



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.

Contribution Information	
Amount	State Agency Providing the Contribution
	P280 - Department of Parks, Recreation, and Tourism

Organization Information	
Entity Name	African American Tourism Council
Address	620 Rutherford Street
City/State/Zip	Greenville, SC 29609
Website	https://aatcouncil.org/
Tax ID#	87-1959041
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Larry Campbell
Position/Title	Chairman
Telephone	864-270.3784
Email	kwadloc@gmail.com

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Online Marketing Tool Kit Website Development & Hosting	\$5,000.00	Creation of an online marketing and product development tool for businesses looking to participate within the African American niche of the tourism industry.
SC Visitor's Guide to African- American Culture Website Development & Hosting	\$5,000.00	Creation of a online Visitor's Guide on SC African- American Culture.
Branding Campaign		Creation of a branding theme that can be used by non- profits, destinations, local governmental agencies to build marketing and promotion program centered around the African- American niche of the Tourism Industry.
Outreach- Tourism Conference	\$30,000.00	Creation of outreach program to include statewide meeting of stakeholders within the African- American Tourism niche, building support and partnerships for the effort.
	\$10,000.00	
Grand Total	\$50,000.00	

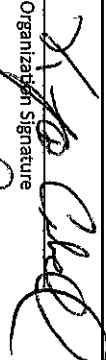
Please explain how these funds will be used to provide a public benefit:

Tourism is one of the engines driving both the local and state economies. The opportunity to bring that economic potential to the underserved communities in South Carolina, including but not limited to the Charleston and the Greenville regions, particularly ones of African-American descent, has never been greater than it is right now. We request the Department of Parks, Recreation, and Tourism funding for 2024 SC African-American Tourism Conference, the development of a SC Visitor's Guide to African- American Culture Website Development & Hosting and the African-American Tourism Toolkit in the amount of \$50,000. These programs are an important economic development tool for underserved minority communities in the South Carolina.

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


Title
Chairman

Printed Name
Kwame Campbell

Date
10-17-24

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

Duane Parrish

Printed Name

11/04/2024

Date