

## 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	VisitGreenvilleSC
Address	148 River Street Suite 100
City/State/Zip	Greenville, SC 29601
Website	<a href="http://www.visitgreenvillesc.com">www.visitgreenvillesc.com</a>
SCEIS Number	7986
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Jonathan Brashier
Position/Title	Interim President & CEO
Telephone	864-421-0000
Email	jbrashier@visitgreenvillesc.com

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Advertising	\$550,000.00	Creative, Production, Printing, Media Buy
Public Relations	\$100,000.00	Media Relations & Market Pitch Events
Digital	\$300,000.00	Website, Social Media, Email, Programming & Creative
Group Sales & Marketing	\$300,000.00	Group Sales Marketing, Trips, Tradeshow, FAMs
<b>Grand Total</b>	<b>\$1,250,000.00</b>	

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

VisitGreenvilleSC's primary function is to attract visitors for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation or visitor experiences and services. Below is a selective list of marketing objectives.

- Promote, inspire and influence inquiry and travel to Greenville, SC
- Increase overnight hotel visitation to the City/County of Greenville, SC
- Drive conversion to hotel room nights and flight searches to bookings
- Increase visitor length-of-stay and in-market spending
- Generate traffic to VGSC owned media assets: Visitor Guide, VisitGreenvilleSC.com, and social channels
- Secure editorial coverage and notable accolades of the greater Greenville area across all formats
- Strategically target travel writers and journalists for editorial opportunities in both consumer (leisure) and trade (meetings and conventions)
- Create and curate digital content to inspire and motivate travel and increase overall engagement across total social media universe
- Increase overall group meeting and convention production and pace for future years

## 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 Jonathan Braskie

Jonathan Brashier  
Printed Name

Interim President & CEO
Title

10-Nov-22  
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

Duane Parrish

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Printed Name

11/10/22

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Date

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South Carolina  
**Secretary of State**  
(<https://sos.sc.gov/>)  
Mark Hammond

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### VisitGreenvilleSC

Public Id: P54784

Jonathan Brashier , CEO

148 River Street, Suite 100

Greenville, SC 29601

**Status:** Registered. Information from this organization's annual financial report is listed below.

The following financial information has been provided to the Secretary of State's Office by the above named organization. The Secretary of State's Office has not independently verified this financial information. If a charity has recently registered with the Secretary of State's Office for the first time, there may not be any financial data available. Below are figures for the organization's fiscal year **1/1/2020 - 12/31/2020.**

## Financial Report

TOTAL REVENUE:	\$6,156,731.00
PROGRAM EXPENSES:	\$6,095,281.00
TOTAL EXPENSES:	\$6,186,125.00
NET ASSETS:	\$2,356,726.00
FUNDRAISER COSTS:	\$0.00

### Financial Report File



6133\_2020\_ArchiveTaxReturn\_visitgreenvillesc.pdf  
(/DisplayFinancialReport.aspx?ReportType=Charity&CopyID=138413)

Next Report: 01/01/2021 - 12/31/2021 Due Date: 11/15/2022

According to the financial information filed with this office, this organization devoted **98.5%** of its total expenses to program services during the year reported.

**Disclaimer: The South Carolina Secretary of State's Charities Search Webpage is provided as a service to customers to research charitable organizations on file with our office, or that have been the subject of an administrative action. Users are advised that the Secretary of State, the State of South Carolina, or any agency, office, or employee of the State of South Carolina do not guarantee the accuracy, reliability, or timeliness of the information provided, as it is the responsibility of the charity to inform the Secretary of State of any updated information. Furthermore, the information provided does not constitute legal advice.**

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South Carolina Secretary of State

# Business Entities Online

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## VISITGREENVILLESC

### Corporate Information

Entity Id: 00007986

Entity Type: Nonprofit

Status: Good Standing

Domestic/Foreign: Domestic

Incorporated State: South Carolina

### Important Dates

Effective Date: 07/23/1984

Expiration Date: N/A

Term End Date: N/A

Dissolved Date: N/A

### Registered Agent

Agent: CHRIS STONE

Address: 148 RIVER ST, SUITE 222  
GREENVILLE, South Carolina 29601

### Official Documents On File

Filing Type	Filing Date
Amendment	04/25/2013
Change of Agent or Office	03/22/2013
Amendment	03/22/2013
Amendment	11/01/1996
Incorporation	07/23/1984

### Former Names

Name	Filing Date
GREATER GREENVILLE CONVENTION AND VISITORS BUREAU, INC.	N/A