

## Capital City/Lake Murray Country Regional Tourism Board

## 2024-2025 FY Budget

10/09/24

Accrual Basis

July 1, 2024 through June 30, 2025

	Jul '24 - Jun 25
Ordinary Income/Expense	
Income	
Advertising Income	
Map Ad Sales	10,200.00
Visitors Guide	33,475.00
Web Ad Sales	12,075.00
Advertising Income - Other	
Total Advertising Income	55,750.00
Community Grants	
Central Midlands Comm. Grant	60,000.00
Total Community Grants	60,000.00
Corporate Sponsors	75,550.00
Destination Landmark Income	30,000.00
Lake Murray Souvenir Shoppe	40,000.00
Partnership Income	18,000.00
QtlyAtax/Hospitality Grants	
City of Cayce ATax	11,542.00
City of Columbia Accommodations	550,000.00
City of Columbia Hospitality	125,000.00
Lexington County Accommodations	205,000.00
Newberry County Accommodations	10,000.00
Richland County Accommodations	50,000.00
Richland County Hospitality	255,000.00
Saluda County Accommodations	500.00
Town of Blythewood ATax	25,000.00
Town of Irmo Accommodations Tax	27,075.58
Town of Lexington Accommodation	18,500.00
West Columbia A-Tax Allocation	5,000.00
Total QtlyAtax/Hospitality Grants	1,282,617.58
Reimbursement Income	
SE BBQ Showdown	
State Grants	
Accommodations StateTax - PRT	201,500.00
STAR Grant - SCPRT-Lexington Ct	97,500.00
State Grants	559,000.00
TAG Funds	97,500.00
Wildlife - DNR	22,500.00
Total State Grants	978,000.00
Taste of Lake Murray	
Auction Item	
Fireworks Donations	
Sponsorship	
Ticket Sales	
Taste of Lake Murray - Other	124,000.00
Total Taste of Lake Murray	124,000.00
Total Income	2,663,917.58
Gross Profit	2,663,917.58
Expense	
Bad Debts	1,400.00
Bank Fees	
Bank & Credit Card Fees	11,715.00
Bank Fees - Other	
Total Bank Fees	11,715.00

9:39 AM

## Capital City/Lake Murray Country Regional Tourism Board

## 2024-2025 FY Budget

10/09/24

July 1, 2024 through June 30, 2025

Accrual Basis

	Jul '24 - Jun 25
Computer Repair/Maintenance	8,595.00
Contract Services	7,500.00
Depreciation Expense	
Destination Landmark Expense	30,000.00
Dues & Subscriptions	4,500.00
Equipment/Leasing	25,500.00
Insurance	
Building/Events	9,000.00
Group Insurance	37,500.00
Workers Comp	3,500.00
Total Insurance	50,000.00
Insurance Claims	
Interest Expense	32,000.00
Marketing & Advertising	
Ad Production	
Brochures	45,000.00
Fishing Tournaments	310,000.00
Hotel Booking Engine	
Mktg Web/Digital Advertising	
SEM Marketing	64,000.00
Mktg Web/Digital Advertising - Other	165,915.00
Total Mktg Web/Digital Advertising	229,915.00
Museum	
Podcast	21,762.00
Print Media Ads	43,940.00
Promotional Events	
Golf Marketing	6,000.00
July Celebration	100,000.00
SE BBQ Showdown Expenses	
Taste of Lake Murray	34,000.00
Total Promotional Events	140,000.00
Public Relations	28,700.00
Radio	6,500.00
SCATR	12,000.00
Special Events	47,500.00
Television	25,000.00
Trade/Travel Shows	6,700.00
Welcome Center/SCPRT CO-OP	8,000.00
Total Marketing & Advertising	925,017.00
Materials For Resale	26,500.00
Meetings	
Association/Membership	7,562.95
Board of Directors	7,987.05
Industry Related	22,000.00
Total Meetings	37,550.00
Office Supplies	5,950.00
Payroll Expenses	
Bonus for sales	12,713.00
Deferred Compensation-401k	43,030.00
Payroll Tax Expense	44,905.50
Payroll Expenses - Other	587,000.00
Total Payroll Expenses	687,648.50
Postage	
Equipment Property Tax	450.00
Postage - Other	10,959.00

9:39 AM

Capital City/Lake Murray Country Regional Tourism Board

10/09/24

2024-2025 FY Budget

Accrual Basis

July 1, 2024 through June 30, 2025

	Jul '24 - Jun 25
Total Postage	11,409.00
Printing	12,500.00
Telephone	16,700.00
Travel Expenses	
Automobile Expense	13,350.00
Meals	4,730.00
Travel	12,500.00
Total Travel Expenses	30,580.00
Visitors Center Expenses	
Electric	7,500.00
Garbage Pickup	1,400.00
Landscaping	15,500.00
Operational Expenses	72,000.00
Reference Lights	1,500.00
Repair	463,010.00
Water	4,000.00
Total Visitors Center Expenses	564,910.00
Total Expense	2,489,974.50
Net Ordinary Income	173,943.08
Net Income	173,943.08



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.

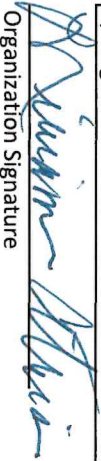
Organization Information	
Entity Name	Capital City/Lake Murray County RTB
Address	P. O. Box 1783
City/State/Zip	Irmo, SC 29063
Website	<a href="http://www.lakeMurrayCounty.com">www.lakeMurrayCounty.com</a>
SCEIS Vendor #	7000013215
Tax ID#	57-0738559
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Miriam Atria
Position/Title	President/CEO
Telephone	803-781-5940 ext 204
Email	Miriam.Atria

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

### 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

\_\_\_\_\_  
President/CEO

\_\_\_\_\_  
Title

\_\_\_\_\_  
Miriam Atria

\_\_\_\_\_  
9-Oct-24

\_\_\_\_\_  
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, 2025.
- 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, 2025.

  
Agency Head Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
10/11/2024

\_\_\_\_\_  
Duane Parrish

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



---

South Carolina  
**Secretary of State**  
(<https://sos.sc.gov/>)  
Mark Hammond

---

## Search Charities

Charities Search Home

<< Back to Search Results

### Capital City/Lake Murray Country RTB

Public Id: P21974

Miriam Atria , CEO

2184 N LAKE DR

COLUMBIA, SC 29212-8040

**Status:** Registered. Information from this organization's annual financial report is listed below.

The following financial information has been provided to the Secretary of State's Office by the above named organization. The Secretary of State's Office has not independently verified this financial information. If a charity has recently registered with the Secretary of State's Office for the first time, there may not be any financial data available. Below are figures for the organization's fiscal year **7/1/2022 - 6/30/2023**.

## Financial Report

TOTAL REVENUE:	\$2,010,940.00
PROGRAM EXPENSES:	\$1,653,023.00
TOTAL EXPENSES:	\$1,755,393.00
NET ASSETS:	\$741,699.00
FUNDRAISER COSTS:	\$146,280.00

### Financial Report File



p21974.pdf (/DisplayFinancialReport.aspx?  
ReportType=Charity&CopyID=177725)

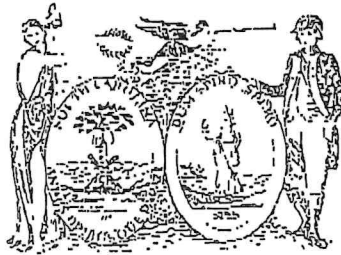
Next Report: 07/01/2023 - 06/30/2024 Due Date: 11/15/2024

According to the financial information filed with this office, this organization devoted **94.2%** of its total expenses to program services during the year reported.

**Disclaimer: The South Carolina Secretary of State's Charities Search Webpage is provided as a service to customers to research charitable organizations on file with our office, or that have been the subject of an administrative action. Users are advised that the Secretary of State, the State of South Carolina, or any agency, office, or employee of the State of South Carolina do not guarantee the accuracy, reliability, or timeliness of the information provided, as it is the responsibility of the charity to inform the Secretary of State of any updated information. Furthermore, the information provided does not constitute legal advice.**

SOS.SC.gov Home (<https://sos.sc.gov>) | Privacy Policy (<https://sos.sc.gov/privacy-policy>) |  
Contact Us (<https://sos.sc.gov/contact-and-feedback>)

# *The State of South Carolina*



## *Office of Secretary of State Jim Miles* Certificate of Existence, Non-Profit Corporation

I, Jim Miles, Secretary of State of South Carolina Hereby certify that:

CAPITAL CITY/LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD, A Non-Profit Corporation duly organized under the laws of the State of South Carolina on April 3rd, 1981, has as of the date hereof filed as a non-profit corporation for religious, educational, social, fraternal, charitable or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the Secretary of State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to section 33-31-1404 of the South Carolina code and that the non-profit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal of  
the State of South Carolina this 26th day of  
October, 2001.

A handwritten signature in cursive script, reading "Jim Miles", written over a horizontal line.

Jim Miles, Secretary of State