. Total Project Cost (enter \$ amount)	\$75,000
Enter detail below.	Digital Billboard, Social Media, Peach Jar - School 8,950
Kings Mobile Media Truck Billboard for various locations 900	
Local or Regional Radio WRHI or WSOC 600	
Local Print Newspaper and Community paper 1300	
Signs and Banners Pre Event Signs and Banners 2,000	
Enter detail below.	No Construction Needed 0.00
0.00 No Construction Needed	
0.00 No Construction Needed	
Enter detail below.	Sanitation Facility Rentals 3,025
Shuttle Transportation and Drivers 1,180	
Safety/Security officers 3,250	
Upload Required Documentation Here (250MB limit on each file upload)	RCIL 990-N 2023.pdf 2023-2024 SOS ANNUAL FINANCIAL REPORT.pdf IRS Tax Exempt Organization Search Details - Internal Revenue Service_ - [apps.irs.gov].pdf
Executive Director's Information	Albert Blackmon Rotary Club of Indian Land President
Board Chair's Information	Robin Hensel Chairman
Check each box below to acknowledge each requirement has been addressed.	Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720 Thursday, July 24, 2025, 3 p.m. - 4 p.m. Review Guidelines for Accommodations Tax Grant Program Uploaded Required Attachments: 1. IRS determination letter indicating the

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Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.

Name of Organization	Lindsay Pettus GreenwayJInc.
Contact Name and Title	DeAn Blanton
Mailing Address (include city/state/zip)	
Phone Number (###-###-####)	
Organization Email Address	
Organization Website	www.lindsaypettusgreenway.org
TYPE OF ENTITY (check one)	501(c) Tax-exempt
Federal Employer Identification Number	
Briefly state the history and mission of your organization	The Lindsay Pettus Greenway, Inc. became an incorporated non-profit organization in 2015. Our mission is to solicit, receive, manage, and disburse funds for the development of the Lindsay Pettus Greenway and trail system in the City of Lancaster, SC. As a 100% volunteer-led organization' all dollars raised are used for building, enhancing, maintaining, and programming the trail. The greenway opened to the public in 2020, giving visitors throughout the region a safe place to freely walk, run, and cycle in nature on two miles of hard-surface boardwalk and asphalt trail. It is a public park, operated by the City of Lancaster, and is used by organizations throughout the community for fundraisers, field trips, naturalist classes, 5K runs, art events, fitness classes, and more.
A. Describe the project for which you are requesting funds.	The Lindsay Pettus Greenway volunteers decided in 2022 to begin offering a free, accessible holiday event to the community. Nearby holiday outdoor winter lighting events attract hundreds of visitors at a price point of \$15-20 per ticket, are not marketed as accessible and employ a variety of path surfaces, not all of which can be accessed by all people. The LPG board felt that these factors would preclude a number of community members from being able to attend and enjoy a winter lighting event, thus the decision to host an event with few barriers to participation. The first Lighting of the Greenway was held over two nights and attracted about 500 people. 2023's event was expanded with additional lights, live music, "s'mores" stations, and refreshments. It attracted 1400 visitors---almost three times as many as the previous year. In 2024, we expected to expand our event to 4 nights however Rain hampered our Wednesday event but were did open for 3 nights. The footprint of the display included new displays west of the Nature Trail toward Gillsbrook Road and attracted almost 1900 visitors. In 2025, we would expect to attempt 4 nights again, Wednesday through Saturday. Wednesday night would be a "soft opening" event especially for

participants who have special needs. Golf carts and drivers will shuttle visitors through the display. Depending on funds received we would like to continue the display expansions started in 2024 west of the Nature Trail toward Gillsbrook Road, and new displays around the sewer manholes. The event will feature live holiday music, s'mores station, refreshments, and snowmaking. Other partners who assist with this project are Promise Neighborhood, Lancaster Garden Club, Leaf and Petal Garden, and Lancaster High School. City of Lancaster Police and Fire Departments assist with traffic and Safety.

B. Describe how your project will impact tourism in Lancaster County.

The Lindsay Pettus Greenway tallies approximately 45,000 visits each annually . The LPG is a segment of the Carolina Thread Trail, which promotes the LPG in its advertising and regularly drives visitors to our trail.

The Lighting of the Greenway event is promoted in various newspapers in our region, on social media, on our website. It is also advertised by word-of-mouth from past visitors. As we continue to expand lighting fighting display while keeping the event free, we will attract more visitors from around the region. Many local Visitors bring their out-of-town holiday guests, who are then introduced to the greenway and will come again on subsequent visits, or who will recommend it to others.

We use counters to tally the number of visitors to the event each year. Additionally, we randomly select visitors to talk to about-how they learned of the event and where they come from. In 2024, we encountered visitors from the surrounding counties of Union, Mecklenburg, York, and Chester.

C. Describe how will your event benefit the community.

The Lindsay Pettus Greenway has quickly become a treasured local asset for Lancaster County and the region due to its high-quality, hard-surface design and its location in an urban setting. It is away from traffic, and allows visitors to have a safe experience in a natural environment, but it is not remote or difficult to access. We believe the lighting event particularly promotes Lancaster as a place for all people to enjoy a free, family-friendly outdoor holiday event that is welcoming to people of all mobility and income levels.

D. Describe your previous successes and capacity for managing the project.

We have partnered with the City of Lancaster since inception to operate the trail, maintain the landscape, and facilitate venue reservations. The Lancaster County Council of the Arts has worked alongside our board to facilitate public art installations along the greenway to highlight Lancaster's unique cultural and environmental heritage. We also assist many local organizations with planning and hosting events on the greenway. The Lighting of the Greenway has been very successful for three years now, and we continue to learn from our experiences to improve our planning for 2025. We have a large cadre of volunteers that assists with installation, hosting, and clean-up, and we involve other organizations in helping. Being entirely volunteer driven, this event creates a lot of community pride and esprit de corps among those who are involved.

E. Describe your marketing plan and how you intend to track visitors.

We will market the event in the Lancaster, Chester, and Pageland Newspapers, on social media, on our website, and through See Lancaster. We will also promote it through our partner organizations and will print yard signs and fliers to put up in the community.

We track visitors by using clicker devices at the entrance to count heads. We randomly select a number of visitors to ask where they are visiting from to get anecdotal input as to the reach and effectiveness of our marketing.

F. Date(s) of Specific Event: (if applicable)	12/10/2025
G. Location of Specific Event	Lindsay Pettus Greenway
A. Describe how your organization is currently funded.	Educational programs and non-capital projects hosted on the Greenway are funded through individual donations, corporate and private grants, and in-kind resources of partners. Operating expenses are primarily funded through the annual Give Local! fundraiser sponsored by the Arras Foundation. Funding for construction of the trail has come from State, City, and County government, foundation grants, corporate contributions, and donations from local individuals and small businesses.
B. ATAX Grant Amount Requested for this Project (enter \$ amount)	\$ 20,000
C. Total Project Cost (enter \$ amount)	\$40,000
Enter detail below.	Regional ads Newspapers, targeted social media, printed fliers, 5000
Enter detail below.	Lighting Materials - arches, fireflies, starlights, lighted balloon display, swags 20,000 Supplies for Smores, not chocolate, cookies 2,000 Generators, snow machine liquid, electrical supplies, propane 3,000
Upload Required Documentation Here (250MB limit on each file upload)	Docs for A-tax grant.zip
Executive Director's Information	Sherri Gregory Executive Director "Sherri Gregory"
Board Chair's Information	Mark Strickland "Mark Strickland" President
Check each box below to acknowledge each requirement has been addressed.	Attend Grant Information Session - LOCATION: County Council Chambers, County Administration Bldg. 101 North Main Street, Lancaster SC 29720 Thursday, July 24, 2025, 3 p.m. - 4 p.m. Review Guidelines for Accommodations Tax Grant Program Uploaded Required Attachments: 1. IRS determination letter indicating the organization's 501c charitable status. 2. Most recent 990 tax return. If you file a 990 post-card please also attach a financial report showing financial status. (nonprofit) 3. Copy of Annual Audit performed by a Certified Public Accountant (CPA) Submit application and required supporting documentation by 5:00 p.m. on Friday, August 15, 2025. Prepare to deliver a 5-minute presentation of your program to the ATAX Committee - Date TBD Grant awardees execute project during grant performance period: October 1, 2025 – July 31, 2026

Grant awardees submit mid-year reports by March 15, 2026 to
accommodationstax@lanastercountysc.gov (UPDATED 8/6/2025)
Grant awardees submit final reports by August 15, 2026 to
accommodationstax@lanastercountysc.gov (UPDATED 8/6/2025)

Administrative Purposes Only (DO NOT CHECK). Click the BLUE button on the right to submit your application.