



State of South Carolina Request for Contribution Distribution

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	Purpose	
\$54,545.45	P280 - Department of Parks, Recreation, and Tourism	To promote the 5 counties of Abbeville, Edgefield, Greenwood, Laurens and McCormick	
Organization Information		Organization Contact Information	
Entity Name	Old 96 District Tourism Commission	Contact Name	Barbara Ware
Address	PO Box 448	Position/Title	Executive Director
City/State/Zip	Laurens, South Carolina 29631	Telephone	864-984-2233
Website	www.VisitOld96SC.com	Email	info@VisitOld96SC.com
SCEIS Vendor #			
Tax ID#	57-0731184		
Entity Type	Other		

Plan/Accounting of how these funds will be spent:

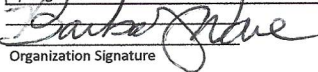
Description	Budget	Explanation
OTT (Over the Top) Digital ad produced by Sinclair Broadcast.	\$1,575.00	Boosted ads to entice travelers to visit Old 96 District region.
Engage Services of Public Relations group to bring journalists to write stories about region.	\$1,700.00	Journalists visit and write stories that are then placed in various publications.
Facebook, Instagram and Twitter Monthly Management costs.	\$2,600.00	Media expert manages our social media accounts in promoting region.
Outbrain, Facebook, Pinterest and Google Ads Words cost for social media posts.	\$5,221.21	Use digital services of these groups to entice travelers to visit the region.
Photography services to capture events and activities in the region.	\$1,000.00	These photos help us tell the story of and about our region.
Grand Total	\$12,096.21	

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

The Old 96 District covers 5 counties that some would call rural. Yet, these vibrant counties and cities don't see themselves that way. They are strong in their belief that small towns are the backbone of America. These funds allow our organization to promote through various marketing techniques the 'good stuff' in these communities. With these funds we are able to run print and digital ads that these small counties are not able to do. That is one of the best merits of the regional programs. We are able to give these small rural communities a chance to compete with larger areas. We do this by placing ads in major magazines, by hosting journalists who in turn write articles about the people and places of the Old 96 District. South Carolina is mostly rural so for many of these areas, the regional tourism programs are the only ones promoting these communities. These funds make that possible. Because ALL of South Carolina should have the opportunity to be engaged in tourism.

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

Executive Director
Title

Barbara Ware
Printed Name

11-Mar-25
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

Printed Name