

## State of South Carolina Request for Contribution Distribution

form to collect information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed. 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 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

Marketing/Visitors Center	\$181,818.18 P280 - Department of Parks, Recreation, and Tourism	\$181,818.18 P
Purpose	State Agency Providing the Contribution	Amount
Contribution Information	20 10 10 10 10 10 10 10 10 10 10 10 10 10	· · · · · · · · · · · · · · · · · · ·

	Organization Information
Entity Name	Capital City/Lake Murray Country Regional Tourism Board
Address	P. O. Box 1783
City/State/Zip	Irmo, SC 29063
Website	lakemurraycountry.com
SCEIS Vendor #	7000013215
Entity Type	Nonprofit Organization

	Organization Contact Information
Contact Name   Miriam Atria	Miriam Atria
Position/Title	Position/Title   President/CEO
Telephone	803-781-2105
Email	miriam@lakemurraycountry.com
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Plan/Accounting of how these funds will be sp	hese funds wil	be spent:
Description	Budget	Explanation
Search engine marketing - Local IQ and Advance Tourism and Travel	\$33,600.00	\$33,600.00 four county wide marketing
Travel Shows - new display booth for four county region for national shows	\$13,500.00	\$13,500.00 Booth registrations/marketing exchanges
Visitors Center - repair and installation of new product for handicap walkway, porches	\$49,500.00	\$49,500.00 regional visitors center open 7 days a week
Digital advertising - boards along I-77 and social media ads, promotion of four county region	\$13,218.18	\$13,218.18 Event specific ads
Root Rez - Rise - hotel booking engine	\$30,000.00	\$30,000.00 Service allowes visitors to book rooms from website.
Zartico - onboarding and yearly research	\$30,000.00	\$30,000.00 Research reports for visitor traffic, impact and trends
Relic - Podcast product and housing for Lake Murray Country Podcast	\$12,000.00	\$12,000.00 Highlighted tourism/attraction guest throughout year.
Grand Total \$181,818.18	\$181,818.18	

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

center which has been in part funded by the state in the past. These funds are being utilized to upgrade our marketing program through research, improved visitor services and create a podcast on tourism for the region. Also to upgrade the actual visitors

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4) Organization certifies that it will allow the State Auditor to audit or cause to be audited the contributed funds.	3) Organization certifies that it will provide an accounting at the end of the fiscal year to the Agency Providing Contribution listed above.	2) Organization certifies that it will provide quarterly spending reports to the Agency Providing Contribution listed above.	otherwise subjected to discrimination under any program or activity for which this organization is responsible.	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	O. Britishing and distribution

Miriam Atria  Printed Name  Date

Certifications of State Agency Providing Contribution
l) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act.
?) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
s) State Agency certifies that it will make distributions directly to the organization.
1) 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.
) 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
ppropriations act.
) 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.

**Printed Name**