

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 of six-county Upcountry region of South Carolina		

Organization Information			
Entity Name	Discover Upcountry Carolina Association		
Address	500 E North St, Suite C		
City/State/Zip	Greenville, SC 29601		
Website	UpcountrySC.com		
Tax ID#	57-0695981		
Entity Type	Nonprofit Organization		

Organization Contact Information				
Contact Name	Tim Todd			
Position/Title	Executive Director			
Telephone	864-233-2690			
Email	Tim@UpcountrySC.com			

Plan/Accounting of how these funds will be spent:				
Description	Budget	Explanation		
Marketing Research	\$35,000.00	Visitor profile and economic impact study		
Website upgrade	\$35,000.00	Major improvements and upgrades to site		
Revolutionary War Marketing	\$15,000.00	Print and digital advertising of Upcountry sites & events		
Digital & Social Media Advertising	\$15,000.00	Additional advertising to promote entire region		
Grand Total	\$100,000.00			

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

The entirety of these funds will be used to bring more visitors to our region from other areas of South Carolina and from around the country. Visitor spending benefits lodging, restaurant, retail, recreation and other businesses related to travel and tourism, thereby generating tax revenues (accommodations, admissions, hospitality, and sales). The tax revenues generated from visitors saves South Carolinians several hundred dollars each year because without them, the taxpayers of South Carolina would see increased property, income and other taxes that are necessary to fund state and local governments. Also, revenue from hospitality and accommodations taxes are used in part to develop parks, recreation facilities, and events that are enjoyed by local citizens, as well as the visitors to the area.

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.

Ci od	Executive Director	
Organization Signature	Title	
Tim Todd	11-Nov-22	
Printed Name	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.

Pune Panil	11/21/2022
Agency Head Signature	Date
Duane Parrish	
Printed Name	