



State of South Carolina Contribution Expenditure Report

This form is designed to collect the quarterly and annual expenditure reports 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 to the designation organization at the end of year quarter and by June 30, 2024.

Contribution Information

| Amount | State Agency Providing the Contribution | Purpose |
|--------|---|--|
| | P280 - Department of Parks, Recreation, and Tourism | Marketing/Advertising/Research/Visitors Center |

Organization Information

| | |
|----------------|--|
| Entity Name | Capital City/LakeMurray Country Regional Tourism Board |
| Address | P. O. Box 1783 |
| City/State/Zip | Irmo, SC 29053 |
| Website | www.lakemurraycountry.com |
| Tax ID# | 57-0738559 |
| Entity Type | Nonprofit Organization |

Organization Contact Information

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

Reporting Period

| | |
|------------------|---|
| Reporting Period | Quarter 3: January 1, 2024 - March 31, 2024 |
|------------------|---|

Accounting of how the funds have been spent:

| Description (Attach additional detail for subgrantees and affiliated nonprofits) | Budget | Expenditures | | | | | Balance |
|---|---------------------|---------------------|--------------------|--------------------|---------------|---------------------|--------------------|
| | | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Total | |
| Search Engine marketing - Local IQ/Advance Tourism & Travel/AIRDNA | \$33,600.00 | \$12,000.00 | \$2,000.00 | \$8,400.00 | | \$22,400.00 | \$11,200.00 |
| Travel shows & display booth for four county region for national shows | \$13,500.00 | \$15,565.81 | \$0.00 | | | \$15,565.81 | -\$2,065.81 |
| Visitors Center - repair and installation of non-skid flooring for handicap walk | \$49,500.00 | \$49,750.00 | \$0.00 | | | \$49,750.00 | -\$250.00 |
| Digital advertising - boards along 1-77 and social media ads, promotion of 4cty | \$13,218.18 | \$6,146.00 | \$4,100.00 | \$5,300.00 | | \$15,546.00 | -\$2,327.82 |
| Ripe - hotel booking engine | \$30,000.00 | \$2,500.00 | \$2,500.00 | \$12,500.00 | | \$17,500.00 | \$12,500.00 |
| Zartico - onboarding and yearly visitor research | \$30,000.00 | \$18,550.00 | \$9,275.00 | \$3,000.00 | | \$30,825.00 | -\$825.00 |
| Relic - Podcast product and housing for Lake Murray Country Regional Podcast | \$12,000.00 | \$3,500.00 | \$4,500.00 | \$4,500.00 | | \$12,500.00 | -\$500.00 |
| | | | | | | \$0.00 | \$0.00 |
| | | | | | | \$0.00 | \$0.00 |
| Grand Total | \$181,818.18 | \$108,011.81 | \$22,375.00 | \$33,700.00 | \$0.00 | \$164,086.81 | \$17,731.37 |

Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year) :

Expenditure Certification

The Organization certifies that the funds have been expended in accordance with the Plan provided to the Agency Providing the Distribution and for a public purpose.

Miriam Atria
Signature
Miriam Atria
Printed Name

President/CEO
Title
3-20-24
Date