



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
\$181,818.18	P280 - Department of Parks, Recreation, and Tourism	Marketing/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	lakemurraycountry.com
SCEIS Vendor #	7000013215
Entity Type	Nonprofit Organization

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


Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Search engine marketing - Local IQ and Advance Tourism and Travel	\$33,600.00	four county wide marketing
Travel Shows - new display booth for four county region for national shows	\$13,500.00	Booth registrations/marketing exchanges
Visitors Center - repair and installation of new product for handicap walkway, porches	\$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	Event specific ads
Root Rez - Rise - hotel booking engine	\$30,000.00	Service allows visitors to book rooms from website.
Zartico - onboarding and yearly research	\$30,000.00	Research reports for visitor traffic, impact and trends
Relic - Podcast product and housing for Lake Murray Country Podcast	\$12,000.00	Highlighted tourism/attraction guest throughout year.
Grand Total	\$181,818.18	

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

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 center which has been in part funded by the state in the past.

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

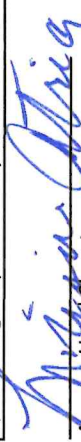
President/CEO
Title

Miriam Atria
Printed Name

20-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

10/20/23
Date

Miriam Atria
Printed Name

Basic Information for Your Organization

Your Organization	
Name	Capital City/Lake Murray Country Regional Tourism Board
Address (Street or PO Box)	P. O. Box 1783
Address (City, State, Zip)	Irmo, SC 29063
SCEIS Vendor Number (Determines remittance)	7000013215
Organization website address	LakeMurrayCountry.com
Organization type (nonprofit, local government, etc.)	501 © 6

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

State Contribution	
Amount	181,818.18
Earmark Name	Lake Murray Country Tourism Commission
Project Summary	Marketing/Regional Visitors Center
State Agency Providing Contribution	SC PRT

Person Completing this Report	
Name	Miriam Atria
Position	President/CEO

Governing Board and Executive Officer - Nonprofit Organizations Only

For nonprofit organizations only, provide below the names of the individuals who serve on your organization's governing board and, if applicable, their board position. Please also provide the name and title of your organization's executive officer.

[illegible]

Your Organization's Executive Officer	
Name	Title
Miriam Atria	President/CEO

Accounting of how the funds will be spent

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

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

Description	Budget
Search Engine Marketing- Local IQ and Advance	
Travel & Tourism	\$ 33,600.00
Travel Shows	\$ 13,500.00
Visitors Center - handicap walkway and	
porches repairs and new product installation for	
regional visitors center	\$ 49,500.00
Digital Advertising - Boards/Social Media	\$ 13,218.18
Root Rez - booking engine for website	\$ 30,000.00
Multi Media Podcast - Relic	\$ 12,000.00
Zartico	\$30,000.00
Grand Total	\$ 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	Total Attendance Numbers
2	Visitors Center Walk-ins - total visitors served
3	Social Media and website growth and visitor analytics
4	Rooms booked
5	
6	
7	
8	
9	
10	

Goals 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	Increase social media and web site traffic - by 21%
2	Increase out of state visitors into region through outdoor recreational events by 8%
3	
4	
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12	
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14	
15	

If additional lines are needed, copy and paste Goal 15.

**SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION
&
TOURISM**

PROCUREMENT CERTIFICATION FORM

GRANTEE NAME: Capital City / Lake Murray County RTB
PROJECT NAME: Marketing / Visitors Center

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.

Miriam Atria
PRINTED NAME

President/CEO
TITLE

Miriam Atria
SIGNATURE

10/20/23
DATE

**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

10/20/23

Date

Assurance is hereby given by the

Capital City/Lake Murray County RTB
(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

Title

Yvonne White
President/CEO

South Carolina
Secretary of State
(<https://sos.sc.gov/>)
Mark Hammond

Search Charities

Charities Search Home

<< Back to Search Results

Capital City/Lake Murray Country RTB

Public Id: P21974

Miriam Atria , CEO

2184 N LAKE DR

COLUMBIA, SC 29212-8040

Status: Registered. Information from this organization's annual financial report is listed below.

The following financial information has been provided to the Secretary of State's Office by the above named organization. The Secretary of State's Office has not independently verified this financial information. If a charity has recently registered with the Secretary of State's Office for the first time, there may not be any financial data available. Below are figures for the organization's fiscal year **7/1/2021 - 6/30/2022**.

Financial Report

TOTAL REVENUE:	\$1,617,030.00
PROGRAM EXPENSES:	\$1,371,818.00
TOTAL EXPENSES:	\$1,458,249.00

NET ASSETS:	\$548,952.00
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FUNDRAISER COSTS:	\$27,898.00
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Financial Report File



p21974.pdf (/DisplayFinancialReport.aspx?
ReportType=Charity&CopyID=157431)

Next Report: 07/01/2022 - 06/30/2023 Due Date: 11/15/2023

According to the financial information filed with this office, this organization devoted **94.1%** of its total expenses to program services during the year reported.

Disclaimer: The South Carolina Secretary of State's Charities Search Webpage is provided as a service to customers to research charitable organizations on file with our office, or that have been the subject of an administrative action. Users are advised that the Secretary of State, the State of South Carolina, or any agency, office, or employee of the State of South Carolina do not guarantee the accuracy, reliability, or timeliness of the information provided, as it is the responsibility of the charity to inform the Secretary of State of any updated information. Furthermore, the information provided does not constitute legal advice.

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Capital City/Lake Murray Country Regional Tourism Board

2023-2024 Budget

10/20/23

Accrual Basis

July 2023 through June 2024

	Jul '23 - Jun 24
Contract Services	7,500.00
Destination Landmark Expense	2,500.00
Dues & Subscriptions	3,500.00
Equipment/Leasing	16,500.00
Insurance	
Building/Events	8,600.00
Group Insurance	34,810.00
Workers Comp	2,620.00
Total Insurance	46,030.00
Interest Expense	26,480.06
Marketing & Advertising	
Brochures	62,000.00
Fishing Tournaments	175,000.00
FOURCTY Podcast	19,992.00
Hotel Booking Engine	30,000.00
Mktg Web/Digital Advertising	122,079.96
Print Media Ads	103,762.00
Promotional Events	
Golf Marketing	27,600.00
July Celebration	100,000.00
SE BBQ Showdown Expenses	680,000.00
Taste of Lake Murray	30,000.00
Total Promotional Events	837,600.00
Public Relations	41,299.92
Radio	15,050.00
Reference Lights	1,500.00
SCATR	12,000.00
Special Events	35,000.00
Television	155,700.00
Trade/Travel Shows	33,500.00
Welcome Center/SCPRT CO-OP	12,000.00
Total Marketing & Advertising	1,656,483.88
Materials For Resale	27,500.00
Meetings	
Association/Membership	7,062.95
Board of Directors	7,424.08
Industry Related	8,562.96
Total Meetings	23,049.99
Office Supplies	4,774.05
Payroll Expenses	
Bonus for sales	21,863.00
Deferred Compensation-401k	39,770.00
Payroll Tax Expense	43,642.00
Payroll Expenses - Other	548,620.00
Total Payroll Expenses	653,895.00
Postage	15,850.00
Printing	16,500.00
Telephone	14,700.00
Travel Expenses	
Automobile Expense	13,289.92
Meals	4,800.00
Travel	12,490.08
Total Travel Expenses	30,580.00

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Capital City/Lake Murray Country Regional Tourism Board

2023-2024 Budget

10/20/23

Accrual Basis

July 2023 through June 2024

	Jul '23 - Jun 24
Contract Services	7,500.00
Destination Landmark Expense	2,500.00
Dues & Subscriptions	3,500.00
Equipment/Leasing	16,500.00
Insurance	
Building/Events	8,600.00
Group Insurance	34,810.00
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Payroll Tax Expense	43,642.00
Payroll Expenses - Other	548,620.00
Total Payroll Expenses	653,895.00
Postage	15,850.00
Printing	16,500.00
Telephone	14,700.00
Travel Expenses	
Automobile Expense	13,289.92
Meals	4,800.00
Travel	12,490.08
Total Travel Expenses	30,580.00

Capital City/Lake Murray Country Regional Tourism Board
2023-2024 Budget
July 2023 through June 2024

	Jul '23 - Jun 24
Visitors Center Expenses	
Electric	5,386.90
Garbage Pickup	1,200.00
Landscaping	10,217.60
Operational Expenses	71,592.00
Repair	30,000.00
Water	3,811.00
Total Visitors Center Expenses	122,207.50
Total Expense	2,687,390.74
Net Ordinary Income	633,084.34
Net Income	633,084.34