



March 31, 2025

Ms. Tonisha James
SC Department of Parks, Recreation & Tourism
1205 Pendleton St
Columbia, SC 29201

Dear Ms. James,

With our third quarter reporting, we have satisfied the legislative earmark, SCATR Regional Promotion FY24/25. Please accept this as our final summary for these funds, which totaled \$54,545.45. As budgeted, we were able to utilize these funds to promote the Charleston region.

SCATR funding enhances our destination-wide promotional efforts through marketing, media, group sales, and visitor services initiatives. The goal of the funds is to strengthen the Charleston region's economy by investing in tourism advertising and promotional campaigns.

Thank you for the support of our additional regional promotion, and please feel free to reach out with any questions whatsoever! 843-805-3063 (direct)

Sincerely,

Laurie Lynn A. Smith
Chief Operating Officer

Enclosure

CHARLESTON AREA CONVENTION & VISITORS BUREAU

375 Meeting Street | Charleston, South Carolina 29403 | 843.853.8000 | ExploreCharleston.com

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State of South Carolina 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, 2025.

Contribution Information

Amount	State Agency Providing the Contribution	Purpose
	P280 - Department of Parks, Recreation, and Tourism	SCATR Regional Promotions FY 24/25 - \$54,545.45

Organization Information

Entity Name	Explore Charleston
Address	375 Meeting St
City/State/Zip	Charleston, SC 29403
Website	www.ExploreCharleston.com
Tax ID#	03-0386059
Entity Type	Nonprofit Organization

Organization Contact Information

Name	Laurie Lynn Smith
Position/Title	Chief of Staff
Telephone	(843) 805-3063
Email	lsmith@explorecharleston.com

Reporting Period

Reporting Period	Quarter 3: January 1, 2025 - March 31, 2025
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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
SCATR Regional Promotions FY 24/25	\$54,545.45					\$0.00
Marketing - SC Vacation Guide				\$18,900.00		\$18,900.00
Marketing - Social Media Meta January				\$24,119.11		\$24,119.11
Media - Content Creation - January				\$6,000.00		\$6,000.00
Group Sales - PCMA conference - January				\$5,004.87		\$5,004.87
Visitor Services - March Downtown Visitor Center Supplies				\$688.24		\$688.24
						\$0.00
						\$0.00
						\$0.00
Grand Total	\$54,545.45	\$0.00	\$0.00	\$54,712.22	\$0.00	\$54,712.22
						-\$166.77

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.

Smith for Helen J. Stier

Signature

Laurie Smith for Helen Hill

Printed Name

Chief of Staff

Title

3-31-25

Date