

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
	P280 - Department of Parks, Recreation, and Tourism	Destination Specific Grant for Tourism

Organization Information

Entity Name	Hilton Head Island-Bluffton Chamber of Commerce
Address	P.O. Box 5647
City/State/Zip	Hilton Head Island, SC 29938
Website	www.hiltonheadisland.org
SCEIS Number	7000025463
Entity Type	Nonprofit Organization

Organization Contact Information

Contact Name	William G. Miles
Position/Title	President & CEO
Telephone	843-341-8399
Email	bmiles@hiltonheadisland.org

Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Print and Digital Media Partnership Advertising	\$800,000.00	Print ads, native article content, social, banner ads across 3rd party media partners
Digital Promotions	\$200,000.00	Google ad spend for Hilton Head Island brand
Social Media Promotions	\$200,000.00	Advertising across Facebook and Instagram for HHI brand
Event Activation	\$250,000.00	On island event activation targeted towards high end luxury golf consumer
Grand Total	\$1,450,000.00	

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

The \$1.45M will support our destination marketing efforts to bring awareness and qualified visitors to Hilton Head Island that in return generate spend and economic impact for the region. Specific details include:

- Media partnerships with brands like Travel + Leisure, Conde Nast Traveler, Garden & Gun, Martha Stewart and Departures. Partnering with these publications allows us to further amplify our brand and messaging to their qualified readership, deeply interested in travel.
- Inaugural destination luxury golf event, Kingdom Cup. This initiative aligns with our Destination Management Plan and Strategic Plan and promotes the shoulder and off season for travel. This event will build awareness as well as conversion with 100+ qualified, high spend consumers traveling to the destination.

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 William B. Mills

William C. Miles
Printed Name

CEO
Title

11-21-2022
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.

Diane Parikh
Agency Head Signature

Duane Parrish
Printed Name

11/28/2022

Date _____