

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	City of Georgetown
Address	PO Drawer 939
City/State/Zip	Georgetown, SC 29442
Website	www.georgetownsc.gov
SCEIS Vendor #	70001111702
Tax ID#	57-6001037
Entity Type	Municipality

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Social Media Advertising (Google, Facebook, YouTube)	\$7,240.91	Increase City awareness through social mediato increase visitors to our
Television & TV Streaming Advertising	\$17,000.00	Increate awareness of city events to draw more vistors to the city.
Grand Total	\$24,240.91	

With these additional funds we plan to help promote the city of Georgetown's name recognition and continue to lead users and potential visitors back to our website; Discover Georgetown. As the third oldest city in South Carolina we have incredible history that Oreachas back almost 300 years and our close proximity to the beach will bring Day Trippers from people looking for alternative attractions. Some of the planned uses for these funds are (1) Increase our advertising for our Special events – The Wooden Boat Show, Christmas season, the Food & Wine Festival, Art and Wine ad Wine Walk and Music in the Park. (2) Increasing our television streaming commercials budget to increase impressions and reach new markets. (3) Increasing our digital advertising across current platforms - Google and Social Media channels such as Facebook and Instagram as well as move into new digital platforms such as YouTube. We have expanded our reach with Television Streaming in regional markets, the Southeast (FLA, GA, NC) and further into the Northeast.

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.

DocuSigned by:

Scott Whittier

Organization Signature

City Administrator

Title

Scott Whittier

Printed Name

1/17/2025

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.

Duane Parrish

Agency Head Signature

Duane Parrish

Printed Name

01/17/2025

Date