



## State of South Carolina Request for Contribution Distribution

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution for the designated organization. The state agency providing the contribution should use this form to collect information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed.

### Contribution Information

Amount	State Agency Providing the Contribution	Purpose

### Organization Information

Entity Name	Discover Upcountry Carolina Association
Address	500 E North Street, Suite C
City/State/Zip	Greenville, SC 29601
Website	UpcountrySC.com
SCEIS Vendor #	700027114
Entity Type	Nonprofit Organization

### Organization Contact Information

Contact Name	Tim Todd
Position/Title	Executive Director
Telephone	864-233-2690
Email	Tim@UpcountrySC.com

### Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Digital and Print Media Placement	\$99,272.73	Ads placed in travel-oriented publications and on digital networks
Public Relations & Marketing	\$54,181.82	Hosting travel writers, implementation of social media campaign
Collateral Materials	\$22,181.82	Visitors Guide, Niche brochures, Upcountry Map
Website Development	\$6,181.81	Updates and improvements to UpcountrySC.com
Grand Total	\$181,818.18	

### Please explain how these funds will be used to provide a public benefit:

The advertising and marketing efforts that are conducted using these funds will generate over \$2.1 Million in direct travel expenditures to our six-county region of South Carolina. That positively impacts tourism-related jobs and businesses as well as adding to state and local coffers in the form of sales, admissions, and accommodations taxes.

### Organization Certifications

- 1) Organization hereby gives assurance that no person shall, upon the grounds of race, creed, color, or national origin, be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.
- 2) Organization certifies that it will provide quarterly spending reports to the Agency Providing Contribution listed above.
- 3) Organization certifies that it will provide an accounting at the end of the fiscal year to the Agency Providing Contribution listed above.
- 4) Organization certifies that it will allow the State Auditor to audit or cause to be audited the contributed funds.



Organization Signature

Executive Director

Title

Tim Todd

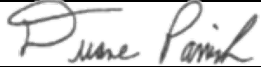
Printed Name

9-Oct-23

Date

### Certifications of State Agency Providing Contribution

- 1) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act.
- 2) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
- 3) State Agency certifies that it will make distributions directly to the organization.
- 4) State Agency certifies that it will provide the quarterly spending reports and accounting received from the organization to the Senate Finance Committee, House Ways and Means Committee, and the Executive Budget Office by June 30, 2024.
- 5) State Agency certifies that it will publish on their website any and all reports, accountings, forms, updates, communications, or other materials required by Proviso 117.21 of the appropriations act.
- 6) State Agency will certify to the Office of the Governor that it has complied with the requirements of Executive Order 2022-19 by June 30, 2024.



Agency Head Signature

10/10/2023

Date

Duane Parrish

Printed Name