

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
0.0000000000000000000000000000000000000	P280 - Department of Parks, Recreation, and Tourism	Destination Specific Grant for Tourism	

Organization Information				
Entity Name	Hilton Head Island-Bluffton Chamber of Commerce			
Address	P.O. Box 5647			
City/State/Zip	Hilton Head Island, South Carolina 29938			
Website	https://www.hiltonheadisland.org/			
SCEIS Vendor #	7000025463			
Entity Type	Nonprofit Organization			

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

Description	Budget	Explanation
Print and digital media partnership advertising		Print ads, native article content, social, banner ads across 3rd party media partners
Digital promotions	\$200,000.00	Google ad spend for Hilton Head Island brand
Social media promotions		Advertising across Facebook and Instagram for HHI brand
Event activation	\$250,000.00	Out market event actation targeted towards key demographics
	Grand Total \$1,160,000.00	

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

The \$1,160,000 will support our destination marketing efforts to bring awareness and qualified visitors to Hilton Head Island that in return generate spend and economic impact for the region. Specific details include:

- Media partnerships with brands like Conde Nast Traveler, Departures, Kingdom and Garden & Gun. Partnering with these publications allows us to further amplify our brand and messaging to their qualified readership, deeply interested in travel.
- Amplified promotion through our owned assets of digital and social will help us build brand awareness with our key demographics and further grow visitation to the destination.

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.

Title
10-30-2023

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

11/27/2023

Duane Parrish Printed Name