

## **Olde English District Non-recurring funds**

The \$54,545.45 in non-recurring funds allocated to the Olde English District for this fiscal year were successfully utilized across several key areas: a full-service marketing agency, advertising and public relations, data and research, and sponsorships.

The engagement of Madden Media has effectively extended our creative potential, acting as an invaluable extension of our existing staff. This strategic partnership has significantly bolstered our capacity to develop and execute innovative marketing initiatives.

The investment in advertising and public relations efforts is designed to increase awareness of the Olde English District. This heightened visibility is expected to drive increased visitation to the area, directly contributing to a positive economic impact.

Furthermore, the allocation of funds to data and research provides crucial insights. The data received from Zartico was used and some shared with county partners. This data-driven approach enables us to develop highly effective marketing strategies, ensuring that these and future funds are utilized in the most impactful way possible.

Finally, the sponsorship monies have been instrumental in supporting various events throughout the district. These sponsorships directly contribute to the furtherance of our mission by fostering community engagement and promoting the Olde English District. Through these funds, Ag & Art and SC Nature Based Tourism were both supported. We were also able to host the SC Outdoor Press Association Conference. This has resulted in reaching an audience interested in our state's natural resources and will continue to show results in the future.

In summary, these non-recurring funds have been strategically deployed to enhance marketing capabilities, increase public awareness, inform future planning, and support community initiatives, all of which will ultimately benefit the public through increased visitation, economic growth, and the financial sustenance of local attractions and events within the Olde English District.