



Explore Charleston

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, Food & Wine Classic Charleston. Please accept this as our final summary for these funds, which totaled \$175,000. As budgeted, we were able to utilize these funds to promote the Charleston region.

We have been able to build an impactful relationship with DotDash Meredith (corporation company for Food & Wine, Southern Living, Travel & Leisure, etc.) and through this partnership, they decided to bring the Food & Wine Classic event to Charleston. Last fall, the Charleston area became host to 2,000 food lovers from out of town and the testimonies were overwhelmingly positive. They have committed to continuing the event for at least two more years. This earmark helps offset costs incurred to hosting the event at the Charleston Area Visitor Center.

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	Food & Wine Classic Charleston - \$175,000

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

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
Food and Wine Classic	\$175,000.00					\$0.00	\$175,000.00
Sponsorship/ Advertising/ Promotions				\$750,000.00		\$750,000.00	-\$750,000.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
						\$0.00	\$0.00
Grand Total	\$175,000.00	\$0.00	\$0.00	\$750,000.00	\$0.00	\$750,000.00	-\$575,000.00

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.

Laurie Smith for Helen Hill

Signature

Laurie Smith for Helen Hill

Printed Name

Chief of Staff

Title

3-31-25

Date