Basic Information for Your Organization

PSD	Organization type (nonprofit, local government, etc.) PSD
www.VisitOld96SC.com	Organization website address www.VisitOld96SC.com
7000027436	SCEIS Vendor Number (Determines remittance) 7000027436
Address (City, State, Zip) Laurens, South Carolina 29360	Address (City, State, Zip)
P.O. Box 448	Address (Street or PO Box) P.O. Box 448
Name Old 96 District Tourism Commission	Name
Your Organization	Your O

Email	Telephone	Position	Name	Organiza
Email kimberly@VisitOld96SC.com	Telephone 864-984-2233	Position Marketing Director	Name Kimberly Snyder	Organization Contact

State Agency Providing Contribution South Carolina Department of Parks, Recreation and Tourism	State Agency Providing Contribution
Project Summary Promoting small towns and rural areas of South Carolina	Project Summary
Legislative Grant	Earmark Name Legislative Grant
Amount 181,818,18	Amount
State Contribution	State Co

Position	Name	Person Comp
Position Executive Director	Barbara Ware	Person Completing this Report

Accounting of how the funds will be spent

category exceeding 10% of the total state contribution, provide additional details or subcategories of expenditures. Provide below an accounting of how the state funds will be spent*. Total expenditures should equal the total appropriation received. Expenditure descriptions similar to those used in your organization's accounting records should be used to maximize comparability of this budget to your organization's accounting of actual expenditures. For any

* Per Proviso 11-9-110, a contribution must not be made to an organization until it agrees in writing to allow the contribution to be audited by the State Auditor.

Description		Budget
& Print Ads	49	12,700.00
Blue Ridge Outdoors Magazine-Travel Giveaways	49	5,000.00
Design/Print New Travel Planner for the Region	49	25,000.00
Garden & Gun Magazine Enews & Sponsored Content	49	28,000.00
Local Palate- Enews and Sponsored Content	8	15,000.00
Over The Top Ads Digital TV across the Southeast	49	45,000.00
Pay Per Click Advertising on specific websites	49	35,000.00
Social Media Management	49	16,118.18
Grand Total	49	181,818.18

Insert additional lines if needed. Grand total should equal the state funds to be received.

Success Measures

List the success measures that will determine the effectiveness of the use of the state funds to be received. Success measures should be stated in a way that can be measured. At least one success measure is required, but if there are more success measures than lines provided, copy and paste the last line as needed to expand the list.

Measure	Description
1	Audience Monthly Growth Rate measures social media growth acceleration from month to month. This compares monthly website traffic as a means of measurement.
2	With our OTT advertising we will be measuring the Video Completion Rate. This gives the time a video ad is viewed in its entirety. OTT typically have higher completion rates.
3	
L	
4	
L	
5	
6	
7	
L	
8	
9	
L	
10	

Goals to be accomplished

List the goals to be accomplished with the state funds to be received. Goals should be stated in a way that can be measured. At least one goal is required, but if there are more goals than lines provided, copy and paste the last line as needed to expand the list.

Goal	Description
1	Goal-send increased traffic to our website. To accomplish this we hope our brand will appeal to users and they will click on our images.
2	Goal-increase engagement with our audience. We will offer 2 giveaways during the year and require people to tag a friend or share our social media post.
3	Goal-increase our multimedia interest by using more videos. We will track how many people watch a video from beginning to end.
4	
5	
6	
7	
8	
9	
10	
11	

Statement of Non-Discrimination By Organizations Funded in the South Carolina General Appropriations Act

To meet requirements of a provision of the South Carolina General Appropriations Act regarding your funding, please fill in the blanks below, sign and return to PRT with your other credentials. If desired, you may retype the statement on your own letterhead.

Statement of Non-Discrimination			
October 12, 2023 Date			
Assurance is hereby given by the			
Old 96 District Tourism Commission			
(Name of Organization)			
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.			
Signature Bailsa Place			
TitleExecutive Director			

SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM

PROCUREMENT CERTIFICATION FORM

GRANTEE NAME:Old 96 District Tourism
PROJECT NAME:Grant from SC PRT
I hereby certify that all labor, materials and contracts acquired or performed in the accomplishment of the above named project will be accomplished in accordance with the named entity's established procurement guidelines. Any questions, concerns or grievances should be directed to this agency.
Barbara Ware PRINTED NAME
_Executive Director
Dahanhare
SIGNATURE
October 12, 2023

FINANCIAL STATEMENTS

JUNE 30, 2022

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McKinley, Cooper & Co., LLC CERTIFIED PUBLIC ACCOUNTANTS

INDEPENDENT AUDITOR'S REPORT

Board of Commissioners Old 96 District Tourism Commission Laurens, South Carolina

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of the governmental activities for the general fund which is the major fund of the Old 96 District Tourism Commission (the "Commission"), as of and for the year ended June 30, 2022, and the related notes to the financial statements, which collectively comprise the Commission's basic financial statements as listed in the table of contents.

In our opinion, the financial statements present fairly, in all material respects, the respective financial position of the governmental activities, each major fund, and the aggregate remaining fund information of the Old 96 District Tourism Commission as of June 30, 2022, and the respective changes in its financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Old 96 District Tourism Commission and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America. This includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Old 96 District Tourism Commission's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Members

American Institute of Certified Public Accountants S.C. Association of Certified Public Accountants



Board of Commissioners Old 96 District Tourism Commission October 25, 2022

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit
 procedures that are appropriate in the circumstances, but not for the purpose of expressing an
 opinion on the effectiveness of Old 96 District Tourism Commission's internal control.
 Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Old 96 District Tourism Commission's ability to continue as going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Board of Commissioners Old 96 District Tourism Commission October 25, 2022

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the business-type activities of Old 96 District Tourism Commission, as of June 30, 2022, and the respective changes in financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matters

Required Supplementary Information

Management has omitted Management Discussion and Analysis that accounting principles generally accepted in the United States of America requires to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by this missing information.

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and pension schedules be presented to supplement the basic financial statements. Such information is the responsibility of management and, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

McKinley, Cooper & Co., UC

Greenville, South Carolina October 25, 2022

STATEMENT OF NET POSITION JUNE 30, 2022

		vernmental and Types
ASSETS	Ge	neral Fund
Current Assets		
Cash	\$	156,341
Accounts Receivable		57,690
Total Current Assets		214,031
Noncurrent Assets		
Property and Equipment		_
Total Noncurrent Assets		
Total Assets		214,031
DEFERRED OUTFLOWS OF RESOURCES		
Pension Deferrals (SCRS)		21,024
Total Deferred Outflows of Resources		21,024
LIABILITIES		
Current Liabilities		
Accounts Payable	Market State Commission of	5,172
Total Current Liabilities		5,172
Noncurrent Liabilities		
Accrued Compensated Absences		12,554
Net Pension Liability (SCRS)	***	168,473
Total Noncurrent Liabilities		181,027
Total Liabilities		186,199
DEFERRED INFLOWS OF RESOURCES		
Pension Deferrals (SCRS)	***************************************	51,663
Total Deferred Inflows of Resources		51,663
NET POSITION		
Unrestricted		(2,807)
Total Net Position	\$	(2,807)

The accompanying notes are an integral part of these financial statements.

STATEMENT OF ACTIVITIES YEAR ENDED JUNE 30, 2022

		RNMENTAL TIVITIES
EXPENSES		
Operating Expenses	\$	565,991
Total Expenses		565,991
GENERAL REVENUES		
South Carolina Department of Parks, Recreation and Tourism		279,545
TAG - Tourism Advertising Grant		44,212
SC State Accommodations Tax		201,164
Interest Income		395
Total General Revenues		525,316
CHANGE IN NET POSITION		(40,675)
NET POSITION, beginning of year	***************************************	37,868
NET POSITION, end of year	\$	(2,807)

GOVERNMENTAL FUND BALANCE SHEET JUNE 30, 2022

	Gove	Government rnmental d Type	Gov	Total ernmental Funds
Accepte	run	и туре		runus
Assets Cash	\$	156,341	\$	156,341
Accounts Receivable	Ψ	61,433	Ψ	61,433
Total Assets		217,774	-	217,774
Total rissets				
Liabilities				
Accounts Payable		5,172		5,172
Total Liabilities		5,172		5,172
Fund Balance				
Unassigned		212,602		212,602
Total Fund Balance		212,602		212,602
	\$	217,774		
		-		
Amounts reported for governmental activities in the statement of net position are different because:				
Some expenses reported in the statement of activities do not require the use of current financial resources and, therefore, are not				
reported as expenditures in the governmental funds.				(4,524)
Deferred outflows of resources related to pensions				
are not reported in the funds.				21,024
are not reported in all allians.				
Deferred inflows of resources related to pensions				(54.660)
are not reported in the funds.				(51,663)
Long-term liabilities applicable to the Commission's governmental activities are not due and payable in the current period and accordingly are not reported as				
fund liabilities. Interest on long-term debt is not accrued in governmental				
funds, but rather is recognized as an expenditure when due. All liabilities,				
both current, and long-term are reported in the Statement of Net Position.				
Accrued compensated absences				(11,773)
Net pension liability				(168,473)
Net Position of Governmental Activities	es		\$	(2,807)

STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE YEAR ENDED JUNE 30, 2022

REVENUES	Ge	neral Fund
South Carolina Department of Parks, Recreation and Tourism	\$	279,545
Accommodations Tax		201,164
TAG - Tourism Advertising Grant		44,212
Interest Income		395
Total Revenues		525,316
EXPENDITURES		
Operating Expenses		574,311
Total Expenditures		574,311
EXCESS OF REVENUES (UNDER) EXPENDITURES		(48,995)
FUND BALANCE, beginning of year		261,597
FUND BALANCE, end of year	\$	212,602

RECONCILIATION OF THE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE-GOVERNMENTAL FUNDS TO THE STATEMENT OF ACTIVITIES YEAR ENDED JUNE 30, 2022

Net change in fund balances - Total Governmental Funds	\$ (48,995)
Some expenses reported in the statement of activities do not require the use of current financial resources and, therefore, are not reported as expenditures in the governmental funds.	
Pension expense	9,101
Change in accrued compensated absenses are recorded as either an increase or decrease in the governmental funds, but the change reduces or increases the long-term liabilities	
in the statement of net position.	(781)
Change in net position of governmental activities	\$ (40,675)

Old 96 District Tourism Annual Budget July 2023-June 2024

832 000 00	Total Typesson
12,00	Vehicle Allowance
6,00	Utilities & Telephone
7,00	Staff Travel & Lodging
3,60	Rental Expense
5,00	Property & Accident Ins. Comm/Staff
6,00	Professional Fees
3,40	Postage & Shipping Services
5,00	Office Supplies
2,000	Equipment & Maintenance
29,000.00	Employer/Employee Ins. Liability
14,57	Employer FICA Taxes
17,000	Commission Expenses
566,42	Advertising & Promotion
155,000.00	Administrative Support
Expenses	Expenses for July 2023-June 2024
832,000.00	Total Revenue
60,000	Carryover Bank Surplus Funds
500.00	Interest Earned on Bank Accounts
55,840	April-June 2023 ATax Carryover
127,422	SC State Accommodations Tax Distr.
40,958	SC PRT TAG-Tourism Advertising Grant
547,272.68	SC Parks, Recreation & Tourism
Income	July 2023-June 2024

Approved by Board of Commissioners on June 14, 2023.



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
	P280 - Department of Parks, Recreation, and Tourism	Tourism Promotion

	Organization Information
Entity Name	Old 96 District Tourism Commission
Address	P.O. Box 448
City/State/Zip	Laurens, South Carolina 29360
Website	www.VisitOld96SC.com
SCEIS Vendor #	7000027436
Entity Type	Other

Organization Contact Information		
Contact Name	Kimberly Snyder	
Position/Title	Marketing Director	
Telephone	832-870-4626	
Email	kimberly@VisitOld96SC.com	

Plan/Accounting of how these funds will be spent:			
Description	Budget	Explanation	
AAA Living Advertising		Print Ads and Sponsored Content	
Blue Ridge Outdoors		Two Weekend Giveaway Trips with social media outreach	
Design and Print New Travel Planner Guide	\$25,000.00	Updated and print newer Old 96 District travel planner	
Garden and Gun Magazine	\$28,000.00	2 print ads and 2 Talk of the South enewsletters	
Local Palate Magazine	\$15,000.00	2 Enewsletter ads and 2 Charlotte Snapshot ads	
Over The Top Digital Advertising		Digital advertising through video and TV	
Pay Per Click Digital Advertising	\$35,000.00	Native FB, IG and Meta Ads boosted by Outbrain and Google Ad Words	
Social Media Management	\$16,118.18	Engage a media expert to manage all social media platforms for Old 96 Distric	
Grand Tot	al \$181,818.18		

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

The Old 96 District Tourism's mission is to generate economic impact through tourism and travel promotion in the counties of Abbeville, Edgefield, Greenwood, Laurens, and McCormick. This impact can have a far-reaching financial influence on the life of the citizens of these counties. Through strategic marketing efforts our objective is to shape the destination's image, message, and appeal. Every dollar we spend on marketing is dedicated to the goal of improving the awareness and perception of tourism and travel opportunities in the region, especially our small rural towns. Accommodation and hospitality taxes all feed into the broader sense of the benefits tourism provides for local folks.

Our marketing campaigns are targeted to potential travelers of diverse geographic and demographic backgrounds, with the goal to acquire new and repeat travelers/visitors, increase the length of a visitor's stay, and enhance the brand awareness of the region called the Old 96 District. Our goal is to get travelers/visitors to the region to stay overnight where they enjoy a wide range of travel experiences. Our attractions, outdoor adventures, fine dining, unique dives, and festivals are why we use the unique tagline, "unexpected wonders". We have various distinctive resources to offer the traveler. In the last 4-5 years we have seen the remarkable growth of local businesses as their traffic and transactions increase with the fiscal impact of travelers visiting our region. Through our efforts in the Old 96 District region, combined

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.
- 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.

Danbawal Executive Director
Title

Barbara Ware 12-Oct-23

Printed Name 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

10/25/2023

Date

Duane Parrish

Duane Parrisi

Printed Name

SOUTH CAROLINA SECRETARY OF STATE

PUBLIC CHARITIES DIVISION - ANNUAL APPLICATION FOR REGISTRATION EXEMPTION DRAFT

Legal Name of Organization:

Old 96 District Tourism Commission

Charity Public ID:

P74774

Federal Employer's Identification Number:

57-0731184

[X] Initial Registration [] Renewal

[X] Online Application [] Paper Application

General Information:

Current fiscal year end:

6/30/2023

Organization's web site:

www.VisitOld96SC.com

Basis for exemption:

(7) Organizations which do not intend to solicit more than \$7,500 in a calendar year, regardless of

whether or not the solicitation is conducted by professionals

Purpose Statement:

The Old 96 District Tourism Commission was formed on April 3, 1981, by the SC Legislature for the purpose of promoting economic development of the region through a formal program of tourism

promotion in Abbeville, Edgefield, Greenwood, Laurens, and McCormick counties.

Eligibility:

	Ouestion	Additional Note	Answer
	Select "Yes" if you are filing a Registration Statement for a	, ×	No
	Charitable Organization. If you would like to submit an		
	Application for Registration Exemption, select "No" and a		
	short interview will guide you through the application		
	process.		
m	Is your organization a public school district located in South		No
	Carolina and/or any public school teaching pre-K through	3	
	grade twelve located within the public school district?		
	Does your organization use professional solicitors,		No
	professional fundraisers, and/or commercial co-venturers to		
	conduct any of its solicitation activities?		
	Is your organization an educational institution or the		No
	foundation of a South Carolina college which solicits		
	contributions from only its students and their families,		
	alumni, faculty, friends, and other constituencies, trustees,		
	corporations, foundations, and individuals who are interested		
	in and supportive of the programs of the institution?		
	Is your organization an organization which solicits		No
	exclusively from its own membership, including a utility		
	cooperative?		
	Is your organization a veterans' organization which has a		No
	congressional charter?		2.02
	Is your organization the State of South Carolina, one of its		No
ν.	political subdivisions, or an agency or a department of the		
	State which is subject to the disclosure provisions of the		
	Freedom of Information Act?		
	Are you a person requesting contributions for the relief of an		No
	individual specified by name at the time of the solicitation,		
	and all of the contributions collected, without deductions of		
	any kind, are turned over to the named beneficiary of the		
	contributions?		
	Does your organization intend to solicit or receive	If your organization raises contributions in excess	No
	contributions from the public in excess of \$7,500.00 during	of \$7,500.00, it must file a Registration Statement	
	the calendar year?	for Charitable Organization with the Secretary of	
		State within 30 days of the contributions exceeding	
		that amount.	

SOUTH CAROLINA SECRETARY OF STATE PUBLIC CHARITIES DIVISION - ANNUAL APPLICATION FOR REGISTRATION EXEMPTION DRAFT

Legal Name of Organization:

Old 96 District Tourism Commission

Charity Public ID:

P74774

Federal Employer's Identification Number:

57-0731184

Organization Address:

Address Type:

Physical

Address:

204 East Public Square, LAURENS, SC 29360-0448

Contact Information:

Contact Name:

Kimberly Synder

Title:

Marketing Director

Address:

204 E PUBLIC SQ, LAURENS, SC 29360-2949 (864) 984-2233 Fax:

Phone: E-mail:

(864) 984-2233 info@VisitOld96SC.com

CEO Information:

CEO Name:

B J Ware

Address:

204 E PUBLIC SQ, LAURENS, SC 29360-2949

Phone:

(864) 984-2233

CFO Information:

CFO Name:

Board Commissioners

Address:

204 E PUBLIC SQ, LAURENS, SC 29360-2949

Phone:

(864) 984-2233

Organization Solicited Contribution Purpose:

Z - UNKNOWN

Doing Business As:

Attached Documents:

Document Type:

Description

Filename

Certification

Application Certified by CEO?

Yes

Application Certified by CFO?

Yes

Application Certified by Authorized Third Party?

Yes

Third Party Certification

I, Executive Director, filing on behalf of the charitable organization, certify that the information furnished in this application and all attached supplementary information is true and correct to the best of my knowledge, information and belief. I understand the giving of false or incorrect information may constitute a misdemeanor carrying a penalty upon conviction, for a first offense, of not more than one thousand dollars or imprisonment for not more than thirty days, and for a second or any subsequent offense a fine of not more than five thousand dollars or imprisonment for not more than one year, or both.