



State of South Carolina Fiscal Year Spending Report

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act of 2022 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 fiscal year spending information from the designated organization.

Contribution Information

Amount	State Agency Providing the Contribution	Earmark name
\$2,000,000.00	P280 - Department of Parks, Recreation, and Tourism	SPORTS MARKETING PROGRAM

Organization Information

Entity Name	DARLINGTON RACEWAY OF SOUTH CAROLINA, LLC
Address	1301 HARRY BYRD HIGHWAY
City/State/Zip	DARLINGTON, SC 29532
Entity Type	Private Entity

Organization Contact Information

Contact Name	JOSH HARRIS
Position/Title	PRESIDENT
Telephone	843-395-8939

Accounting of how the funds have been spent:

Description	Budget	Expenditures				Balance
		Fiscal Year 2025	Fiscal Year 2026	Fiscal Year 2027	Total	
Multi-Channel Media/Marketing/Advertising Plan to promote Annual NASCAR event weekends at Darlington Raceway	\$1,383,455.00	\$976,814.99			\$976,814.99	\$406,640.01
Darlington Raceway 75th Anniversary Marketing	\$265,000.00	\$119,781.92			\$119,781.92	\$145,218.08
Other Annual Marketing > Darlington Raceway Stock Car Museum	\$20,000.00	\$0.00			\$0.00	\$20,000.00
Other Annual Marketing > Vehicle Wraps	\$20,000.00	\$4,521.94			\$4,521.94	\$15,478.06
Other Annual Marketing > Strategic Marketing Partnerships	\$125,000.00	\$142,645.00			\$142,645.00	-\$17,645.00
Other Annual Marketing > NIL/Influencer Marketing	\$40,000.00	\$0.00			\$0.00	\$40,000.00
Other Annual Marketing > Youth Related Program Marketing	\$25,000.00	\$564.66			\$564.66	\$24,435.34
Other Annual Marketing > Other Non-NASCAR Event Marketing	\$90,000.00	\$0.00			\$0.00	\$90,000.00
Other Annual Marketing > Digital Marketing & Other Unknown/Contingency	\$31,545.00	\$0.00			\$0.00	\$31,545.00
					\$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	\$2,000,000.00	\$1,244,328.51	\$0.00	\$0.00	\$1,244,328.51	\$755,671.49

☒ Project is underway ☐ Project is complete, funds are exhausted Project completion date _____

☐ Project yet to be started Estimated start date _____ Estimated completion date _____

Please provide a detailed spending summary, goals that were accomplished, and how the expenses benefit the public. If project is yet to be started, provide an explanation.

Darlington Raceway continues to be a major contributor to South Carolina's tourism economy as a premier sports and entertainment facility. To date, approximately 2/3 of the the Sports Marketing Grant funds have been spent during Fiscal year 2025 to help fund various marketing and advertising programs. These programs have helped amplify the track's 75th anniversary platform, which is a full year campaign during 2025 - complementing and integrated into our marketing plans for NASCAR events held at the Raceway. A majority of the funds spent thus far have contributed to our multi-channel media and advertising campaigns to promote the 2025 Spring race weekend (*the Official Throwback Weekend of NASCAR*), held April 5-6, 2025 and our early marketing for the traditional Cook Out Southern 500, to be held over Labor Day Weekend, August 30-31, 2025. The Spring race weekend shifted dates in 2025, moving to early April from Mother's Day Weekend. The funds helped us promote the date change as a key message point and resulted in year over year ticket sales increase by approximately 10% over 2024 and an increase in camping. Attendees at the race weekend traveled from all 50 states and 15 different countries - continuing a positive trend of NASCAR events at Darlington Raceway generating tourism for South Carolina and the Pee Dee region. In addition to the race events, our 75th Anniversary marketing includes a dedicated display at the NASCAR Hall of Fame showcasing the history of Darlington Raceway to visitors. We have traveled throughout the state promoting our events, including the State House grounds and Fort Jackson Army Training Center. We also expanded strategic marketing partnerships to cross promote events with Clemson athletics and University of South Carolina athletics. As we look ahead to FY 2026, we will continue to utilize these funds to support our marketing & advertising campaigns for the 2025 Labor Day weekend - the opening round of the NASCAR Playoffs for the NASCAR Cup Series and the NASCAR Craftsman Truck Series.

Organization Certifications

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.


Organization Signature

Josh Harris

Printed Name

President

Title

6/23/25

Date