



# 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.

## Contribution Information

Amount	State Agency Providing the Contribution	Purpose
\$181,818.18	P280 - Department of Parks, Recreation, and Tourism	Tourism Marketing and Promotions

## Organization Information

Entity Name	Olde English District Tourism Commission
Address	PO Box 368
City/State/Zip	Fort Lawn, SC 29714
Website	<a href="http://oldeenglishdistrict.com">oldeenglishdistrict.com</a>
Name	Jenny Parrish/ Lynn Moore
Position/Title	Executive Director/Projects Manager
Telephone	(803) 830-7286
Email	jenny@oldeenglishdistrict.com lynn@oldeenglishdistrict.com

## Reporting Period

Reporting Period	Quarter 1: July 1, 2023 - September 30, 2023
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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	
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
<b>Grand Total</b>	<b>\$181,818.18</b>	<b>\$34,200.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$34,200.00</b>	<b>\$147,618.18</b>

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

## Projects Manager

Title

Lynn M Moore

Printed Name \_\_\_\_\_

Date \_\_\_\_\_





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Organization Information		Organization Contact Information	
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
Website	<a href="http://oldeenglishdistrict.com">oldeenglishdistrict.com</a>	Email	jenny@oldeenglishdistrict.com lynn@oldeenglishdistrict.com
Tax ID#	57-0744281		
Entity Type	Special Purpose District		
Reporting Period			
Reporting Period	Quarter 2: October 1, 2023 - December 30, 2023		

Accounting of how the funds have been spent:							
Description	Budget	Expenditures				Total	Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4		
<b>(Attach additional detail for subgrantees and affiliated nonprofits)</b>							
Advertising & Public Relations	\$60,000.00	\$15,000.00	\$15,000.00			\$30,000.00	\$30,000.00
Full Service Marketing Agency	\$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
<b>Grand Total</b>	<b>\$181,818.18</b>	<b>\$34,200.00</b>	<b>\$44,200.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$78,400.00</b>	<b>\$103,418.18</b>
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 Theresa J. Moore

Lynn M Moore  
Printed Name

## Projects Manager

Title

10/31/23

Date \_\_\_\_\_





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[illegible]





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Organization Information		Organization Contact Information	
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
Website	<a href="http://oldeenglishdistrict.com">oldeenglishdistrict.com</a>	Email	jenny@oldeenglishdistrict.com lynn@oldeenglishdistrict.com
Tax ID#	57-0744281		
Entity Type	Special Purpose District		
Reporting Period			
Reporting Period	Quarter 4: April 1, 2024 - June 30, 2024		

## Accounting of how the funds have been spent:

Description	Budget	Expenditures					Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	
(Attach additional detail for subgrantees and affiliated nonprofits)							
Advertising & Public 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	\$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	\$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 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	
Printed Name	Lynn M. Moore

  

Projects Manager	
Title	
Date	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.