



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
\$100,000.00	P280 - Department of Parks, Recreation, and Tourism	Marketing & Promotion

Organization Information

Entity Name	Capital City/Lake Murray Country RTB (CCLMC)
Address	P. O. Box 1783
City/State/Zip	Irmo, SC 29063
Website	www.LakeMurrayCountry.com
Tax ID#	57-0738559
Entity Type	Nonprofit Organization

Organization Contact Information

Contact Name	Miriam Atria
Position/Title	President/CEO
Telephone	803-781-5940
Email	miriam@lakemurraycountry.com

Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Total Marketing Budget of CCLMC for this year.		\$816,003.86
Special Events, World Bass Championship portion	\$40,000.00	These dollars were used to broadcast event on Careco TV
Digital Advertising	\$132,642.00	Digital Boards in Charlotte, Greenville, Orangeburg, digital
Grand Total	\$172,642.00	

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

The \$100,000 in non-recurring funds supported the marketing efforts for the World Bass Fishing Championship (WFC) and overall digital marketing program. The WFC event enabled CCLMC to bring fishing teams from 25 foreign countries to the USA for a four week period. Funds were used to specifically market the event, produce a Kids Angling Day in Columbia, provide live TV coverage through Careco TV which included our 60 second regional tourism ad. FACEBOOK live and social media promotion of the event provided unprecedented coverage and the results which are still being analyzed include CCLMC's Facebook Page experiencing a 431.7% increase in reach, Instagram 65.3% a increase. LakeMurrayCountry.com's international traffic picked up with visitation from the following foreign counties; Spain, Canada, Germany, Mexico, India, Nigeria, Portugal, United Kingdom, Columbia, Serbia, Italy, Japan, Australia and S. Africa. A destination tourism organization that is successful and staying updated with tourism and marketing trends, will continue to invest more in the digital marketing aspects of promoting their product. The marketing efforts of CCLMC are providing the largest results through the various destination ads placed in various travel and tourism related websites, across all Social Media and OTT promotion. The above numbers reflect the dollars CCLMC is spending this year alone, in this endeavor. We are climbing in our reach and hope we can sustain these efforts in the future with proper regional tourism organization funding. We have taken our Top Southern Destination and broadcasted it across the world.

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.

Miriam Atria
Organization Signature

President/CEO
Title

Miriam Atria
Printed Name

11/14/2022
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.

Agency Head Signature
Duane Parrish
Printed Name

11/21/22
Date



State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

11/30/2021

Capital City/Lake Murray Country RTB
Miriam Atria
PO BOX 1783
IRMO, SC29063-1783

RE: Registration Confirmation

Charity Public ID: P21974

Dear Miriam Atria :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore, your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on 11/15/2022.

If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4½ months after the close of your fiscal year.

- Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form.
- If you wish to extend the filing of that form with us, please submit a written request by email or fax to our office using the contact information below. Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.00.

If you have any questions or concerns, please visit our website at www.sos.sc.gov or contact our office using the contact information below.

Sincerely,

Kimberly S. Wickersham
Director, Division of Public Charities