State of South Carolina
Data Collection Template - State Contributions

Confidentially:

Consistent with Executive Order No. 2022-19 which became effective July 1, 2022 all information submitted to SCPRT relative to earmarked appropriations in the annual Appropriations Act shall be published on SCPRT.com and available for public review and inspection. By submitting the required documentation and signing the "Legislative/Earmarked Award Agreement" you hereby knowingly waive any right to confidentiality or non-disclosure in any and all materials related thereto.

Click here to read the order: Executive Order

Instructions

This Excel workbook is designed to collect the information required by South Carolina Proviso 117.21 uniformly. The information must be emailed to tjames@scprt.com as soon as possible but no later than December 1, 2023. There are 5 worksheets to be completed:

Basic Information - Complete each line to provide information about your organization, your organization contact, the contribution you received from the State and the person completing this report.

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

Accounting - Provide details of how State funds will be spent. Additional information must be provided to categorize expenditures by program or initiative, to provide additional details for categories that exceed 10% of the total appropriation, or to explain unspent funds.

Success Measures - Detail the outcome measures used to determine the success of the stated goals.

Goals - List the goals accomplished with the State contribution received.

Please also read the instruction on each worksheet. Other than expanding lines or inserting additional lines, do not alter the format of this workbook.

Questions?

If you have questions about this workbook or the information requested, please contact Tonisha James at tjames@scprt.com or (803) 734-0476.

Basic Information for Your Organization

Your Organization		
Name		Hilton Head Island-Bluffton Chamber of Commerce / Visitor & Convention Bureau
Address (Street or PO Box)		P.O. Box 5647
Address (City, State, Zip)		Hilton Head Island, South Carolina 29938
SCEIS Vendor Number (Determines remittance)		7000025463
Organization website address		https://www.hiltonheadisland.org/
Organization type (nonprofit, local government, etc.)		Nonprofit Organization

Organization Contact		
Name		William G. Miles
Position		President & CEO
Telephone		843-341-8399
Email		bmiles@hiltonheadisland.org

State Contribution		
Amount		$1,160,000
Earmark Name		Legislative Grant
Project Summary		Destination Specific Grant for Tourism
State Agency Providing Contribution		P280 - Department of Parks, Recreation, and Tourism

Person Completing this Report		
Name		Ariana Pernice
Position		Vice President, Visitor & Convention Bureau

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.

Members of Your Organization's Governing Board	
Name	**Board Position, if applicable**
Susana Cook	Chair
Chris McCorkendale	Immediate Past Chair
Mary Lee Carns	Vice Chair, Bluffton Regional Business Council
Ray Warco	Vice Chair, Finance
Ahmad Ward	Vice Chair, Public Policy
Andrew Carmines	Vice Chair, Membership
Andrea Bragg	Vice Chair, Small Business
Caleb Graham	Vice Chair, Visitor & Convention Bureau
Jay Wiendl	Vice Chair, Workforce & Education
Bill Miles	President & CEO
Jean Beck	
Steve Birdwell	
Joel Braun	
Lola Campbell	
Chris Corkern	
Berl Davis	
Greg Kelly	
Diana McDougall	
Walter Nester	
Dr. Al Panu	
Jon Rembold	
Joel Taylor	
Mike Tighe	
Steve Wilmot	
Alan Wolfe	

Your Organization's Executive Officer	
Name	**Title**
Bill Miles	President & CEO
Connie Killmar	Assistant to the President
Ray Deal	Controller
Ariana Pernice	Vice President, Visitor & Convention Bureau
Charlie Clark	Vice President, Communications
Tom Henz	Vice President, Public Policy & Small Business

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 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 category exceeding 10% of the total state contribution, provide additional details or subcategories of expenditures.

*** 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 and digital media partnership advertising		$ 510,000.00
Digital promotions		$ 200,000.00
Social media promotions		$ 200,000.00
Event activation		$ 250,000.00
Grand Total		$ 1,160,000.00

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	Report on total impressions, click-throughs and engagements for media campaigns. Provide informaton related to industry averages and benchmarks to prove success.
2	Report on hotel and home & villa occupancy, looking to increase yearround consistent occupancy and continue to fill need timeframes.
3	Report on number of website sessions and partner referrals.
4	Report on number of social engagements and referrals.
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

At least one success measure is required. If additional lines are needed, copy and paste Measure 15.

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	Build brand awareness.
2	Increase year-round occupancy.
3	Drive discovery and expoloration of the destination.
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

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