



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	Promotion of the SC Lowcountry Region

Organization Information

Entity Name	SC Lowcountry & Resort Islands Tourism Commission
Address	PO Box 615, 1 Low Country Lane
City/State/Zip	Yemassee, SC 29945
Website	www.SouthCarolinaLowcountry.com
SCEIS Vendor #	7000029151
Entity Type	Nonprofit Organization

Organization Contact Information

Contact Name	Peach Morrison
Position/Title	Executive Director
Telephone	843.717.3090
Email	Peach@SouthCarolinaLowcountry.com

Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Research Project	\$80,000.00	Will assist in targeting our marketing to reach maximum ROI
Billboards	\$35,000.00	Assists in driving traffic to our Visitors Center
Content Creation	\$12,000.00	Keep our creative assets fresh and relevant
Digital Marketing	\$15,000.00	Will drive traffic to our website
Social Media Marketing	\$15,000.00	Will drive traffic to our social media outlets & website
Print Marketing	\$15,000.00	Will create awareness to the region and drive traffic to our website & social
FAM Tours	\$5,000.00	Increase awareness through bringing travel writers to the region
Website Maintenance	\$5,000.00	Increases SEO and keeps website fine tuned
Grand Total	\$182,000.00	

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

These funds will be used to increase awareness of the SC Lowcountry as the destination of choice for potential visitors. The funds will be used to increase economic development in Beaufort, Colleton, Hampton and Jasper counties through a formal program of tourism promotion. The public benefits from our industry through job creation, support to local businesses and provides a tax burden relief to each SC household of nearly \$1,000.00.

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

Title

Printed Name

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

Date

Duane Parrish

Printed Name