

## 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 four County Lowcountry Region of South Carolina				

Organization Information					
Entity Name	Lowcountry & Resort Islands Tourism Commission				
Address	1 Lowcountry Lane; PO Box 615				
City/State/Zip	Yemassee, SC 29945				
Website	SouthCarolinaLowcountry.com				
Tax ID#	57-0941807				
Entity Type	Nonprofit Organization				

Organization Contact Information					
Contact Name	Peach Morrison				
Position/Title	Executive Director				
Telephone	843.717.3090				
Email	peach@southcarolinalowcountry.com				

Description		Budget	Explanation	
Digital & Socail Media Marketing			To enhance digital marketing campaign	
Content Creation			To enhance digital marketing campaign & website	
Print Advertising		\$15,000.00	To reach out to new markets	
Marketing Research		\$20,000.00	To develop new strategies for potential guests	
	Grand Total	\$100,000.00		

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

These funds will be used to enhance the digital, social media and print campaigns that are currently in place. We will use some of the funds to research new avenues of reaching potential audiences and to confirm the ROI of existing campaigns. These efforts will be a public benefit in increased accommodations taxes, increased direct and indirect visitor spending, increased employment of industry talent, a decreased tax burden for our residents and will also aid in a sustained and heightened quality of life for the citizens of our region.

## **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) (rganization 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

Executive Director
Title

Peach Morrison

11/15/2022 Date

Printed Name

## **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

11/21/2022

Date