	Tax ID#   57-0744281
Email   lynn@oldeenglishdistrict.com	Website oldeenglishdistrict.com
jenny@oldeenglishdistrict.com	
Telephone (803) 830-7286	City/State/Zip Fort Lawn, SC 29714
Position/Title Executive Director/Projects Manager	Address PO Box 368
Name Jenny Parrish/ Lynn Moore	Entity Name Olde English District Tourism Commission
Organization Contact Information	Organization Information
Tourism Marketing and Promotions	\$181,818.18 P280 - Department of Parks, Recreation, and Tourism
Purpose	Amount State Agency Providing the Contribution
Contribution Information	
State of South Carolina Non Recurring 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.	State of South Carolina Non Recurring Contribution Expenditure Report This form is designed to collect the quarterly and annual expenditure reports required by South Caroling Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution of the state agency that is providing the contribution of the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is providing the contribution is a submitted to the state agency that is provided to the state agency that is a submitted to the stat

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**Entity Type** 

Special Purpose District

**Reporting Period** 

Accounting	or now the	Accounting of now the tunds have been	en spent:				
Description				Expenditures			
(Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Balance
Advertising & Public Relations	\$60,000.00	\$15,000.00				\$15,000.00	\$45,000.00
Full Service Marketing Agency	\$76,818.18	\$19,200.00				\$19,200.00	\$57,618.18
Data & Research	\$20,000.00					\$0.00	\$20,000.00
Website Development & Design	\$15,000.00					\$0.00	\$15,000.00
Sponsorship	\$10,000.00					\$0.00	\$10,000.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total \$181,818.18	\$181,818.18	\$34,200.00	\$0.00	\$0.00	\$0.00	\$34,200.00	\$34,200.00 \$147,618.18
Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year)	provided only	if unspent fu	nds remain at	the end of th	e 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.

Projects Manager

Signature

Lynn M Moore

Printed Name



## State of South Carolina Non Recurring Contribution Expenditure Report

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 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

		Contractor	
Amount	State Agency Providing the Contribution	Purpose	
\$181,818.18	\$181,818.18 P280 - Department of Parks, Recreation, and Tourism Tourism Marketing and Promotions	Tourism Marketing and Promotions	ı
	Organization Information	Organization Contact Information	ı
Entity Name	Olde English District Tourism Commission	Name Jenny Parrish/ Lynn Moore	
Address	PO Box 368	Position/Title   Executive Director/Projects Manager	
City/State/Zip	Fort Lawn, SC 29714	Telephone (803) 830-7286	
	7	jenny@oldeenglishdistrict.com	
7 E			
IaX ID#	5/-0/44281		

Accounting of how the funds have been spent:

Reporting Period | Quarter 2: October 1, 2023 - December 30, 2023

Reporting Period

**Entity Type** 

Special Purpose District

70000	טו ווסע נווכ ו	reconnent of now the innovitable been	en apenda				
Description				Expenditures			
(Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Balance
Advertising & Public Relations	\$60,000.00	\$60,000.00 \$15,000.00	\$15,000.00			\$30,000.00	\$30,000.00
Full Service Marketing Agency	\$76,818.18	\$76,818.18 \$19,200.00	\$19,200.00			\$38,400.00	\$38,418.18
Data & Research	\$20,000.00					\$0.00	\$20,000.00
Website Development & Design	\$15,000.00					\$0.00	\$15,000.00
Sponsorship	\$10,000.00		\$10,000.00			\$10,000.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	Grand Total \$181,818.18 \$34,200.00	\$34,200.00	\$44,200.00	\$0.00	\$0.00	\$78,400.00	\$78,400.00 \$103,418.18
Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year):	rovided only	if unspent fur	ıds remain at	the end of th	e fiscal year):		
explanation of any unspent funds ( <i>to be p</i>	rovided only	ij unspent jur	las remain at	the end of the	e jiscal 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.

Title

Projects Manager

Signature

Lynn M Moore

Printed Name



## State of South Carolina Non Recurring 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

		<b>Contribution Information</b>		
Amount	State Agency Providing the Contribution		Purpose	
\$181,818.18	\$181,818.18 P280 - Department of Parks, Recreation, and Tourism Tourism Marketing and Promotions	ourism Marketing and Prom	otions	
	Organization Information		Organization Contact Information	
Entity Name	Olde English District Tourism Commission	Name	Jenny Parrish/ Lynn Moore	
Address	PO Box 368	Position/Title	Position/Title   Executive Director/Projects Manager	
City/State/Zip	Fort Lawn, SC 29714	Telephone	(803) 830-7286	
			jenny@oldeenglishdistrict.com	
Website	oldeenglishdistrict.com	Email	lynn@oldeenglishdistrict.com	

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

Reporting Period

**Entity Type** Tax ID#

Special Purpose District

57-0744281

Accounting of how the funds have been spent:

	or now the n	Preparents of how the fallos have been	en spene.				
Description				Expenditures			
(Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Balance
Advertising & Public Relations	\$60,000.00	\$60,000.00 \$15,000.00	\$15,000.00	\$15,000.00		\$45,000.00	\$15,000.00
Full Service Marketing Agency	\$76,818.18	\$19,200.00	\$19,200.00	\$19,000.00		\$57,400.00	\$19,418.18
Data & Research	\$20,000.00					\$0.00	\$20,000.00
Website Development & Design	\$15,000.00			\$15,000.00		\$15,000.00	\$0.00
Sponsorship	\$10,000.00		\$10,000.00			\$10,000.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	Grand Total \$181,818.18 \$34,200.00	\$34,200.00	\$44,200.00	\$49,000.00	\$0.00	\$0.00 \$127,400.00	\$54,418.18
Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year):	rovided only	if unspent fur	nds 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

Lynn M Moore

Printed Name

03/28/2024 Title Projects Manager

	State of South Carolina Non Recurring 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.	tribution Expenditure reports I	penditure Ro required by Soutl at is providing th	eport Carolina in acco e contribution to	rdance with Prov the designation c	riso 117.21 of the organization at th	<b>port</b> Carolina in accordance with Proviso 117.21 of the appropriations act and contribution to the designation organization at the end of year quarter a	ct and rter and by
	JANIE JOJ EVETI	Contribution	Contribution Information					
Amount	State Agency Providing the Contribution				Purpose			
\$181,818.18	P280 -	Tourism Marke	Tourism Marketing and Promo	tions	•			
	Organization Information				Organization Contact Information	ormation		
Entity Name	Olde English District Tourism Commission		Name	Jenny Parrish/ Lynn Moore	ynn Moore			
Address	PO Box 368		Position/Title	Executive Direc	Executive Director/Projects Manager	nager		
City/State/Zip	Fort Lawn, SC 29714		Telephone	(803) 830-7286				
			<b>:</b>	jenny@oldeeng	jenny@oldeenglishdistrict.com	י		
Tay ID#	57-074/281		LIIIaii	y i i i i i i i i i i i i i i i i i i i	yını@oldeengilsildistrict.com			
Entity Type	Special Purpose District							
	Reporting Period							
Reporting Period	Quarter 4: April 1, 2024 - June 30, 2024							
	Description	c			Expenditures			
(Attach addition	(Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Balance
Advertising & Public Relations	lic Relations	\$60,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$60,000.00	\$0.00
Full Service Marketing Agency	ting Agency	\$76,818.18	\$19,200.00	\$19,200.00	\$19,000.00	\$19,418.18	\$76,818.18	\$0.00
Data & Research		\$20,000.00				\$20,000.00	\$20,000.00	\$0.00
Website Development & Design	nent & Design	\$15,000.00			\$15,000.00		\$15,000.00	\$0.00
Sponsorship		\$10,000.00		\$10,000.00			\$10,000.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
							\$0.00	\$0.00
	Grand Total	\$181,818.18	\$34,200.00	\$44,200.00	\$49,000.00	\$54,418.18	\$181,818.18	\$0.00
	Explanation of any unspent funds (to be provided only if unspent fur	provided only	if unspent fu	nds remain at	nds remain at the end of the fiscal year):	e fiscal year):		
		Expenditure	Expenditure Certification					
The Organization o	The Organization certifies that the funds have been expended in accordance with the Plan provided to the	ce with the Plan	provided to the		ing the Distribu	Agency Providing the Distribution and for a public purpose	ublic purpose.	

Signature
Lynn M-Moore
Printed Name

Projects Manager
Title
06/22/2024

## Olde English District \$181,818.18 non-recurring funds

We contracted with Madden Media, a full-service marketing agency that focuses solely on tourism. With these additional funds along with our regular funding used on Leisure Media efforts we determined other additional insights. For example, On Meta, we tested branded image ads vs regular static image ads and the regular image ads won with nearly a 130% increase in CTR. We also discovered that after creating custom conversions in GA4, we are now able to optimize not just for clicks but high-quality traffic where users spend at least 10 seconds on the page, visit 2 pages or more, or trigger any other conversion action. Through Madden and Zartico our Data & Research Operating System, we were provided with visitation insights, website data, etc. for strategic planning for our marketing & advertising.

We totally redesigned our website and are seeing a 275% increase in visitation. We were able to be a sponsor of the UCI BMX Racing World Championship tapping in to the International tourists and spectators, showcasing the OED area.

This advertising and sponsorship result in increased visitation to the area, attendance at attractions, dining and other activities and increase the economic impact of tourism on the area. Thus, creating a better quality of life for South Carolina residents.