



State of South Carolina Contribution Expenditure Report

This form is designed to collect the quarterly and annual expenditure reports 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 to the designation organization at the end of year quarter and by June 30, 2024.

Contribution Information		
Amount	State Agency Providing the Contribution	Purpose
	P280 - Department of Parks, Recreation, and Tourism	Marketing/Advertising/Research/Visitors Center

Organization Information	
Entity Name	Capital City/Lake Murray Country Regional Tourism Board
Address	P. O. Box 1783
City/State/Zip	Irmo, SC 29063
Website	www.lakemurraycountry.com
Tax ID#	57-0738559
Entity Type	Nonprofit Organization

Organization Contact Information	
Name	Miriam Atria
Position/Title	President/CEO
Telephone	803-781-2105
Email	miriam@lakemurraycountry.com

Reporting Period	
Reporting Period	Quarter 1: July 1, 2023 - September 30, 2023

Accounting of how the funds have been spent:							
Description (Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Expenditures				Balance	
		Quarter 1	Quarter 2	Quarter 3	Quarter 4		Total
Search engine marketing - Local IQ/Advance Tourism & Travel/AirDNA	\$33,600.00	\$12,000.00				\$12,000.00	\$21,600.00
Travel Shows & display booth for four county region for national shows	\$13,500.00	\$15,565.81				\$15,565.81	-\$2,065.81
Visitors Center - repair and installation of non-skid flooring for handicap walkway	\$49,500.00	\$49,750.00				\$49,750.00	-\$250.00
Digital advertising - boards along I-77 and social media ads, promotion of 4ctv	\$13,218.18	\$6,146.00				\$6,146.00	\$7,072.18
Root Rez - Rise - hotel booking engine on website	\$30,000.00	\$2,500.00				\$2,500.00	\$27,500.00
Zartico - onboarding and yearly visitor research	\$30,000.00	\$18,550.00				\$18,550.00	\$11,450.00
Relic - Podcast product and housing for Lake Murray Country Regional Podcast	\$12,000.00	\$3,500.00				\$3,500.00	\$8,500.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	\$181,818.18	\$108,011.81	\$0.00	\$0.00	\$0.00	\$108,011.81	\$73,806.37

Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year) :

Expenditure Certification

The Organization certifies that the funds have been expended in accordance with the Plan provided to the Agency Providing the Distribution and for a public purpose.

Humanities

Signature _____

Miriam Atria

Printed Name _____

President/CEO

Title

9/3/2023

Date _____



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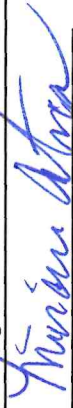
Organization Contact Information	
Name	Miriam Atria
Position/Title	President/CEO
Telephone	803-781-2105
Email	miriam@lakemurraycountry.com

Reporting Period	
Reporting Period	Quarter 2: October 1, 2023 - December 30, 2023

Accounting of how the funds have been spent:						
Description (Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Expenditures			Total	Balance
		Quarter 1	Quarter 2	Quarter 3		
Search engine marketing - Local IQ/Advance Tourism & Travel/AirDNA	\$33,600.00	\$12,000.00	\$2,000.00		\$14,000.00	\$19,600.00
Travel Shows & display booth for four county region for national shows	\$13,500.00	\$15,565.81	\$0.00		\$15,565.81	-\$2,065.81
Visitors Center repair and installation of non-skid flooring for handicap walkway	\$49,500.00	\$49,750.00	\$0.00		\$49,750.00	-\$250.00
Digital advertising - boards along I-77 and social media ads, promotion of 4cty	\$13,218.18	\$6,146.00	\$4,100.00		\$10,246.00	\$2,972.18
Root Rez - Rise - hotel booking engine on website	\$30,000.00	\$2,500.00	\$2,500.00		\$5,000.00	\$25,000.00
Zartico - onboarding and yearly visitor research	\$30,000.00	\$18,550.00	\$9,275.00		\$27,825.00	\$2,175.00
Relic - Podcast product and housing for Lake Murray Country Regional Podcast	\$12,000.00	\$3,500.00	\$4,500.00		\$8,000.00	\$4,000.00
					\$0.00	\$0.00
					\$0.00	\$0.00
Grand Total	\$181,818.18	\$108,011.81	\$22,375.00	\$0.00	\$130,386.81	\$51,431.37

Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year) :

Expenditure Certification
The Organization certifies that the funds have been expended in accordance with the Plan provided to the Agency Providing the Distribution and for a public purpose.



Signature

Miriam Atria

Printed Name

President/CEO

Title

12/4/2023

Date