



State of South Carolina Contribution Expenditure Report

This form is designed to collect the quarterly and annual expenditure reports 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 to the designation organization at the end of year quarter and by June 30, 2023.

Contribution Information

Amount	State Agency Providing the Contribution	Purpose
	P280 - Department of Parks, Recreation, and Tourism	Reports for each quarter

Organization Information

Entity Name	Old 96 District Tourism
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

Name	Kimberly Snyder
Position/Title	Marketing Director
Telephone	832-870-4626
Email	Kimberly@VisitOld96SC.com

Reporting Period

Reporting Period	Quarter 2: October 1, 2022 - December 30, 2022
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Accounting of how the funds have been spent:

Description	Budget	Expenditures					Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	
AAA Living Magazine Print Ads and Sponsored Content	\$9,800.00	\$7,900.00	\$1,900.00	\$0.00	\$0.00	\$9,800.00	\$0.00
American Road-Itineraries, Sponsored Articles, Social Media & Print Ads	\$12,300.00	\$4,100.00	\$8,200.00	\$0.00	\$0.00	\$12,300.00	\$0.00
Bob Redfern Outdoor and Military TV Show	\$8,500.00	\$8,500.00	\$0.00	\$0.00	\$0.00	\$8,500.00	\$0.00
Contract Services-Photography, Social Media & Content Creation	\$13,200.00	\$6,600.00	\$6,600.00	\$0.00	\$0.00	\$13,200.00	\$0.00
Native ad geo-targeting & Google Ad Pay Per Click	\$15,000.00	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$15,000.00	\$0.00
SC PRT-Welcome Center Door Clings & Black History website page	\$13,000.00	\$13,000.00	\$0.00	\$0.00	\$0.00	\$13,000.00	\$0.00
Our State Magazine (NC) Enewsletters	\$6,810.00	\$5,485.00	\$1,325.00	\$0.00	\$0.00	\$6,810.00	\$0.00
Garden and Gun Enewsletters and Print Ad	\$14,000.00	\$14,000.00	\$0.00	\$0.00	\$0.00	\$14,000.00	\$0.00
Charlotte Magazine Sponsored Content and Enewsletters	\$7,390.00	\$3,020.00	\$4,370.00	\$0.00	\$0.00	\$7,390.00	\$0.00
Grand Total	\$100,000.00	\$70,105.00	\$29,895.00	\$0.00	\$0.00	\$100,000.00	\$0.00

Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year) :

Expenditure Certification

The Organization certifies that the funds have been expended in accordance with the Plan provided to the Agency Providing the Distribution and for a public purpose.

Signature

Kimberly Snyder

Printed Name

Marketing Director

Title

October 1-December 31,2022

Date