



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	Tourism Promotion

Organization Information

Entity Name	Old 96 District Tourism Commission
Address	PO Box 448
City/State/Zip	Laurens, SC 29360
Website	www.VisitOld96SC.com
Tax ID#	570-731-184
Entity Type	Other

Organization Contact Information

Contact Name	Kimberly Synder
Position/Title	Marketing Director
Telephone	864-984-2233
Email	kimberly@VisitOld96SC.com

Plan/Accounting of how these funds will be spent:

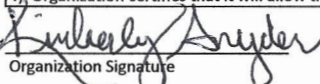
Description	Budget	Explanation
AAA Living Magazine	23,400.00	Print Ads, banner displays & sponsored content
Atlanta Magazine	7,350.00	Digital ads, FB posts & Eblast newsletters
Atlanta Parent Magazine	4,850.00	Back to school & summer guides, ads, eblasts, calendars
American Road Magazine	16,400.00	Year long Itineraries & Getaways Articles on AR website
Bob Redfern Outdoor & Military TV Show	8,500.00	Weekly TV spots focused on fishing and military history
Charlotte Magazine	10,020.00	Sponsored content articles and website display ads
Our State Magazine in North Carolina	9,030.00	"Sunday Reads" & "Outdoor" Enewsletters & Print Ads
SC PRT Vacation Guide 2023	7,450.00	Print ad in Vacation Guide distributed by SC PRT
SC PRT Co-op Ads re: Black History & Welcome Center Door Clings	13,000.00	Wel. Center Door Clings, Trip Ideas, Black History ads
Grand Total	\$100,000.00	

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

The Old 96 District Tourism's focus is on both destination image and specific messaging as we try to generate interest in the region and the five counties that it represents-Abbeville, Edgefield, Greenwood, Laurens, and McCormick. This is the point at which the public benefits from tourism and travel as the advertising and marketing done through these dollars gives awareness to these particularly rural areas and invites visitors to come explore our "unexpected wonders". The other benefit for the general public is more potential visitors to their towns, mean an opportunity to grow their business. These funds also allow for South Carolina's lesser known areas to receive publicity that helps the potential visitor be more familiar with the region. The above strategic marketing and advertising insertions will help position our region as an appealing travel destination, reaching diverse geographic and demographic markets. The goal is to acquire new and repeat visitors as well as increasing their length of stay and enhancing the brand awareness of the region called Old 96 District. The benefit to the economy of the local communities is widened when visitors spend dollars on lodging, food, gifts, gas, and other miscellaneous items. Through these marketing avenues the goal is always that more people will learn about our area of South Carolina and consider visiting. The economic impact from people visiting South Carolina benefits every citizen and community as the tax base expands and businesses can possibly increase their sales.

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

Marketing Director

Title

Kimberly Snyder

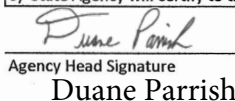
Printed Name

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

Printed Name

11/21/22

Date