

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049



Fiscal Year 2013-14 Accountability Report

SUBMISSION FORM

AGENCY MISSION

Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.

Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
PRIMARY CONTACT:	Amy Duffy	803-734-3272	aduffy@scprt.com
SECONDARY CONTACT:	Justin Hancock	803-734-1747	jhancock@scprt.com

I have reviewed and approved the enclosed FY 2013-14 Accountability Report, which is complete and accurate to the extent of my knowledge.

**AGENCY DIRECTOR
(SIGN/DATE):**

(TYPE/PRINT NAME): Duane Parrish	

**BOARD/CMSN CHAIR
(SIGN/DATE):**

(TYPE/PRINT NAME):

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

AGENCY'S DISCUSSION AND ANALYSIS

TOURISM ECONOMY:

SOUTH CAROLINA'S TOURISM INDUSTRY HAS CONTINUED TO MAKE SIGNIFICANT ECONOMIC GAINS OVER THE PAST FEW YEARS. IN CY 2012, TRAVEL AND TOURISM CONTRIBUTED \$17.6 BILLION TO THE STATE'S ECONOMY, UP 6.8% FROM 2011. THIS TOTAL CONTRIBUTION INCLUDES \$9.1 BILLION SPENT BY OUT-OF-STATE DOMESTIC VISITORS, \$664 MILLION SPENT BY INTERNATIONAL VISITORS, \$3.5 BILLION SPENT BY SOUTH CAROLINA RESIDENTS AND BUSINESSES ON IN-STATE TRAVEL SERVICES AND GOODS, MORE THAN \$666 MILLION IN TOURISM CAPITAL INVESTMENT, \$374 MILLION IN GOVERNMENT SPENDING, AND \$3.2 BILLION IN MERCHANDISE TRADE.

CY 13 WAS A MILESTONE YEAR FOR TOURISM IN SOUTH CAROLINA, AS THE STATE SURPASSED PRE-RECESSION LEVELS IN EVERY MAJOR METRIC USED TO ANALYZE THE ECONOMIC VITALITY OF TOURISM IN THE STATE.

	2007	2013	PERCENT CHANGE
HOTEL REVPAR	\$51.31	\$55.06	7.3%
ADMISSIONS TAX COLLECTIONS	\$33.87M	\$34.03M	0.5%
STATE PARK REVENUE	\$21.12M	\$22.33M	5.8%

FROM JANUARY – JUNE 2014, STATEWIDE HOTEL OCCUPANCY INCREASED BY 5.3%. COMBINED WITH A 5.2% INCREASE IN THE AVERAGE DAILY ROOM RATE, HOTEL REVPAR (REVENUE PER AVAILABLE ROOM) INCREASED BY 10.8%. THROUGH JUNE 2014, SOUTH CAROLINA'S REVPAR GROWTH HAS OUTPACED BOTH THE NATIONAL (7.5%) AND SOUTH ATLANTIC (8.0%) AVERAGES. SOUTH CAROLINA HAS EXPERIENCED DOUBLE DIGIT GROWTH IN NEARLY ALL OF ITS MAJOR COASTAL DESTINATIONS AND MANY OF ITS DEVELOPING, INLAND DESTINATIONS, INCLUDING ORANGEBURG, SPARTANBURG, FLORENCE, ROCK HILL AND AIKEN.

OVERALL STATEWIDE ADMISSIONS TAX COLLECTIONS REMAINED RELATIVELY FLAT DURING FY 13/14, WITH A 0.1% INCREASE COMPARED TO THE PREVIOUS FISCAL YEAR. ADMISSIONS TAX COLLECTIONS FOR GOLF, A SUBSET OF THE TOTAL COLLECTIONS, WERE ALSO RELATIVELY FLAT DURING FY 13/14, WITH A 0.4% DECREASE COMPARED TO THE PREVIOUS FISCAL YEAR.

TOURISM MARKETING:

DURING FY 13, SCPRT BEGAN DEVELOPING A NEW MARKETING STRATEGY, TERMED UNDISCOVERED SC, TO TARGET AND PROMOTE THE STATE'S VAST RURAL TOURISM DESTINATIONS, ATTRACTIONS AND AMENITIES. UNDISCOVERED SC IS COMPRISED OF DESTINATIONS – BOTH COASTAL AND INLAND – THAT LACK THE INDIVIDUAL RESOURCES TO CREATE WIDESPREAD, SIGNIFICANT EXPOSURE FOR THEIR RESPECTIVE TOURISM ATTRACTIONS, EVENTS AND AMENITIES. THE UNDISCOVERED SC CAMPAIGN IS DESIGNED TO TARGET THOSE DESTINATIONS THAT WILL MOST DIRECTLY BENEFIT FROM AWARENESS GENERATED THROUGH SCPRT'S MARKETING PROGRAM. IN ADDITION TO SPREADING THE BENEFITS OF TOURISM ACROSS THE STATE, THE UNDISCOVERED SC CAMPAIGN CAN HELP THESE DESTINATIONS AND THEIR BUSINESS COMMUNITIES BETTER REALIZE THEIR FULL TOURISM POTENTIAL.

IN ITS INITIAL PHASE, WHICH BEGAN IN FALL 2013, THE UNDISCOVERED SC MARKETING STRATEGY HIGHLIGHTED THE STATE'S VARIETY OF BARBECUE TYPES AND WIDE INVENTORY OF BARBECUE RESTAURANTS. THIS CAMPAIGN WAS SUPPORTED BY A MIXED MEDIA STRATEGY THAT UTILIZED PRINT, ELECTRONIC AND OUT-OF-HOME ASSETS AND COLLATERAL, INCLUDING A BBQ TRAIL MAP, BBQ MICROSITE, THE ANNUAL SOUTH CAROLINA VISITORS GUIDE, BILL BOARD ADVERTISING, AND BBQ-RELATED MESSAGING ON THE AGENCY'S SOCIAL MEDIA OUTLETS.

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

ACCORDING TO THE RESULTS FROM AN ADVERTISING EFFECTIVENESS STUDY FOR SCPRT'S FALL ADVERTISING CAMPAIGN, 34% OF THE TARGET AUDIENCE RECALLED SEEING ONE OR MORE ELEMENTS OF THIS CAMPAIGN. THIS EQUATES TO APPROXIMATELY 3 MILLION AD-AWARE HOUSEHOLDS. THESE, IN ADDITION TO THE RESULTS LISTED BELOW, INDICATE AN OVERALL POSITIVE CONSUMER RESPONSE TO SCPRT'S INITIAL UNDISCOVERED SC MARKETING CAMPAIGN.

IN ADDITION, THE UNDISCOVERED CAMPAIGN FOR 2013 ACHIEVED THE FOLLOWING RESULTS:

- MORE THAN 50,000 BBQ TRAIL MAPS WERE DISTRIBUTED AT THE STATE'S NINE WELCOME CENTERS
- THE BBQ MICROSITE GARNERED 101,163 TOTAL VISITS BETWEEN SEPTEMBER 2013 AND MARCH 2014, WITH 84% OF THOSE VISITS FROM NEW CONSUMERS. THE AVERAGE MICROSITE VISITOR EXPLORED MORE THAN ONE PAGE ON THE MICROSITE WITH A DURATION THAT LASTED APPROXIMATELY 1:10.
- FACEBOOK IMPRESSIONS FOR SCPRT INCREASED FROM 2.8 MILLION IN 2012 TO 8.8 MILLION IN 2013. SOCIAL REFERRALS INCREASED BY 309%.
- YOUTUBE CONTENT GENERATED 163,146 VIEWS FOR AN ESTIMATED 240,814 MINUTES WATCHED.
- THE 2014 SOUTH CAROLINA VACATION GUIDE DIGITAL EDITION USAGE REFLECTS A 40% INCREASE IN UNIQUE VIEWS, FOR JANUARY THROUGH MAY 2014, COMPARED TO THE 2013 EDITION FOR THE SAME TIME PERIOD.
- PUBLIC RELATIONS EFFORTS GENERATED NEARLY 100 NOTEWORTHY STORIES, WHICH RESULTED IN APPROXIMATELY 160 MILLION IMPRESSIONS FOR 2013. SCPRT ALSO HOSTED MORE THAN 50 NATIONAL AND INTERNATIONAL JOURNALISTS – FOUR TIMES MORE THAN DURING THE PREVIOUS YEAR.
- AMONG OTHER MEDIA OUTLETS, THE CHICAGO TRIBUNE RAN A PIECE REGARDING SOUTH CAROLINA'S NEW BARBECUE TRAIL. THROUGH A SINGLE SOCIAL MEDIA POST, 282 PEOPLE PICKED IT UP AND IT WAS REPUBLISHED IN PENNSYLVANIA'S SCRANTON DAILY PRESS WITHIN 24 HOURS.

THESE RESULTS, IN TOTAL, INDICATE AN OVERALL POSITIVE CONSUMER RESPONSE TO SCPRT'S INITIAL UNDISCOVERED SC MARKETING CAMPAIGN. FOR THE CURRENT FISCAL YEAR, SCPRT HAS EXPANDED ITS UNDISCOVERED SC MARKETING CAMPAIGN TO INCLUDE THE STATE'S NUMEROUS OPPORTUNITIES FOR OUTDOOR RECREATION, INCLUDING HUNTING, FISHING, KAYAKING, HIKING AND OTHER OUTDOOR, SOFT ADVENTURE ACTIVITIES.

IN ADDITION, TO FURTHER ITS EFFORT TO SUPPORT AND PROMOTE TOURISM THROUGHOUT "UNDISCOVERED SOUTH CAROLINA," SCPRT HAS DEVELOPED A PRODUCT DEVELOPMENT GRANT PROGRAM DESIGNED TO ASSIST COMMUNITIES AND NON-PROFIT ORGANIZATIONS WITH THE DEVELOPMENT OF PUBLICLY-OWNED TOURISM PRODUCTS THAT WILL ENCOURAGE VISITORS TO TRAVEL THROUGHOUT SOUTH CAROLINA. THROUGH THE UNDISCOVERED SC GRANT PROGRAM, SCPRT WILL ASSIST APPROVED APPLICANTS IN THE CREATION OR EXPANSION OF VIABLE TOURISM PRODUCTS WHICH WILL ADD VALUE TO THEIR COMMUNITIES AND BRING VISITORS TO "UNDISCOVERED" SOUTH CAROLINA. SCPRT RECEIVED \$500,000 IN NON-RECURRING FUNDS FOR THIS GRANT PROGRAM IN ITS FY 14/15 BUDGET, AND WILL OPEN ITS FIRST GRANT ROUND DURING FALL 2014.

ANOTHER PROGRAM WHICH SUPPORTS THE PROMOTION OF RURAL TOURISM IS THE TODS (TOURISM ORIENTED DIRECTIONAL SIGNAGE) PROGRAM, WHICH WAS DEVELOPED BY THE LEGISLATURE IN 2012 TO HELP SOUTH CAROLINIANS AND TOURISTS FIND AUTHENTIC EXPERIENCES OFF THE BEATEN PATH AND TO DRIVE TRAFFIC AND BUSINESS TO RURAL DESTINATIONS. THIS PROGRAM IS HOUSED AT THE SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION AND ADMINISTERED COOPERATIVELY BY THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM (SCPRT) AND THE SOUTH CAROLINA DEPARTMENT OF AGRICULTURE (SCDA.) AS OF APRIL 2014, THE FOLLOWING FOUR NEW HIGHWAY SIGNS DIRECTING TRAVELERS TO RURAL ATTRACTIONS OR WORKING FARMS IN SOUTH CAROLINA WERE APPROVED AND INSTALLED:

- COTTLE FARM STRAWBERRIES – U.S. 378 AT TROTTER ROAD IN COLUMBIA
- FIRE FLY DISTILLERY AND IRVIN HOUSE VINEYARD – S.C. 700 AT LIBERIA ROAD, AND LIBERIA ROAD AT BEAR BLUFF ROAD ON WADMALAW ISLAND IN CHARLESTON COUNTY

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

- BEE CITY ZOO – S.C. 61 AT BITTERSWEET LANE IN COTTAGEVILLE IN COLLETON COUNTY

IN ADDITION TO THE FIRST FOUR SIGNS, 18 OTHER REQUESTS HAVE BEEN APPROVED AND ARE EXPECTED TO BE INSTALLED THIS CALENDAR YEAR.

SCPRT'S ADVERTISING AND COOPERATIVE ADVERTISING SALES PROVIDE TWO DIRECT BENEFITS. THEY ALLOW SCPRT TO OFFSET SOME OF THE COST FOR ITS PAID ADVERTISING PURCHASES. IN ADDITION, THESE SALES PROVIDE SOUTH CAROLINA'S TOURISM DESTINATIONS THE OPPORTUNITY TO SECURE ADVERTISING IN MAINSTREAM MEDIA OUTLETS AT A REDUCED COST, ALLOWING THEM GREATER MEDIA EXPOSURE WITHOUT INCURRING SIGNIFICANT INDIVIDUAL EXPENSE.

THE STRENGTH OF SCPRT'S MARKETING PROGRAM CAN ALSO BE MEASURED BY INDUSTRY PARTNER PARTICIPATION IN THE AGENCY'S VARIOUS ADVERTISING AND COOPERATIVE ADVERTISING PROGRAMS. IN FY13/14, THESE SALES EITHER REACHED COMPARABLE LEVELS OR EXCEEDED SALES FOR THE PREVIOUS FISCAL YEAR:

- IN FY 14, COOPERATIVE ADVERTISING SALES FOR THE 2013 VACATION GUIDE TOTALED \$368,005, WHICH COVERED BOTH PRODUCTION AND PRINTING COSTS FOR THE GUIDE.
- ADVERTISING SALES FOR THE WELCOME CENTER PROGRAM WERE \$127,240 IN FY 14.
- ADVERTISING SALES FOR THE DISCOVER SOUTH CAROLINA WEBSITE TOTALED OVER \$40,564 DURING THE PAST FISCAL YEAR.
- LASTLY, COOPERATIVE ADVERTISING SALES FOR FY 14 WERE \$292,301.

IN SUMMER 2014, SCPRT COMPLETED REDEVELOPMENT OF ITS PRIMARY LEISURE TOURISM SITE, DISCOVERSOUTHCAROLINA.COM. THE SITE USES RESPONSIVE WEB DESIGN THAT SENSES WHAT DEVICE THE CONSUMER IS USING AND RESIZE TO FIT AUTOMATICALLY – THEREBY ELIMINATING THE NEED FOR A SEPARATE MOBILE SITE AND ENSURING THAT THE MOBILE CONSUMER EXPERIENCE WILL BE FULL-FLEDGED AND ROBUST. THE REDESIGNED WEBSITE ALSO FEATURES A TRIP PLANNER TOOL ALLOWS CONSUMERS TO CUSTOMIZE THEIR OWN TRIPS, CHOOSING FROM ATTRACTIONS, ACTIVITIES, FOOD AND DRINK, AND EVENTS, AND PROVIDES SUGGESTIONS FOR PLACES TO VISIT, GIVES DRIVE TIMES BETWEEN THOSE PLACES AND ALLOWS CONSUMERS TO PRINT AND SAVE THEIR ITINERARIES.

IN ADDITION, IMPROVED SEARCH FUNCTIONALITY OFFERS FASTER AND MORE INTUITIVE RESULTS. WHEN BROWSING CONTENT, THE SITE OFFERS UP SIMILAR CONTENT THE CONSUMER MIGHT FIND INTERESTING. SOCIAL MEDIA IS INTEGRAL ON THE WEBSITE, ALLOWING CONSUMERS TO SHARE THEIR VACATION EXPERIENCE WITH THEIR FRIENDS VIA FACEBOOK, TWITTER, YOUTUBE, PINTEREST, INSTAGRAM AND FOURSQUARE. FOR INTERNATIONAL VISITORS, THE WEBSITE OFFERS DEDICATED CONTENT PAGES FOR TRAVELERS FROM THE UNITED KINGDOM, CANADA, GERMANY, SPAIN, ITALY, FRANCE AND BRAZIL. THE SITE ALSO INCORPORATES GOOGLE TRANSLATE, WHICH CAN TRANSLATE THE CONTENTS OF THE WEBSITE INTO UP TO 80 DIFFERENT LANGUAGES.

SOUTH CAROLINA'S NINE WELCOME CENTERS RECEIVED OVER 1.0 MILLION VISITORS IN FY 14, AND ASSISTED WITH NEARLY 13,000 ACCOMMODATIONS RESERVATIONS AND OVER 4,000 ATTRACTIONS RESERVATIONS. ACCOMMODATIONS RESERVATIONS EQUALED NEARLY 23,000 ROOM NIGHTS, REPRESENTING OVER \$2.1 MILLION WORTH OF DIRECT ROOM REVENUE FOR SOUTH CAROLINA LODGING PROPERTIES (BASED ON A \$94.93 AVERAGE DAILY RATE).

SCPRT RECENTLY SIGNED AN MOU WITH SCDOT, TRANSFERRING ALL WELCOME CENTER FACILITIES AND OPERATIONS TO SCPRT. SCPRT HAS BEGUN PLANS TO BEGIN A STAGED RENOVATION OF THE WELCOME CENTERS, WHICH WILL BEGIN DURING FY 14/15. THE OVERALL PURPOSE OF THESE RENOVATIONS IS TO UPDATE THE APPEARANCE (BOTH INTERNAL AND EXTERNAL) OF THE FACILITIES, PROVIDE A MORE WELCOMING ENVIRONMENT TO ENCOURAGE GREATER USAGE, AND IMPROVE SERVICES TO INCLUDE UPDATED TRAVEL-RELATED TECHNOLOGY. AS THE FIRST POINT OF CONTACT FOR MANY VISITORS TO SOUTH CAROLINA, IT IS IMPERATIVE THAT THESE CENTERS PROVIDE A POSITIVE REPRESENTATION AND REFLECTION OF THE STATE AND POSITIVELY CONTRIBUTE TO EACH GUEST'S OVERALL VISITOR EXPERIENCE.

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

STATE PARK SERVICE:

IN FY 14, THE STATE PARK SERVICE GENERATED OVER \$24 MILLION IN REVENUE, A 7.6% INCREASE FROM THE PREVIOUS FISCAL YEAR. OPERATIONAL SELF-SUFFICIENCY FOR THE STATE PARK SERVICE INCREASED TO 89.3%. SCPRT CONTINUES TO PURSUE ITS GOAL OF ATTAINING 100% OPERATIONAL SELF-SUFFICIENCY FOR THE STATE PARK SYSTEM. KEY COMPONENTS OF THE STRATEGY TO ACHIEVE THIS GOAL INCLUDE IDENTIFYING PREMIUM PARK EXPERIENCES, YIELD MANAGEMENT AND CORRESPONDING RATE ADJUSTMENTS, AND ESTABLISHING ADDITIONAL REVENUE GENERATING PROJECTS TO INCREASE PARK VISITATION. SCPRT RECEIVED FUNDING IN ITS FY 14/15 BUDGET FOR THE INSTALLATION OF A SPLASH PAD AT SESQUICENTENNIAL STATE PARK, WHICH IS PROJECTED TO HAVE AN ESTIMATED REVENUE IMPACT OF \$100,000 PER YEAR. SINCE MANY OF THE HIGH VISITATION PARKS, ESPECIALLY ALONG THE COAST AND IN THE UPSTATE, ALREADY OPERATE AT FULL CAPACITY DURING PEAK SEASONS, THE ESTABLISHMENT OF NEW REVENUE-GENERATING PRODUCTS AND ATTRACTIONS WILL BE ESSENTIAL TO INCREASING VISITATION AND USAGE AT THESE PARKS DURING SHOULDER AND OFF SEASONS, AND FOR INCREASING VISITATION AT OTHER PARKS WITHIN THE SYSTEM.

IN TERMS OF OVERNIGHT VISITATION, SOUTH CAROLINA STATE PARKS EXPERIENCED A DECREASE OF 1,163 CABIN RENTAL NIGHTS (APPROXIMATELY -2.0 PERCENT CHANGE) IN FY 14 COMPARED TO THE PREVIOUS FISCAL YEAR, TOTALING 29,011. CAMPSITE RENTAL NIGHTS INCREASED BY 14,417 (+1.3% CHANGE) TO TOTAL 364,745 IN FY 14. GOLF ROUNDS AT CHERAW STATE PARK DECREASED BY 7.6% TO TOTAL 16,998 FOR FY 14, WHILE GOLF ROUNDS AT HICKORY KNOB STATE PARK INCREASED 5.5% TO TOTAL 14,977.

ADDRESSING DEFERRED MAINTENANCE PROJECTS IS ALSO A KEY COMPONENT FOR SCPRT'S LONG TERM STRATEGY TO ACHIEVE 100% OPERATIONAL SELF-SUFFICIENCY FOR STATE PARKS. MANY OF THESE PROJECTS, IF LEFT UNADDRESSED, WOULD EVENTUALLY IMPACT PARK USAGE OR VISITATION, ULTIMATELY NEGATIVELY IMPACTING REVENUE FOR THE STATE PARK SYSTEM. DURING FY 13/14, SOUTH CAROLINA STATE PARKS COMPLETED 7 PROJECTS TOTALING APPROXIMATELY \$2.3 MILLION. AN ADDITIONAL 5 PROJECTS BEGUN IN FY 13/14 ARE STILL UNDER CONSTRUCTION. THESE PROJECTS TOTAL APPROXIMATELY \$2.0 MILLION.

PROJECTS COMPLETED FY 2014

- HAMILTON BRANCH PAVING PHASE 1 - \$1.8 MILLION
- OCONEE FOOTHILLS PARKING - \$35,000
- FISHING PIER FOR HARTWELL - \$150,000
- FISHING PIER FOR SADLERS CREEK - \$150,000
- SANTEE LIFT STATION UPGRADES - \$90,000
- CHERAW PRO SHOP ROOFING - \$33,000
- ANDREW JACKSON CAMPGROUND PAVING - \$40,000

PROJECTS UNDER CONSTRUCTION

- STATE PARK ASBESTOS ABATEMENT - \$1.0 MILLION
- TABLE ROCK SEWER - \$300,000
- GIVHANS FERRY RIVER ACCESS - \$300,000
- CHERAW COMMUNITY CENTER BUILDING - \$200,000
- KINGS MOUNTAIN BRIDGE REPLACEMENT - \$250,000

DONATIONS AND CONTRIBUTIONS FROM SOUTH CAROLINA-BASED BUSINESSES AND ORGANIZATIONS ALSO ALLOW THE SCPRT TO ENHANCE THE VISITOR EXPERIENCE AT STATE PARKS WITHOUT INCURRING SIGNIFICANT ADDITIONAL EXPENSES. DURING FY 14, STATE PARKS RECEIVED THREE MAJOR CONTRIBUTIONS FOR STATE PARKS PROJECTS. ROBERT BOSCH, LOCATED IN ANDERSON COUNTY, CONTRIBUTED \$25,000 FOR EDUCATIONAL EXHIBITS AT SADLER'S CREEK STATE PARK. CONTINENTAL TIRE, LOCATED IN SUMTER COUNTY, DONATED \$25,000 FOR NEW TRAIL DEVELOPMENT AT POINSETT STATE PARK. AND, THE LUTZ FOUNDATION DONATED \$50,000 FOR A PIER AND BOARDWALK PROJECT AT CHESTER STATE PARK. IN TOTAL, STATE PARKS RECEIVED NEARLY \$180,000 IN

AGENCY NAME:	SC Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

PRIVATE OR CORPORATE DONATIONS. IN ADDITION, STATE PARKS RECEIVED OVER \$47,000 FROM THE CHECK OFF FOR STATE PARKS PROGRAM.

TOURISM AND RECREATION GRANTS:

SCPRT AWARDED PARD GRANTS FOR 106 PROJECTS TOTALING APPROXIMATELY \$1,250,519. ELEVEN RTP GRANTS WERE AWARDED IN FY 14, TOTALING \$778,282. THREE LWCF PROJECTS WERE AWARDED \$750,000 DURING FY 13/14. THE TOURISM ADVERTISING GRANT (TAG), A COMPETITIVE TOURISM MARKETING GRANT PROGRAM, AWARDED 66 REQUESTS TOTALING APPROXIMATELY \$1.5 MILLION.

CONTINUAL DECREASES IN DEDICATED FUNDING STREAM FOR THE PARD PROGRAM, HAVE RESULTED IN A BI-ANNUAL DISTRIBUTION OF FUNDS FOR PARD PROJECTS SINCE THE ANNUAL COLLECTION OF FUNDS HAS NOT REACHED THE \$920,000 THRESHOLD REQUIRED BY LAW. IN FY 14/15, SCPRT RECEIVED \$1.0 MILLION IN NON-RECURRING FUNDS, WHICH ALLOWS THE AGENCY TO DISPERSE FUNDS IN THE CURRENT FISCAL YEAR. HOWEVER, SCPRT IS SEEKING \$1.0 MILLION IN RECURRING FUNDS FOR ITS FY 15/16 BUDGET IN ORDER TO ENSURE PARD FUNDS MAY BE DISTRIBUTED AND AWARDED ON AN ANNUAL BASIS.

SC FILM COMMISSION

FY14 WAS A MILESTONE YEAR FOR SOUTH CAROLINA'S FILM AND TELEVISION RECRUITMENT EFFORTS WITH THE RECRUITMENT OF THE CBS SERIES "RECKLESS," THE STATE'S FIRST BROADCAST NETWORK TELEVISION FULL SERIES. IN ADDITION, THE SOUTH CAROLINA FILM OFFICE ALSO SUCCESSFULLY RECRUITED TWO PILOT PROJECTS FROM A MAJOR STUDIO NETWORK DURING FY 14. THE RECRUITMENT OF THESE PROJECTS WAS ESPECIALLY IMPORTANT FOR SOUTH CAROLINA-BASED CREW SINCE THE DEPARTURE OF "ARMY WIVES," WHICH CONCLUDED ITS 7TH AND FINAL SEASON IN FY 13. SOUTH CAROLINA-BASED CREW HIRES FOR FY 14 TOTALED 2,686, AND TOTAL SPENDING WITH SOUTH CAROLINA-BASED SUPPLIERS EQUALED APPROXIMATELY \$19,018,257. IN ADDITION, FILM AND TELEVISION PROJECTS ACCOUNTED FOR 20,239 HOTEL ROOM NIGHTS DURING THE PAST FISCAL YEAR.

Program/Title	FY 2012-13 Expenditures			FY 2013-14 Expenditures			TOTAL
	General	Other	Federal	General	Other	Federal	

I. A. Executive Offices	The Executive Offices include the Director's Office, Human Resources and Internal Audits.	\$ 704,989	\$	\$ 704,989	\$ 833,450	\$	\$ 833,450	
I. B. Administrative Services	Administrative Services includes Finance and Technology Services. *Note: The program area "Tourism and Recreation Development" moved into the Finance Division in FY 13/14.	\$ 1,914,012	\$ 259,668	\$ 2,173,680	\$ 3,078,205	\$ 947,614	\$ 858,859	\$ 4,884,679
II. A. Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	\$ 1,822,813	\$ 115,127	\$ 1,937,940	\$ 1,889,200	\$ 59,568	\$ 1,948,768	1.2.4, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 2.3.1, 2.3.3, 3.1.2, 3.1.3, 3.2.1, 3.2.1
II. A. Tourism Sales & Marketing	South Carolina Association of Tourism Regions - These are pass through funds. PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural and man-made tourism resources for the purpose of attracting visitors to the state.	\$ 1,925,000	\$	\$ 1,925,000	\$ 2,255,000	\$	\$ 2,255,000	
II. A. Tourism Sales & Marketing	Destination Specific Marketing Grant Program	\$ 8,000,000	\$ 4,000,000	\$ 12,000,000	\$ 12,000,000	\$	\$ 12,000,000	
II. B. Heritage Corridor	Federal funding for the South Carolina National Heritage Corridor	\$	\$ 473,881	\$ 473,881	\$	\$ 533,517	\$ 533,517	
II. C. Tourism & Recreation Dev	Tourism & Recreation Development programs assess statewide needs, issues and public opinion on recreational topics. This areas also administers PARD, LWCF, and RTP Grants.	\$ 170,406	\$ 1,191,609	\$ 1,153,920	\$ 2,515,935	\$ -	\$ -	1.2.1, 1.2.2, 1.2.3, 2.3.2
II. C. Tourism & Recreation Dev	First in Golf Sports Development	\$ 42,200	\$ 26,863	\$ 42,200	\$ 37,160	\$	\$ 37,160	
II. C. Tourism & Recreation Dev	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	\$ 2,725,148	\$ 20,963,126	\$ 60,022	\$ 23,748,296	\$ 2,849,013	\$ 22,566,550	1.1.1, 1.1.2, 1.1.3, 2.2.1, 2.2.2, 3.2.1, 3.2.2
II. D. State Parks Service	Communications includes the Agency Spokesperson and Director of Corporate Communications. This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 216,313	\$	\$ 216,313	\$ 222,108	\$	\$ 222,108	
II. F. Research & Policy	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 136,801	\$	\$ 136,801	\$ 135,047	\$	\$ 135,047	3.1.1, 3.3.1, 3.3.2, 3.3.3



Agency Name: SC Parks, Recreation & Tourism

Agency Code: P280 Section: 049

Program Template

Associated Objective(s)

Program/Title	Purpose	FY 2012-13 Expenditures			FY 2013-14 Expenditures			TOTAL	Associated Objective(s)	
		General	Other	Federal	General	Other	Federal			
II. G. Film Office	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.	\$	8,867,424	\$	8,867,424	\$	10,834,013	\$	10,834,013	2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5
III. C. Employer Contributions	This program houses all the fringe benefits associated with all program positions. These benefits include retirement, health and dental insurance, workers compensation and unemployment compensation benefits.	\$	2,331,957	\$	3,030,030	\$	19,181	\$	5,381,168	
Other - Permanent Improvements		\$	-	\$	582,506	\$	836,574	\$	1,771,482	
Other - Palmetto Pride		\$	-	\$	2,814,614	\$	2,830,111	\$	2,830,111	
		\$	27,439,341	\$	44,203,453	\$	1,707,004	\$	73,349,798	
								\$	38,075,226	
								\$	42,484,374	
								\$	3,344,465	
								\$	83,504,065	



Type	Goal	Item # Strat	Object	Description
G	1			Stewardship of Financial Resources
S	1.1			Effectively operate State Parks with standard business management practices
O		1.1.1		Increase State Park Revenue
O		1.1.2		Increase State Park Visitation and Usage
O		1.1.3		Enhance the State Park product through corporate partnerships and public support
S	1.2			Coordinate and administer grants to develop the state's tourism and recreational products
O		1.2.1		Coordinate and administer the Recreational Trails Program grants
O		1.2.2		Coordinate and administer the Parks and Recreation Development Fund grants
O		1.2.3		Coordinate and administer Land and Water Conservation Fund grants
O		1.2.4		Coordinate and administer the Tourism Advertising Grant program
S	1.3			Develop and promote advertising and cooperative advertising opportunities for the state's tourism industry partners
O		1.3.1		Encourage participation in SCPR's Cooperative Advertising program
O		1.3.2		Encourage participation in SCPR's Welcome Center Advertising program
O		1.3.3		Encourage participation in SCPR's Visitors Guide Advertising program
O		1.3.4		Encourage participation in SCPR's Website Advertising program
G	2			Foster Economic Development
S	2.1			Develop the state's film industry through film/television project recruitment and educational opportunities
O		2.1.1		Recruit film/television projects that provide employment opportunities for SC-based crew
O		2.1.2		Recruit film/television projects that generate expenditures with SC-based suppliers
O		2.1.3		Recruit film/television projects that generate additional hotel occupancy
O		2.1.4		Encourage professional development through educational workshops for SC-based crew and students
O		2.1.5		Encourage film-related academic learning through Production Fund Grants
S	2.2			Enhance the State Park product to encourage visitation
O		2.2.1		Identify, prioritize and address State Parks deferred maintenance projects
O		2.2.2		Identify and pursue revenue-generating projects for State Parks
S	2.3			Promote tourism growth and development
O		2.3.1		Encourage participation in the TODS program
O		2.3.2		Provide assistance for rural tourism development projects
O		2.3.3		Provide travel and tourism assistance to Welcome Center visitors
G	3			Effectively Market South Carolina as a Travel Destination
S	3.1			Engage consumers through SCPR's leisure marketing program
O		3.1.1		Increase the number of ad-aware households in key target markets

Agency Name: SC Parks, Recreation & Tourism



Agency Code: P280 Section: 049

Type	Goal	Strat	Item # Object	Description
O		3.1.2		Actively engage consumers through social media outlets
O		3.1.3		Increase leisure travel website visitation and usage
S	3.2			Engage existing and potential State Park visitors through marketing
O		3.2.1		Actively engage consumers through social media outlets
O		3.2.2		Increase State Parks website visitation and usage
S	3.3			Monitor travel and tourism-related statics and economic measurements
O		3.3.1		Track travel and tourism related tax collections
O		3.3.2		Track lodging data
O		3.3.3		Track State Parks performance measures

Agency Name: SC Parks, Recreation & Tourism

Agency Code: P280 Section: 049



Fiscal Year 2013-14
Accountability Report

Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Performance Measurement Template	
								Calculation Method	Associated Objective(s)
1	State Park Revenue	\$ 22,332,204.24	\$ 24,039,396.65	\$25,100,000	July 1 - June 30	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily	Monthly		1.1.1
2	State Park Cabin Occupancy	66.26%	64.24%	66.00%	July 1 - June 30	Central Reservation System, Data Available Daily	Monthly	(Room Nights Sold/Total Available Room Nights)*100	1.1.2, 3.3.3
3	State Park Cabins Average Daily Rate	\$87.15	\$93.74	\$96.75	July 1 - June 30	Central Reservation System, Data Available Daily	Monthly		1.1.2, 3.3.3
4	State Park Lodge Room Occupancy	36.24%	34.01%	40.00%	July 1 - June 30	Central Reservation System, Data Available Daily	Monthly	(Room Nights Sold/Total Available Room Nights)*100	1.1.2, 3.3.3
5	State Park Campsite Occupancy	33.21%	34.58%	36.00%	July 1 - June 30	Central Reservation System, Data Available Daily	Monthly	(Room Nights Sold/Total Available Room Nights)*100	1.1.2, 3.3.3
6	State Park Golf Rounds	32592	31,975	32,000	July 1 - June 30	State Park Staff submits to State Park Central Office Weekly	Monthly		1.1.2
7	State Park Corporate/Private Donations	\$107,750	\$179,912	n/a	July 1 - June 30	Data is collected and maintained by SCPRT staff on an internal network drive	Yearly		1.1.3
8	Check Off for State Parks Collections	\$38,482	\$47,316	n/a	July 1 - June 30	SCDOR sends data to SCPRT and it is entered into SCEIS	Yearly		1.1.3
9	Number of RTP Grants	10	11	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.1
10	Total Amount of RTP Grants	\$911,922	\$778,282	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.1
11	Number of PARD Grants	59	106	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.2
12	Total Amount of PARD Grants	\$653,094	\$1,250,519	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.2
13	Number of LWCF Grants	3	3	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.3
14	Total Amount of LWCF Grants	\$375,000	\$750,000	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.3
15	Number of TAG Grants	57	66	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.4
16	Total Amount of TAG Grants	\$1.51 million	\$1.56 million	n/a	July 1 - June 30	SCPRT enters information into internal Enterprise Database	Yearly		1.2.4
17	Cooperative Advertising Sales Total	\$161,850	\$292,301	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive	Yearly		1.3.1
18	Welcome Center Advertising Sales Total	\$78,752	\$127,240	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive	Yearly		1.3.2

Agency Name: SC Parks, Recreation & Tourism

Agency Code: P280 Section: 049



Fiscal Year 2013-14
Accountability Report

Performance Measurement Template

Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
19	Visitors Guide Sales Total	\$397,000	\$368,005	n/a	July 1 - June 30	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Yearly		1.3.3
20	Website Advertising Sales Total	\$60,000	\$40,564	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive	Yearly		1.3.4
21	Total Number of SC Film Hires	913	2,686	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	Yearly		2.1.1
22	Total Amount of Film-Related SC Spending (qualified and unqualified spend)	\$17,895,427	\$19,018,257	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	Yearly		2.1.2
23	Total Number of Film-Related Hotel Nights	10,209	20,239	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	Yearly		2.1.3
24	Number of State Parks Projects Completed	9	7	n/a	July 1 - June 30	Reported in Annual Engineering Report by SCPRT staff	Yearly		2.2.1, 2.2.2
25	Number of Approved TODS Applications	n/a	22	n/a	July 1 - June 30	Data collected and maintained by SCPRT staff following application review process	Yearly		2.3.1
26	Welcome Center Accommodations Reservations	13997	13,755	n/a	July 1 - June 30	Welcome Center Managers input data into internal Enterprise Database daily	Monthly		2.3.3
27	Welcome Center Attractions Reservations	3147	4344	n/a	July 1 - June 30	Welcome Center Managers input data into internal Enterprise Database daily	Monthly		2.3.3
28	Percent of Leisure Travel Ad-Aware Households in Target Markets	19%	38%	n/a	July 1 - June 30	SMARI sends reports to SCPRT yearly	Yearly		3.1.1
29	Total Accommodations Tax Collections	\$50,910,208.15	\$55,356,170.15	n/a	July 1 - June 30	SCDOR sends reports to SCPRT monthly	Monthly		3.3.1
30	Total Admissions Tax Collections	\$34,029,126.22	\$34,053,135.21	n/a	July 1 - June 30	SCDOR sends reports to SCPRT monthly	Monthly		3.3.1

Agency Name: SC Parks, Recreation & Tourism

Agency Code: P280 Section: 049



Fiscal Year 2013-14
Accountability Report

Performance Measurement Template									
Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
31	Statewide Hotel Occupancy Rate	56.40%	58.00%	61.30%	January 1 - December 31	Smith Travel Research sends weekly and monthly reports to SCPRT	Weekly & Monthly		3.3.2
32	Statewide Hotel RevPAR Rate	\$51.59	\$55.06	\$60.56	January 1 - December 31	Smith Travel Research sends weekly and monthly reports to SCPRT	Weekly & Monthly		3.3.2