



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
\$1,160,000.00	P280 - Department of Parks, Recreation, and Tourism	Destination out marketing for Hilton Head Island to drive brand awareness and qualified visitation

Organization Information

Entity Name	Hilton Head Island-Bluffton Chamber/VCB
Address	1 Chamber of Commerce
City/State/Zip	Hilton Head Island, SC 29928
Website	hiltonheadisland.org
Tax ID#	57-0375569
Entity Type	Nonprofit Organization

Organization Contact Information

Name	William G. Miles
Position/Title	President & CEO
Telephone	843.785.3673
Email	bmiles@hiltonheadisland.org

Reporting Period

Reporting Period	Quarter 4: April 1, 2024 - June 30, 2024
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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	
Print and Digital Media Partnership Advertising	\$600,000.00			\$300,075.00	\$459,441.00	\$759,516.00	-\$159,516.00
Digital Promotions	\$200,000.00					\$0.00	\$200,000.00
Social Media Promotions	\$110,000.00					\$0.00	\$110,000.00
Event Activation	\$250,000.00				\$175,484.00	\$175,484.00	\$74,516.00
Photo & Video Asset Development					\$225,000.00	\$225,000.00	-\$225,000.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	\$1,160,000.00	\$0.00	\$0.00	\$300,075.00	\$859,925.00	\$1,160,000.00	\$0.00

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.

Will. G. M. A
Signature
William G. Mikes
Printed Name

CEO
Title
6-6-2024
Date