

**State of South Carolina Request for Contribution Distribution**

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 information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed.

Contribution Information		
Amount	State Agency Providing the Contribution	Purpose
\$2,000,000.00	P280 - Department of Parks, Recreation, and Tourism	Statewide African American History Tourism and Marketing

Organization Information	
Entity Name	International African American Museum
Address	PO Box 22761
City/State/Zip	Charleston SC 29413
Website	www.iaamuseum.org
Tax ID#	20-3398254
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Dianne Firment
Position/Title	Chief Financial Officer
Telephone	843-371-1430
Email	dfirment@iaamuseum.org

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Marketing Salaries	\$ 400,000.00	Marketing and Communications staff (4+), permanent and 2023 temporary support
Advertising/Opening Expense	\$ 550,000.00	Print and Digital marketing campaign; Regional billboard, tourist/visitor center, airport ads
Membership Promotion	\$ 350,000.00	Renewal solicitations of 45K+ charter members; On-site and regional new member acquisition
Marketing/Opening Event Expenses	\$ 350,000.00	General, Programmatic, and Opening Season/Events-specific marketing; Museum display/booth at local, regional promo events
Marketing and Communications Consultant	\$ 350,000.00	Local, regional marketing and branding strategy team; Increased marketing support for opening, signature, holiday event/season
Grand Total	\$2,000,000.00	

Please explain how these funds will be used to provide a public benefit:

To honor and preserve untold stories of the African American journey at one of our nation's most sacred sites in Charleston and across the state of South Carolina through exhibitions and programming of the International African American Museum.

Organization Certifications

- 1) Organization hereby gives assurance that no person shall, upon the grounds of race, creed, color, or national origin, be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.
- 2) Organization certifies that it will provide quarterly spending reports to the Agency Providing Contribution listed above.
- 3) Organization certifies that it will provide an accounting at the end of the fiscal year to the Agency Providing Contribution listed above.
- 4) Organization certifies that it will allow the State Auditor to audit or cause to be audited the contributed funds.

Organization Signature

Printed Name

PRES + CEO

Title

Date

Certifications of State Agency Providing Contribution

- 1) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act of 2022.
- 2) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
- 3) State Agency certifies that it will make distributions directly to the organization.
- 4) State Agency certifies that it will provide the quarterly spending reports and accounting received from the organization to the Senate Finance Committee, House Ways and Means Committee, and the Executive Budget Office by June 30, 2023.
- 5) State Agency certifies that it will publish on their website any and all reports, accountings, forms, updates, communications, or other materials required by Proviso 117.21 of the appropriations act of 2022.
- 6) State Agency will certify to the Office of the Governor that it has complied with the requirements of Executive Order 2022-19 by June 30, 2023.

Agency Head Signature

Printed Name

12/2/2022

Date

Duane Parrish