



### 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	Tourism Marketing

Organization Information	
Entity Name	Pendleton District Commission
Address	PO BOX 565
City/State/Zip	Pendleton/SC/29670
Website	lakehartwellcountry.com
Tax ID#	57-047-9280
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Les McCall
Position/Title	Executive Director
Telephone	864-247-5709
Email	les@lakehartwellcountry.com

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Print Advertising	\$61,415.00	Print ads in multiple publications focused on outdoor adventure
Digital Advertising	\$39,490.00	Digital advertising with outdoor and fishing online publications
Grand Total	\$100,905.00	

Please explain how these funds will be used to provide a public benefit:
Tourism is a crucial economic driver for the Pendleton District Commission region of Anderson, Oconee and Pickens counties. As a Destination Marketing Organization, Pendleton District Commission (DBA Lake Hartwell Country) utilizes appropriations to secure advertising in both print and digital publications. These advertisements are seen by prospective travellers to our area, who base their travel decisions around what they see in their favorite magazines or websites. We strive to get in front of as many prospective travellers as possible, thereby increasing the chances of converting them to a tourist to our region. As a top industry in our region, tourism accounts for 1 in 10 jobs in the area and over \$385 million in travel expenditures. Our advertising is part of what brings tourists to the region, by informing them of what we have to offer through top photography of the outdoor treasures of the region, targeted digital to pinpoint the demographic most likely to travel here, and social media geotargeted to do the same. For 56 years our organization has worked to bring more tourists to the region and increase the economic impact and job market of the area. Our marketing, past and present, is part of what makes the tourism industry so powerful in our region and the economic impact a near constant increase year over year. Leveraging these marketing dollars, on average, sees a return of \$10 in economic impact for every marketing dollar spent. We strive to create cutting edge marketing pieces and constantly seek new avenues of marketing that are fresh and unique to work to leverage those dollars even more, like podcasts, streaming video channels, and even outdoor film tours.
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.

Les McCall  
Organization Signature

Executive Director  
Title

Les McCall  
Printed Name

11/11/22  
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.

Duane Parrish  
Agency Head Signature

11/21/2022  
Date

Duane Parrish  
Printed Name