



June 24, 2025

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

Dear Ms. James,

The impact of Destination Specific (non-recurring) funds on the Charleston area's tourism industry cannot be overstated. These funds have played a critical role in boosting tourism revenues and enhancing the public perception of both the Charleston area and the State of South Carolina. Our wide network of partners—reflected in the extensive list of collaborators—has been instrumental in these successes.

Tourism drives nearly 24% of all sales in the Charleston region, and approximately 54.9K local residents rely on hospitality jobs to support their families. We remain deeply aware that our promotional efforts are vital to the well-being of individuals, businesses, and local governments across the region. Last year, our industry had a total economic impact of \$14.03 billion with a modest increase to the visitor of only 1.2%.

Please call me directly at (843) 805-3063 with any questions. Many thanks for your support!

Sincerely,

Laurie Lynn A. Smith
Chief of Staff

CHARLESTON AREA CONVENTION & VISITORS BUREAU

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

@ExploreCharleston @ExploreCHS



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
	P280 - Department of Parks, Recreation, and Tourism

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 4: April 1, 2025 - June 30, 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
Non-recurring Destination Specific Grant	\$1,960,000.00					\$0.00
Southern Living - Jan/Feb				\$84,000.00		\$84,000.00
Travel & Lesisure - Feb				\$358,048.00		\$358,048.00
Oprah Magazine				\$68,534.25		\$68,534.25
Delish Campaign				\$58,129.86		\$58,129.86
Sinclair Broadcasting - January				\$131,255.00		\$131,255.00
The New Yorker Digital - January				\$72,284.09		\$72,284.09
Better Homes and Gardens - March				\$110,000.00		\$110,000.00
Southern Living - March				\$84,000.00		\$84,000.00
Garden & Gun - Texas Event				\$140,000.00		\$140,000.00
Charleston Tennis - Credit One Open				\$210,000.00		\$210,000.00
Sinclair Broadcasting February				\$131,255.00		\$131,255.00
Afar Media - February				\$47,607.81		\$47,607.81
Garden & Gun - Feb/March				\$63,560.00		\$63,560.00
Travel & Lesisure - May					\$311,996.00	\$311,996.00
Food & Wine - May					\$123,379.00	\$123,379.00
						\$0.00
						\$0.00

