



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	VisitGreenvilleSC
Address	148 River Street, Suite 100
City/State/Zip	Greenville, SC 29601
Website	www.visitgreenvillesc.com
SCEIS Vendor #	57-0777611
Entity Type	Nonprofit Organization

Organization Contact Information

Contact Name	Christopher Nicholas
Position/Title	Director of Finance
Telephone	864-270-8555
Email	cnicholas@visitgreenvillesc.com

Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Paid Media	\$400,000.00	
Public Relations	\$80,000.00	
Digital Communications	\$80,000.00	
Creative Production	\$400,000.00	
Visitors Guide	\$40,000.00	
Grand Total	\$1,000,000.00	

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

These funds will be used to generate awareness, enhance the perception, and induce incremental leisure travel to Greenville, SC. Previous advertising effectiveness studies estimate the impact of VisitGreenvilleSC's advertising campaigns at \$216 : \$1, meaning for every dollar we invest in advertising, we can induce \$216 in visitor spending back to local hotels, restaurants, attractions, and other small businesses.

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

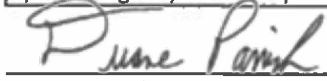
Heath Dillard
Printed Name

President & CEO
Title

10/16/23
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

Duane Parrish
Printed Name

10/25/2023
Date