



South Carolina Department of
Parks, Recreation & Tourism

Henry McMaster
Governor

Duane N. Parrish
Director

September 24, 2018

The Honorable Gary E. Clary
Executive Subcommittee Chair
House Legislative Oversight Committee
PO Box 11867
Columbia, SC 29211

Re: Follow-up from SCPRT Letter Dated September 21, 2018

Dear Chairman Clary:

The purpose of this letter is to provide follow-up and clarification regarding a recent communication between SCPRT and the Executive Subcommittee. In reference to Item #4 of the letter from SCPRT to the Executive Subcommittee dated September 21, 2018, SCPRT did not provide the two Advertising Effectiveness studies referenced in the Agency's response letter.

The basis for SCPRT's decision was that the requested reports contained information which the Agency considers proprietary to its ongoing tourism marketing strategies, including performance measures for specific advertising creative and placement strategies that the Agency does not wish to make available for broad public consumption.

Since it is SCPRT's understanding that any information provided to the Executive Subcommittee must also be made publicly available, the Agency determined it in the best interest of the State not to include the two reports requested by the Subcommittee. Of course, SCPRT is prepared to discuss, in more detail, with the Executive Subcommittee any findings in the reports or to answer any specific questions the Executive Subcommittee may have regarding these reports.

I hope this does not cause any inconvenience for you or the other members of the Executive Subcommittee and greatly appreciate your understanding in this matter. If you have any questions or concerns regarding this topic, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Duane Parrish". The signature is written in a cursive, flowing style.

Duane Parrish

Enclosures

cc: The Honorable Laurie Slade Funderburk
The Honorable Wm. Weston J Newton
The Honorable Robert Q. Williams