

RICHLAND COUNTY COUNCIL



HOSPITALITY TAX REVIEW COMMITTEE

Damon Jeter
District 3

Greg Pearce
District 6

Torrey Rush
District 7

Jim Manning
District 8

Norman Jackson
District 11

**July 18, 2013
4:00 PM
Conference Call**

- I. Call to Order**
- II. Olive Branch Network of SC Funding Request [2-16]**
- III. Adjournment**

****Special Accommodations & Interpreter Services****

Citizens may be present during any of the County's meetings. If requested, the agenda and backup materials will be made available in alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), as amended and the federal rules and regulations adopted in implementation thereof.

Any person who requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may request such modification, accommodation, aid or service by contacting the Clerk of Council's office either in person at 2020 Hampton Street, Columbia, SC, by telephone at (803) 576-2061, or TDD at (803) 576-2045 no later than 24 hours prior to the scheduled meeting.



HOSPITALITY TAX COUNTY PROMOTIONS APPLICATION
Funding for FY14 (July 1, 2013 – June 30, 2014) Due: February 22, 2013

INCORPORATION DATE: 2007

FEDERAL ID: 20-8965423

ORGANIZATION: Olive Branch Network of South Carolina

MISSION STATEMENT: To promote the positives aspects of the greater North East Community and beyond.

CONTACT: Thomas J. Simuel/Travis Mobley

TITLE: Board Chair/Executive Director

ORGANIZATION STREET ADDRESS: 1805 Clemson Rd #291750, 29229

ORGANIZATION MAILING ADDRESS: P.O . Box 291750, Columbia SC 29229

PHONE: 803-235-6224/864-347-1590

EMAIL: tsimuel32@aol.com/tmobley@rocketmail.com

PROJECT TITLE: Greater North East Summer Jam Concert Series

TOTAL AMOUNT REQUESTED: \$100,000.00

TOTAL PROJECT COST: \$300,000.00

PROJECT START DATE: July 2014

PROJECT END DATE: August 2014

PROJECTED FULL ATTENDANCE: 8,000-9500.00

PROJECTED NUMBER OF TOURISTS: 2700.00

PROJECTED MEALS CONSUMED:

PROJECTED OVERNIGHT STAYS: 1.5

DESCRIPTION OF HOW YOUR ORGANIZATION DETERMINED THE NUMBERS ABOVE (also indicate the numbers of meals and room stays estimated in unincorporated Richland County): We compared similar attendance numbers of high profile performers and concluded that a third of the participants will be traveling for at least four hours from their home. Also, we estimated that the cost to implement a high quality, high performance concert in North East Columbia to be estimated at three hundred thousand dollars. The initial one hundred thousand dollars commitment from the county will assist in the initial costs and in leveraging commitments from the local area business and the corporate community. A top quality act will cost in excess over a hundred thousand dollars and depending on how the contract is structured it can also include a portion of ticket sales going to the artist. We estimate that next summer will be the date set for the concert. Ticket sales and similar "large" scale concerts in the Columbia area have garnered at least eight thousands attendees. By scheduling the concert strategically (day of the week, time) the possibility of visitors staying for a longer period of time in the area increases The North East area of Columbia offers some great shopping and quality eateries. We estimate that a third of the total participants will be those that have traveled for greater than four hours. We examined similar costs for outdoor concerts of high rated performers and targeted towards the lower end of a top notch performer. For example we are aiming for the least expensive artist that's available among the most widely known performers.

PROGRAM LOCATIONS: Please list the street address of all program locations that will be funded through H-Tax grant funds. Please indicate if program or project will be held on County property. 900 Clemson Road. Columbia SC 29229

PROJECT DESCRIPTION (You may attach one (1) additional sheet):

The goal of the event is to promote a first class production that will include a broad swath of the community to plan and implement a large scale event that will be launch on an annual basis with deceasing public monies as the years progress. The committee members will serve for two years with change happening every two years to ensure a diverse group continues to represent the community and to ensure the needed expertise from the community in utilized in a constructive and accountable manner. By initiating our efforts a year out we will allow the appropriate time to ensure that the appropriate coordination and communication with other stakeholders are optimized. The annual Greater Columbia NE concert series will be an annual event that brings a diverse group of entertainers to the North East area of Columbia to showcase the cultural, business and community support in the unincorporated area of North East Columbia.

The Olive Branch Network of South Carolina in partnership with the North East Committee for a Better Columbia will convene an outdoor summer concert series in North East Columbia. The committee will be responsible for planning and implementing a large outdoor concert in North East Columbia. The committee will consist of a cross-section of the community in North East Columbia to ensure that a successful event is implemented. The committee will consist of lay people and those that have expertise in the area of public relations, advertisement, promotions, volunteer coordinator, event planning, attorney, public safety and security personal. Olive Branch will be the convener to insure that the process include as many sectors of the community that reflects its diversity. The committee will reach out to the area business, including restaurants, hotels and entertainment centers to gauge the best time, date and promotional strategy to implement for the event. Professional services will be contracted for some professional services. Once the committee convenes and finalize the preliminary plans garnering financial support from the larger community will begin. Corporate sponsorships will be aggressively pursued in the fall of 2013. The committee will also maintain a website that will allow sponsors to promote their product as well as volunteers that can sign on to the site to be part of the event. The website pertaining to this exact event, along with the committee will act as the focal point for information, marketing, recruitment, fundraising, and promotion and ticket sales. The internet site wills sale space to local business to promote their business as well as advertisement during the day of the event. The event will also give business an opportunity to advertise during the day of the event.

ECONOMIC IMPACT AND COST BENEFIT

Provide project income and expenses for the last two years for the project you are requesting H-Tax funds as well as the projections for FY14. This section must be completed even if you did not apply for County H-Tax funds in the past.

These figures should be for the full project/event budget, not just the grant portion.	FY 11-12 July 2011 – June 2012	FY 12-13 July 2012 – June 2013	Projected FY 13-14 July 2013 – June 2014
Total Income (sponsors, grants, ticket sales, food sales, etc.)	00.00 n/ a	00.00	350,000.00
Total Expenses (rentals, marketing, supplies, contracts, etc.)	00.00 n/a	00.00	300,000.00
Net Proceeds (Income – Expenses)	00.00 n/a	00.00	50,000.00

FOR NEW EVENTS, PROVIDE EVIDENCE OF SUCCESS FOR SIMILAR PROGRAMS/EVENTS: **(Leave blank if this is not a new event/program)** a Similar concert for high profile artist has been tremendously successful. According to attendance of the most recent large concert in Columbia it was attended by 9,000 people. A marquee artist will help drive ticket sales and are able to attract people from a larger geographic area.

HOW WILL YOUR ORGANIZATION USE INCOME, IF ANY, GENERATED BY THIS PROGRAM/EVENT?

Once all expenses are satisfied the remaining balance will be utilized to leverage additional dollars in future years in to duplicate the same plan to host another successful event.

BENEFIT TO TOURISM AND COMMUNITY

BENEFIT TO TOURISM (How does it promote and highlight **unincorporated** Richland County's historic and cultural venues, recreational facilities and events, and the uniqueness and flavor of the local community.) The benefit to tourism in the short and long-term can be very beneficial. Local residents that live in Columbia but not in the north east will be more likely to come to the area and spend money, especially those that wouldn't ordinarily visit the area. A large part of Columbia is segmented. People that live in specific areas of the county rarely visit other areas unless they have something to offer their community don't or can't offer. Visitors that live more than a one-hundred mile radius definitely would have to have a good reason to visit. The NE Columbia is rising. Increased traffic coming to NE Columbia via I-77 and I-20 would benefit those restaurants, gas stations, night clubs, bars, clubs, movie theaters, shopping malls, hotels and groceries within five to seven miles of the event. The proposed location would be Clemson Extension that is used for various cultural events like the NE Flea Market and the annual Sparkleberry Fair which attract thousands of people each year. And the visibility of the location across from Village at Sandhill will highlight the visibility of the event along Clemson Road and benefit the business located directly across the street.

BENEFIT TO COMMUNITY IN WHICH PROJECT WILL BE HELD: The increased people traffic will generate more activity to the northeast and Sandhill area that will require additional personal to work longer hours at neighboring restaurants, eateries, hotels and shopping malls. The increase notoriety will also add attraction to the area as a place not just for good shopping and eating but a place that's worthy of attracting some of the nation's biggest performers.

MANAGEMENT CAPABILITY TO MAKE THIS PROJECT SUCCESSFUL:

The committee will consist of a veteran promoter, Aundrai Holloman that has been in the promotion business for over twenty years. Holloman is currently the Executive Director of the Township Auditorium in downtown Columbia. He has been intricately involved in the entire promotion process from contract negotiation to post activities involving both indoor and outdoor events. The committee will also consist of a veteran public relations expert, a professional event planner, a security expert, an accountant and an attorney. The expertise of the committee, with in depth guidance from the promoter will be heavily relied on to ensure a successful event.

OUTLINE PROJECT MARKETING PLAN (Include how you plan to reach tourists and work with local restaurants. Also include tracking mechanism used to determine tourist attendance):

The ad hoc internet/website that will be created specifically for the event will be one aspect of marketing to assist in tracking ticket sales. Also, creating packages with local restaurants and hotels will be explored to highlight the additional assets in the community. Radio will be very important to our marketing strategy. Over half of concert attendees hear about an event via radio. We will target not only the local radio stations, but also those that are popular within other markets within a 100 mile radius. Television will be used on a limited basis. If possible the artist will be available for interviews with local affiliates to highlight their personal story as well as to promote the event. If at all possible, pre-concert activities will be implemented to highlight the upcoming event that will include pre-concert signing ceremony with our local stakeholders and contest winners of complimentary tickets. Print media will be utilize with local print outlets highlighting the event and for a full feature story of the targeted artist along with promotional materials, including billboards, flyers and posters, distributed in targeted areas near the venue site and beyond. Internet Promotion will include Facebook promotional page, the entertainer's page, MySpace blasts, promoter's email blast, Jambase banner ads? A professional marking personal will be contracted to ensure that the broad range of promotional options are implemented aggressively and broadly.

REQUIRED ATTACHMENTS: Attachments MUST be submitted along with proposal. Incomplete applications will not be evaluated.

- Budget and expense justification (See budget form below)
- Letter from IRS confirming nonprofit status and proof of registration with the SC Secretary of State's Office
- List of organization's current Board Members/Directors
- Organization's most recent audited financial statement or 990 tax return

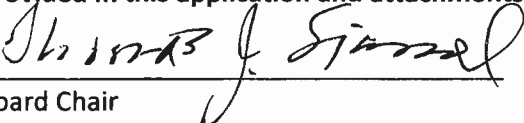
Optional Attachments

- One (1) additional page for project description
- One (1) additional page for budget narrative/justification

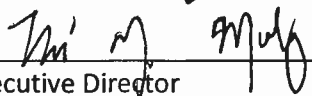
STATEMENT OF ASSURANCES

Upon grant application acceptance and funding award, applicant agrees that financial records, support documents, statistical records and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. All procurement transactions, regardless of whether negotiated or advertised and without regard to dollar value, shall be conducted in a matter so as to provide maximum open free competition. The funding recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves and others. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by Richland County upon request. No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of or be otherwise subjected to discrimination under the program or activity funding in whole or in part by Hospitality Tax funds. Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex, or national origin. None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change and/or variation must be reported immediately, otherwise, funding may be withheld.

Providing signature of the Executive Director and Board Chair of the organization verifies accuracy of the information provided in this application and attachments as well as agreeing to the assurances written above.


Board Chair

7/13/2013
Date


Executive Director

July 12, 2013
Date

HOSPITALITY TAX GRANT BUDGET FORM

List the expenses for your project below. Add expense categories in the blank lines below, if needed.

Expense Category	County H-Tax Request	Other Sources	Total
Advertising/Marketing/Promotion/Billboards	7500.00	8,500.00	16,000.00
Advertising/Marketing Related Salary	6500.00	8,500.00	23,500.00
Advertising/Marketing Related Contractors	5500.00	9,500.00	15,000.00
Municipal Services/Security	6500.00	15,500.00	21,500.00
Entertainment/Speakers/Guest Artists/Instructors	74000.00	80,000.00	154,000.00
Event Rentals		26500.00	26500.00
Supplies		2000.00	2000.00
Consultants/Contractors		25000.00	25000.00
Event Signage (directional, non-promotional)		5500.00	5500.00
Travel		3500.00	3500.00
Food		2500.00	2500.00
Insurance		2800.00	2800.00
Contingency		3500.00	3500.00
Total	\$100,000.00	198,300.00	301,300.00

List the income sources for your program or project below. Include the amount requested in this application.

Income Source	Amount	Pending/Received
FY14 Richland County H-Tax Request	100,000.00	Requesting
Gold Corporate Sponsorships	125,000.00	Requesting
Silver Corporate Sponsorships	50,000.00	Requesting
Bronze Corporate Sponsorships	25,000.00	Requesting
Individual(s)	1,300.00	Received
	301,300.00	

Provide a detailed narrative/justification of expenses in the H-Tax Grant Request expense column. Add (1) additional sheet, if needed.

See Attachment

See Attached Sheet

APPLICATION CHECKLIST

This sheet is not part of the application, but a tool to assist you in preparing your application.

Required Elements:

- Completed application form - Incomplete applications will not be evaluated. Answers such as N/A or See Attached are not appropriate. Please do not use font sizes lower than 10 point.
- Answer each question and make sure each point in the guidelines is addressed.
- Board Chair signed and dated the application
- Executive Director signed and dated the application – please note in the signature line if your organization does not have an executive director (all volunteer organization).
- Fill out the budget form and make sure your budget justification has enough detail.
- Letter from IRS confirming nonprofit status and proof of registration with the SC Secretary of State
- Attach list of current Board of Directors
- Attach most recent audited financial statement or most recent 990 tax form
- Attach additional **one-page** project description (**OPTIONAL**)
- Attach additional **one-page** budget narrative/justification (**OPTIONAL**)

Application Packet

- Made a copy to keep on file (applicant organization)
- Submit one original and 6 copies of the application (total of 7)
- Secured each application with a staple, paper clip or binder clip. No report folders or binders, please

REMINDERS

The Application deadline is 5:00 pm Friday, **February 22, 2013**. **Late applications will NOT be accepted.** Richland County does NOT accept applications sent via fax or email.

Mail Application to:

Richland County Administrator's Office
Attn: Sara Salley
PO Box 192
Columbia, SC 29202

Hand Deliver Application to:

Richland County Administrator's Office
Attn: Sara Salley
2020 Hampton Street, Suite 4069
Columbia, SC 29204

QUESTIONS

Call 803.576.2069 or email salleys@rcgov.us if you have any questions concerning the application process or the H-Tax County Promotions grant program.

Budget Narrative for NE Jam Festival Series

Marketing/Promotions/Billboards-\$7500.00

To ensure a successful event this portion will assist in coverage of billboards, internet marketing materials and radio spots

Marketing related compensation-\$6500.00

A professional marketing expert will be consulted to implement the our marketing plan to make sure that an aggressive well implemented plan is conducted

Marketed Related Contractors-\$5500.00

This amount will assist in covering any auxiliary cost that may be associated with the marketing of the event. This will assist with the cost of other professionals associated with the implementation of the marketing plan. This may include the use of a graphic artist or other professionals that the consultant may deem appropriate.

Municipal Services/Security-\$6500.00

This requested amount will assist in covering the cost for professional security forces and materials to assist with sanitary equipment and maintenance needs.

Compensation for Artist-\$7400.00

This amount will assist in covering the portion required to secure a top notch artist. A prestige artist can cost in excess of \$150,000. The bulk of the budget is the cost associated with the securing an artist.

DESCRIPTION OF HOW YOUR ORGANIZATION DETERMINED THE NUMBERS ABOVE (also indicate the numbers of meals and room stays estimated in unincorporated Richland County): We compared similar attendance numbers of high profile performers and concluded that a third of the participants will be traveling for at least four hours from their home. Also, we estimated that the cost to implement a high quality, high performance concert in North East Columbia to be estimated at three hundred thousand dollars. The initial one hundred thousand dollars commitment from the county will assist in the initial costs and in leveraging commitments from the local area business and the corporate community. A top quality act will cost in excess over a hundred thousand dollars and depending on how the contract is structured it can also include a portion of ticket sales going to the artist. We estimate that next summer will be the date set for the concert. Ticket sales and similar "large" scale concerts in the Columbia area have garnered at least eight thousands attendees. By scheduling the concert strategically (day of the week, time) the possibility of visitors staying for a longer period of time in the area increases. The North East area of Columbia offers some great shopping and quality eateries. We estimate that a third of the total participants will be those that have traveled for greater than four hours. We examined similar costs for outdoor concerts of high rated performers and targeted towards the lower end of a top notch performer. For example we are aiming for the least expensive artist that's available among the most widely known performers. A third of the participants are estimated to buy, eat and stay near the concert venue. The hotels in North East Columbia have enough beds available to accommodate the influx of people to the area. Contact and communication with the north east hospitality committee will be consulted to ensure that the timing maximizes the best possible outcome for all involved.

List of Board Members for Olive Branch

Chair

Thomas J. Simuel

Racyinda Velyn

Warren Wilkes

Antoinio Mack

Kym Mitchell

Form **990-N**
Department of the Treasury
Internal Revenue Service

Electronic Notice (e-Postcard)
for Tax-Exempt Organizations not Required To File Form 990 or
990-EZ

OMB No. 1545-
2085

2012

Open to Public
Inspection

A For the 2012 calendar year, or tax year beginning 1/1/2012, and ending 12/31/2012.

B Check if applicable

Terminated, Out of
Business

Gross receipts are normally
\$50,000 or less

C Name of organization: OLIVE BRANCH YOUTH NETWORK OF
SOUTH CAROLINA INC

d/b/a:

7139A Mapleleaf Drive
Spartanburg, SC, US, 29303

D Employer
Identification
Number
20-8965423

F Name of Principal Officer: Travis Mobley

E Website:

7139A Mapleleaf Drive
Spartanburg, SC, US, 29303

Privacy Act and Paperwork Reduction Act Notice. We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in Code section 6104.

The time needed to complete and file this form and related schedules will vary depending on individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do NOT mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

IS DEPARTMENT OF THE TREASURY
 INTERNAL REVENUE SERVICE
 P.O. BOX 9003
 HOLTSVILLE NY 11742-9003

Date of this notice: 05-10-2007

Employer Identification Number:
20-8965423

Form: SS-4

Number of this notice: CP 575 F

OLIVE BRANCH YOUTH NETWORK OF SOUTH
 % TRAVIS MOBLEY
 7139A MAPLELEAF DR
 SPARTANBURG SC 29303

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 20-8965423. This EIN will identify your business account, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, please use the label we provided. If this isn't possible, it is very important that you use your EIN and complete name and address exactly as shown above on all federal tax forms, payments and related correspondence. Any variation may cause a delay in processing, result in incorrect information in your account or even cause you to be assigned more than one EIN. If the information isn't correct as shown above, please correct it using tear off stub from this notice and return it to us so we can correct your account.

To receive a ruling or a determination letter recognizing your organization as tax exempt, you should complete Form 1023 or Form 1024, Application for Recognition of Exemption and send to:

Internal Revenue Service
 PO Box 192
 Covington, KY 41012-0192

Publication 557, Tax Exempt for Your Organization, is available at most IRS offices or you can download this Publication from our Web site at www.irs.gov. This Publication has details on how you can apply.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records.
- * Use this EIN and your name exactly as they appear above on all your federal tax forms.
- * Refer to this EIN on your tax related correspondence and documents.

If you have questions, you can call or write to us at the phone number or address at the top of the first page of this notice. If you write, please tear off the stub at the end of this notice and send it along with your letter. Thank you for your cooperation.

The State of South Carolina

Office of Secretary of State Mark Hammond

Certificate of Existence, Non-Profit Corporation

I, Mark Hammond, Secretary of State of South Carolina Hereby certify that:

OLIVE BRANCH YOUTH NETWORK OF SOUTH CAROLINA, INC. THE, a Non-Profit Corporation duly organized under the laws of the State of South Carolina on May 11th, 2007, has as of the date hereof filed as a non-profit corporation for religious, educational, social, fraternal, charitable, or other eleemosynary purpose, and has paid all fees, taxes and penalties owed to the Secretary of State, that the Secretary of State has not mailed notice to the company that it is subject to being dissolved by administrative action pursuant to section 33-31-1404 of the South Carolina code and that the non-profit corporation has not filed articles of dissolution as of the date hereof.

Given under my Hand and the Great Seal of the State of South Carolina this 24th day of May, 2007.


Mark Hammond, Secretary of State



Exempt Organizations Select Check

[Exempt Organizations Select Check Home](#)

Organizations Eligible to Receive Tax-Deductible Contributions (Pub. 78 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

1-1 of 1 results

Results Per Page 25 OK

« Prev | 1-1 | Next »

EIN▲	Legal Name (Doing Business As)▲	City▲	State▲Country▲	Deductibility Status▲
20-8965423	Olive Branch Youth Network of South Carolina Inc.	Spartanburg	SC United States	PC

[Return to Search](#)

« Prev | 1-1 | Next »



Deductibility Status

In general, an individual who itemizes deductions may deduct contributions to most charitable organizations up to 50% of his or her adjusted gross income computed without regard to net operating loss carrybacks. Individuals generally may deduct charitable contributions to other organizations up to 30% of their adjusted gross income (computed without regard to net operating loss carrybacks). These limitations (and organizational status) are indicated as follows:

Code	Type of organization and use of contribution.	Deductibility Limitation
PC	A public charity.	50%

[Close]



OLIVE BRANCH YOUTH NETWORK OF SOUTH CAROLINA, INC. THE

Note: This online database was last updated on 7/15/2013 6:02:01 PM.

See our Disclaimer.

DOMESTIC / FOREIGN: Domestic
 STATUS: Good Standing
 STATE OF INCORPORATION / ORGANIZATION: SOUTH CAROLINA Non Profit

REGISTERED AGENT INFORMATION

REGISTERED AGENT NAME: TRAVIS MOBLEY
 ADDRESS: 7139A MAPLELEAF DRIVE
 CITY: SPARTANBURG
 STATE: SC
 ZIP: 29303
 SECOND ADDRESS:

FILE DATE: 05/11/2007
 EFFECTIVE DATE: 05/11/2007
 DISSOLVED DATE: //

Corporation History Records

CODE	FILE DATE	COMMENT	Document
Eleemosynary Amendment	01/25/2008	AMEND DISSOLUTION CLAUSE	
Eleemosynary Incorporation	05/11/2007	NON-PROFIT	

Disclaimer: The South Carolina Secretary of State's Business Filings database is provided as a convenience to our customers to research information on business entities filed with our office. Updates are uploaded every 48 hours. Users are advised that the Secretary of State, the State of South Carolina or any agency, officer or employee of the State of South Carolina does not guarantee the accuracy, reliability or timeliness of such information, as it is the responsibility of the business entity to inform the Secretary of State of any updated information. While every effort is made to insure the reliability of this information, portions may be incorrect or not current. Any person or entity who relies on information obtained from this database does so at his own risk.