



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
P280 - Department of Parks, Recreation, and Tourism

Purpose

Organization Information

Entity Name Old 96 District Tourism Commission
Address PO Box 448
City/State/Zip Laurens SC 29360
Website VisitOld96SC.com
Tax ID# 57-0731184
Entity Type Other

Organization Contact Information

Name Barbara Ware
Position/Title Executive Director
Telephone 864-984-2233
Email info@VisitOld96SC.com

Reporting Period

Reporting Period FINAL SUMMARY REPORT

Accounting of how the funds have been spent:

Description (Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Expenditures					Total	Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4			
Digital and Print Advertising	118,063.00						\$0.00	\$0.00
Live Streaming Over the Top Marketing	28,700.00						\$0.00	\$0.00
Native Ads and Retargeting Program	181,618.18						\$0.00	\$0.00
Social Media Management	15,800.00						\$0.00	\$0.00
See Attached sheet for Explanation of the above projects							\$0.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
Grand Total	181,841.8	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$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.

Signature Barbara Ware
Printed Name

Title Ex Director
Date June 18, 2024

SC Old 96 District Summary of Grant Usage October 2023-June 2024

Digital and Print Advertising

- Digital and print advertising through regional and national publications has proven an effective way for us to reach potential new visitors while increasing brand awareness and perception.
- Through digital advertising such as YouTube ads, ads living on partner websites, partnered newsletters via email, and sponsored content pieces, we are able to get the word out to many different publications' audiences about travel experiences and opportunities in the South Carolina Old 96 District.
- Print advertising such as magazine ads and informative ads in Travel Planners boosts legitimacy with local partners and potential visitors alike, with the rise of QR codes offering more tracking abilities for print advertising than ever before, allowing us to better choose publications that deliver the best results for our brand.

Live Streaming OTT Television Commercials and Geo-Fencing

- We implemented a project with Sinclair Media to increase our brand awareness via new platforms to reach our target audience more efficiently.
- Through targeting people based on their interests and geographical locations, we were able to 'geo-fence' and target ads to potential visitors who showed behaviors such as visiting similar tourism locations in surrounding states.
- Through television commercials run through streaming services to key zip codes in GA, NC, and TN, we were able to target individual households with a high propensity to travel to our region and deliver commercials to them during their regular streaming activities.
- Between geo-fencing and television streaming ads with Sinclair Media, over a million people in specifically targeted areas and demographics have heard about the Old 96 District this year.

Native Ads and Retargeting Program

- Ads ran on media platforms like Outbrain, Google Ad Words, Pinterest, Facebook, Twitter now known as Meta to again give us brand awareness across a diversity segment of travelers.
- We have seen time on our website go from 5 seconds to 2 minutes since we have been able to spend more funds boosting our region's many products and activities available to the traveler.

Social Media Monthly & Native Ads

- Our social media has seen significant organic growth, including an 83% increase on Facebook engagements and a 96% increase on Instagram impressions, bringing us to the best stats we have ever seen.
- We have also seen engagements across all of our social media platforms go up since we have been able to place more dollars behind promoting our social media platforms, such as continuous social media ads and boosted posts throughout the month.
- In addition to social media ads on Meta (Facebook/Instagram) Twitter, and Pinterest, the native ads also run monthly via Outbrain and Google to continue delivering people with similar interests to our website.
- Thanks to these efforts listed above, we have seen the average visitor to our website's read time go from 5 seconds to 2 minutes as we increase not only the quality of our content, but also the efforts of reaching the ideal audience with the content.