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Dear Accommodations Tax Committee Members,

The Oceanfront Merchants Association would like to work with the City, the DRC, and other area organizations to create an off-season lighting event that would draw locals and tourists, and would become the premier lighting event on the Grand Strand. This family-friendly event will start this year with OMA's Annual Tree Lighting Ceremony. The lights will remain up until after New Year's Day. At that point, the holiday lighting will be removed, however the palm lighting and the RGB* lighting will remain up through March 31, 2019. This is a "buildable" concept which will grow each year.

Pictured on the following pages are the elements that we will be adding this year, as well as two large concept items that we hope to add in future years. The elements will be added as funding is received. The installation of the lights is approximately 20% of the cost of the lighting. We are looking at ways to monetize the event, including a possible New Year's Eve event and carriage rides (dependent on approval from the Special Event Review Board and City Council) as well as a possible donation to enter the Ice-Lite tree, of which 25% will be donated to a local nonprofit (New Directions) and 75% will be used to add more lighting in 2019.

The lighting will begin between 8th Ave. North and Mr. Joe White, and expand south and north at funding is received.

This year, OMA is asking for \$22,000 from the Accommodations Tax Committee that would allow us to have the Ice-Lite tree in the Burroughs and Chapin Pavilion Place. This tree would not only serve as a focal point for the area, create an immediate "holiday" feel in the area, and be visible from Kings Highway but would also light the lot through the month of December, which has been shown to deter crime.

This request is an amendment to the Oceanfront Merchants Association Accommodations Tax Application for the Fiscal year 2017-2018. Our goal is to increase the number of potential visitors that choose Myrtle Beach, and to enhance the vacations of visitors once they arrive. We are very grateful for the generous funding you have provided OMA with in the past, and know that none of the transformations that have taken place in the Boardwalk Entertainment District would have been possible without your faith in our plan and support that allowed us to achieve it.

**RGB lighting allows the lights to move, change color to any color, be programmed to music, etc. Traditional lighting can only be one color, and is limited in movements.*

Thank you,

Jan Connell
Oceanfront Merchants Association

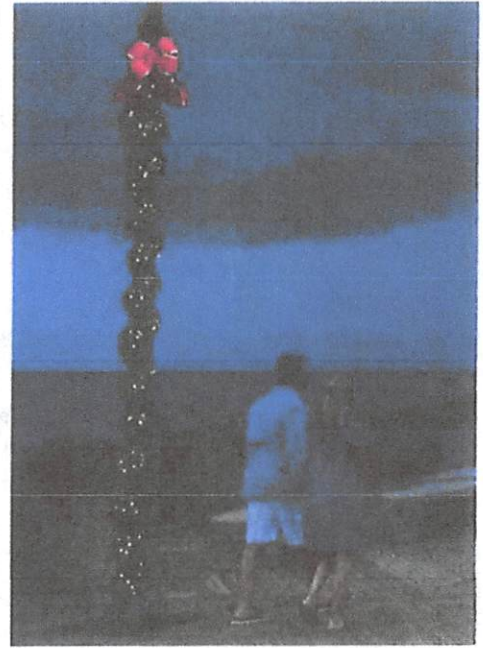


Oceanfront Night Light Spectacular

Making the Boardwalk Entertainment District home
of the premier lighting event on the Grand Strand



62' Ice-Lite Tree for Burroughs and Chapin Pavilion Place • \$22,500



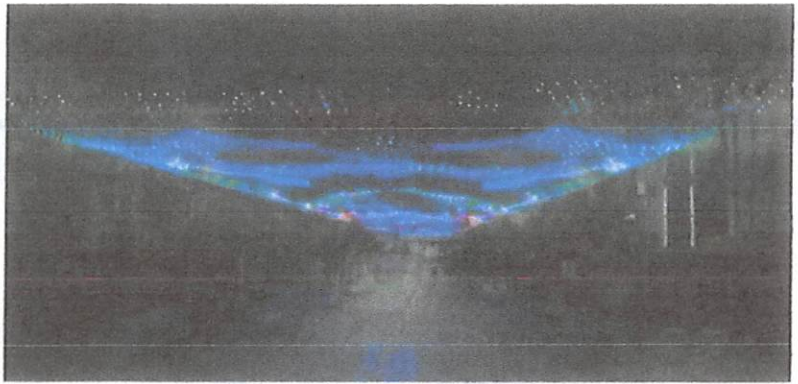
Pole Wraps • \$125 each



Overhead RGB lighting for the Boardwalk • \$1,500 each

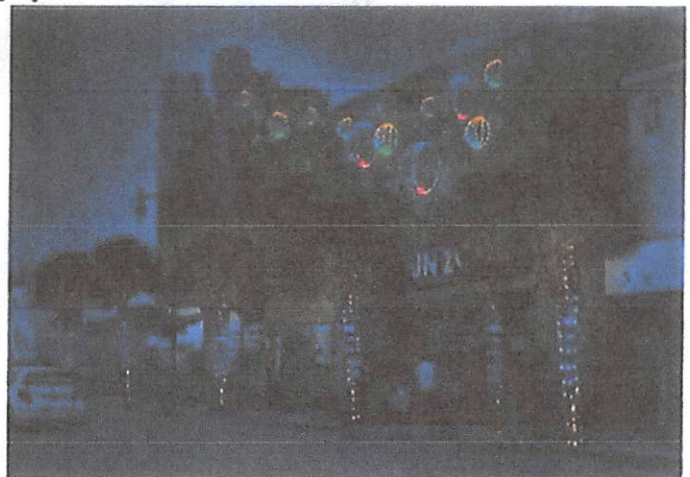
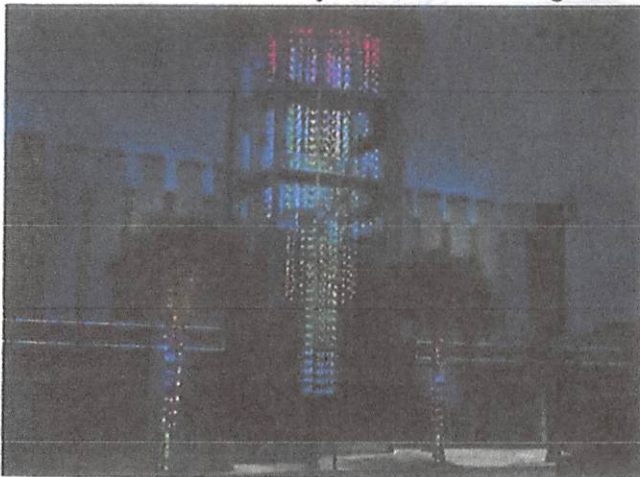


Palm tree lighting
RGB (shown here) \$600 each
Traditional lighting \$150 each



Overhead canopies of RGB lights. Can be programmed to music or have logos, visual elements added.
Boardwalk canopy shown \$135,000 Boulevard canopy shown \$235,000

Businesses are not only sponsoring the event, but also paying for special lighting for their businesses



The Gay Dolphin has committed to this. Ripleys has not yet, however there are several businesses looking to do something similar. These expenses are being paid for by the individual businesses separately from OMA..

Presentation on WinterFest Gatlinburg/Pigeon Forge/Sevierville 1989 - 2013

The group OMA (Universal Concepts) is working with is also the group responsible for WinterFest in Sevier County. These are slides from a presentation by Western Carolina on the effects WinterFest has had on the local economy.

WESTERN CAROLINA UNIVERSITY

Sevier County Tourism Trends

An Update on Tourism Trends in
Sevier County, Tennessee



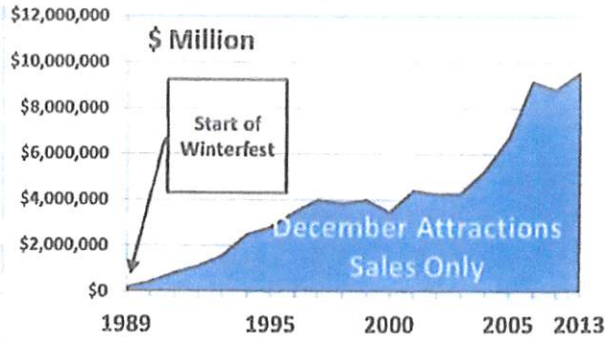
COLLEGE OF BUSINESS

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Economic
Impact of
Winterfest

Pigeon Forge – December Attractions Gross Sales, 1989 - 2013



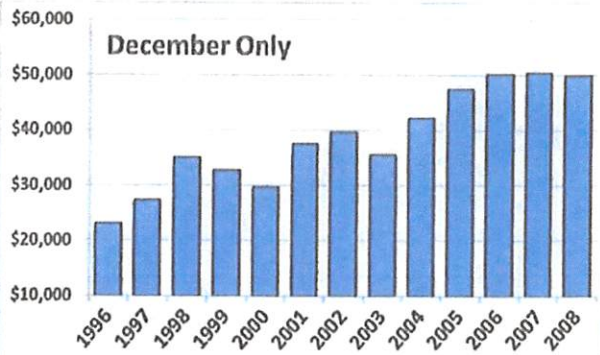
Source: City of Pigeon Forge

Sevier Co. December Restaurant Sales, 1998 - 2013



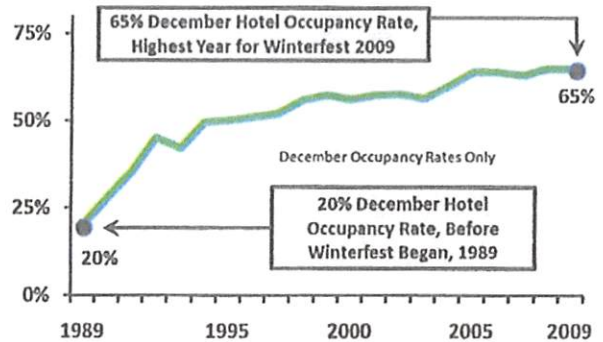
Source: TN Dept. of Revenue

Sevierville – December Hotel Tax Revenues, 1996 - 2008



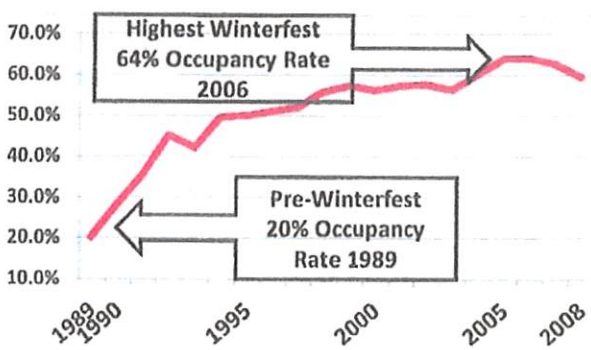
Source: City of Sevierville

30 Yrs. Of Winterfest events have increased & stabilized winter travel to Gatlinburg & Pigeon Forge



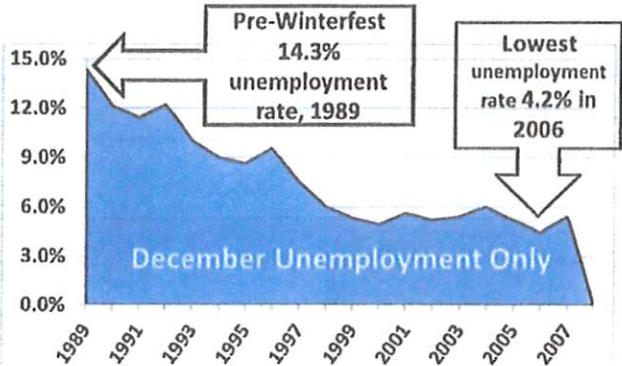
Source: Smith Travel Research

December Gatlinburg, Pigeon Forge & Sevierville Hotel Occ. Rates, 1989 - 2008



Source: Smith Travel Research

December Unemployment Rate, Sevier Co., 1989 - 2013



Source: U.S. Dept. of Commerce; Bureau of Labor Statistics