

**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**

4.19.24

Date

Assurance is hereby given by the

Charleston Area Convention & Visitors Bureau

(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

President & CEO

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

**PROCUREMENT CERTIFICATION FORM**

GRANTEE NAME: Charleston Area Convention & Visitors Bureau

PROJECT NAME: Explore Charleston / College of Charleston - Office of Tourism

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.

Helen T. Hill  
PRINTED NAME

President & CEO  
TITLE

Helen T. Hill  
SIGNATURE

4-19-24  
DATE

# Charleston Area CVB Budget

|                                                | Approved<br>06/30/2023 | Proposed<br>06/30/2024 | Budget<br>Variance |
|------------------------------------------------|------------------------|------------------------|--------------------|
| <b>Revenue by Department</b>                   |                        |                        |                    |
| Operational Department                         | 7,841,000              | 9,280,000              | 1,439,000          |
| Executive Department                           | 445,000                | 510,000                | 65,000             |
| Finance/HR Department                          | 12,000                 | 36,000                 | 24,000             |
| Visitor Services Revenue                       | 675,492                | 720,704                | 45,213             |
| Group Sales and Sports Development             | 0                      | 33,500                 | 33,500             |
| Destination Marketing                          | 8,174,500              | 7,459,300              | (715,201)          |
| Destination Specific Grant Revenue             | 7,100,000              | 8,100,000              | 1,000,001          |
| Total Departmental and Grant Revenue           | 24,247,992             | 26,139,504             | 1,891,513          |
| <b>Expense by Department</b>                   |                        |                        |                    |
| Operational Department                         | 647,703                | 644,577                | (3,126)            |
| Executive Department                           | 321,466                | 311,230                | (10,236)           |
| Finance/HR Department                          | 722,893                | 728,282                | 5,390              |
| Visitor Services Department                    | 1,491,921              | 1,856,760              | 364,838            |
| Group Sales and Sports Development Expense     | 1,637,160              | 1,823,167              | 186,007            |
| Destination Marketing Expense                  | 10,243,949             | 10,909,791             | 665,842            |
| Media Department                               | 1,278,872              | 1,415,397              | 136,525            |
| Destination Specific Grant Expense             | 7,829,028              | 8,375,300              | 546,272            |
| Total Departmental and Grant Expense           | 24,172,992             | 26,064,504             | 1,891,512          |
| <b>Total Increase/(Decrease) in Net Assets</b> | <b>75,000</b>          | <b>75,000</b>          | <b>0</b>           |

\* approved  
May 17, 2023



# 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                                                                                                             |
| \$1,000,000.00           | P280 - Department of Parks, Recreation, and Tourism | Greater collaboration between Explore Charleston and research at College of Charleston's Office of Tourism Analysis |

| Organization Information |                                                                          |
|--------------------------|--------------------------------------------------------------------------|
| Entity Name              | Charleston Area CVB or Explore Charleston                                |
| Address                  | 375 Meeting Street                                                       |
| City/State/Zip           | Charleston, SC 29403                                                     |
| Website                  | <a href="http://www.explorecharleston.com">www.explorecharleston.com</a> |
| SCEIS Vendor #           | 7000071954                                                               |
| Entity Type              |                                                                          |

non-profit (unable to edit line above)

| Organization Contact Information |                             |
|----------------------------------|-----------------------------|
| Contact Name                     | Helen T. Hill               |
| Position/Title                   | CEO                         |
| Telephone                        | 843-853-8000                |
| Email                            | hhill@explorecharleston.com |

| Plan/Accounting of how these funds will be spent:                              |                |                                                                                                                                                                           |
|--------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description                                                                    | Budget         | Explanation                                                                                                                                                               |
| Co-sharing of space in order to increase opportunities for tourism advancement | \$1,000,000.00 | Explore Charleston relies on the Office of Tourism Analysis for research in order to make smart marketing buys. Increased proximity will allow for greater collaboration. |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
|                                                                                |                |                                                                                                                                                                           |
| Grand Total                                                                    | \$1,000,000.00 |                                                                                                                                                                           |

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

Taking the relationship of these entities to the next level will create a more robust tourism economy in the Charleston area, which will benefit the entire state of South Carolina.

### 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

Helen T. Hill  
Printed Name

4-19-24  
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

04/19/2024  
Date

Duane Parrish

# CHARLESTON AREA CONVENTION & VISITORS BUREAU

## Corporate Information

Entity Id **00071419**  
Entity Type **Nonprofit**  
Status **Good Standing**  
Domestic/Foreign **Domestic**  
Incorporated State **South Carolina**

## Important Dates

Effective Date **03/07/2002**  
Expiration Date **N/A**  
Term End Date **N/A**  
Dissolved Date **N/A**

## Registered Agent

Agent **HELEN T HIL**  
Address **81 MARY ST**  
**CHARLESTON, South Carolina 29403**

[+ Request Documents](#) [+ Add Filing](#)

## Official Documents On File

| Filing Type   | Filing Date |
|---------------|-------------|
| Amendment     | 07/01/2013  |
| Incorporation | 03/07/2002  |