

AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

**Fiscal Year 2015-16
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.
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AGENCY VISION	GROW THE STATE. (THE ECONOMY, JOBS, THE PRODUCT BASE, ETC.) ENHANCE THE AUTHENTIC EXPERIENCES. (REMAIN TRUE TO WHAT MAKES SOUTH CAROLINA SPECIAL.) SUSTAIN THE RESOURCES. (PROTECT AND PRESERVE.) LEAD THE WAY.
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Please state yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

RESTRUCTURING RECOMMENDATIONS:	NO RESTRUCTURING RECOMMENDATIONS
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Please identify your agency’s preferred contacts for this year’s accountability report.

	<i>Name</i>	<i>Phone</i>	<i>Email</i>
PRIMARY CONTACT:	AMY DUFFY	803-734-3272	ADUFFY@SCPRT.COM
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AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

I have reviewed and approved the enclosed FY 2015-16 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR
(SIGN AND DATE):

Duane Parrish 9-15-2016

(TYPE/PRINT NAME):

DUANE PARRISH

BOARD/CMSN CHAIR
(SIGN AND DATE):

(TYPE/PRINT NAME):

AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

AGENCY'S DISCUSSION AND ANALYSIS

SC TOURISM ECONOMY

AS OF 2014, TOURISM GENERATES AN ANNUAL IMPACT OF \$19.1 BILLION ON SOUTH CAROLINA'S ECONOMY, ACCOUNTING FOR ONE IN TEN JOBS IN THE STATE, AND GENERATING \$1.4 BILLION IN STATE AND LOCAL TAXES.

STATEWIDE HOTEL OCCUPANCY IN 2015 INCREASED 2.1% AND, COMBINED WITH RISING AVERAGE DAILY ROOM RATES, YIELDED A 7.2% INCREASE IN HOTEL REVPAR (REVENUE PER AVAILABLE ROOM). IN THE FIRST HALF OF 2016, STATEWIDE HOTEL OCCUPANCY HAS CONTINUED TO RISE, INCREASING BY 3.0% OVER THE SAME TIME PERIOD IN 2015. HOTEL REVPAR IN THE FIRST HALF OF 2016 HAS INCREASED 6.9% STATEWIDE.

OVERALL ADMISSIONS TAX COLLECTIONS FOR FY 16 EXPERIENCED FLAT GROWTH, WITH A DECREASE OF 0.2% FROM THE PREVIOUS FISCAL YEAR; HOWEVER, ADMISSIONS TAX COLLECTIONS FROM GOLF EXPERIENCED AN INCREASE OF 1.7% AND TOTALING A LITTLE OVER \$13 MILLION FOR THE YEAR.

IMPACT OF FLOOD EVENTS ON SC TOURISM

DRIVEN LARGELY BY THE NATIONAL MEDIA COVERAGE DURING AND IMMEDIATELY FOLLOWING THE FLOOD EVENT, MYRTLE BEACH, CHARLESTON AND HILTON HEAD – WHICH GENERATE MORE THAN 60% OF TOURISM REVENUE ANNUALLY – EXPERIENCED A TIDAL WAVE OF CANCELLATIONS.

LOSSES IN OCCUPANCY RANGED FROM DROPS OF 10 - 30 PERCENT IN COASTAL AREAS IN THE DAYS DURING AND IMMEDIATELY FOLLOWING THE FLOODING. SCPRT ESTIMATED THAT THE SOUTH CAROLINA TOURISM INDUSTRY SUSTAINED VISITOR-SPENDING LOSSES OF \$30 TO 35 MILLION DUE TO THE FLOODING AND ITS AFTERMATH OF UNCERTAINTY.

TO HELP OVERCOME THE NEGATIVE NATIONAL PERCEPTION AND TO HELP REVIVE HOTEL OCCUPANCY RATES AND VISITOR SPENDING, AND IN COORDINATION WITH LOCAL ADVERTISING EFFORTS BY THESE DESTINATIONS, SCPRT QUICKLY RETOOLED ITS FALL MEDIA CAMPAIGN TO ENSURE POTENTIAL VISITORS THAT SOUTH CAROLINA'S COASTAL DESTINATIONS WERE STILL OPEN AND READY FOR THEIR BUSINESS.

ELEMENTS OF THIS CAMPAIGN INCLUDED A NEW TELEVISION ADVERTISEMENTS, WHICH WAS AUGMENTED BY MATCHING DIGITAL ADVERTISING. IN ADDITION, SCPRT INCREASED ITS FALL MEDIA SPEND BY \$400,000 IN MARKETS THAT ARE SIGNIFICANT TO THE STATE'S COASTAL AREAS. SCPRT ALSO WORKED WITH THE COLUMBIA CVB TO CONDUCT A SOCIAL MEDIA BLITZ TO ATTRACT INCREASED VISITATION TO THE MIDLANDS AREA.

SCPRT CONTINUES TO WORK CLOSELY WITH LOCAL GOVERNMENTS AND TOURISM ORGANIZATIONS ALONG THE COAST TO ASCERTAIN THE BEACH REPAIR AND RENOURISHMENT NEEDS THAT RESULTED FROM THE ACCELERATED EROSION DURING THE FLOOD AND KING TIDE EVENTS IN 2015.

AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

TOURISM MARKETING

SINCE SCPRT’S UNDISCOVERED ADVERTISING STRATEGY BEGAN IN 2013, TRAVEL TO UNDISCOVERED SOUTH CAROLINA HAS INCREASED BY MORE THAN 50%, WITH APPROXIMATELY 74% OF THESE VISITORS REPORTING AWARENESS OF THE STATE’S UNDISCOVERED ADVERTISING MESSAGE. THIRD PARTY RESEARCH HAS ALSO CONFIRMED THAT AD-AWARE CONSUMERS IN TARGETED MARKETS VISITED SOUTH CAROLINA IN 2015 AT MORE THAN TWICE THE RATE OF THOSE WHO WERE NOT AWARE OF SCPRT’S ADVERTISING. THIS RESEARCH ALSO INDICATES THAT THESE AD-AWARE VISITORS ENGAGED IN MORE TRIP ACTIVITIES, SUCH AS FISHING, CAMPING, KAYAKING, CANOEING AND HORSEBACK RIDING AT TWICE THE PARTICIPATION RATE COMPARED TO THOSE WHO DIDN’T RECALL THE ADS.

SCPRT CONTINUES TO EVOLVE ITS UNDISCOVERED SC ADVERTISING STRATEGY THROUGH ITS MOST RECENT “DISCOVER” CAMPAIGN, AND ALSO ITS LATEST INITIATIVE – THE SATISFY YOUR THIRST TOUR, WHICH WAS MODELED AFTER THE SUCCESSFUL SOUTH CAROLINA BARBECUE TRAIL AND HIGHLIGHTS THE STATE’S GROWING NUMBER OF “LIQUID ASSETS”. ELEMENTS OF THIS INITIATIVE INCLUDE A NEW SOUTH CAROLINA SATISFY YOUR THIRST PRINTED MAP AND MOBILE APPLICATION, WHICH PROVIDES USERS WITH INFORMATION ON TOURS, EVENTS AND NEARBY SAMPLING LOCATIONS, AS WELL AS THE LATEST HAPPENINGS, PRODUCT LAUNCHES AND NEWS FROM THE TOUR. IN ADDITION, SCPRT IS SUPPORTING THIS INITIATIVE THROUGH PUBLIC RELATIONS, SOCIAL MEDIA AND THE PRODUCTION AND DISTRIBUTION OF RELEVANT CONTENT ON THE AGENCY’S LEISURE WEBSITE. THE MAP AND ACCOMPANYING APP INVITE TRAVELERS AND RESIDENTS TO SIP AND SEE SOUTH CAROLINA ON THE SATISFY YOUR THIRST TOUR, AND EXPERIENCE THE STORIES AND HISTORY BEHIND SOUTH CAROLINA’S AUTHENTIC LIQUID ASSETS.

STATE PARKS

IN FY 16, STATE PARKS REVENUE REACHED AN ALL-TIME HIGH, INCREASING OVER 2015 BY OVER \$1.1 MILLION TO TOTAL OVER \$28 MILLION FOR THE YEAR, REPRESENTING AN INCREASE OF APPROXIMATELY 4.26%. THE LARGEST REVENUE INCREASE CAME FROM PARK ADMISSIONS AT JUST OVER \$500,000 – NEARLY A 10% INCREASE OVER THE PREVIOUS FISCAL YEAR. DEVILS FORK STATE PARK EXPERIENCED THE GREATEST INCREASE IN REVENUE, GENERATING APPROXIMATELY \$250,000 MORE THAN THE PREVIOUS YEAR. AND, LAKE GREENWOOD STATE PARK EXPERIENCED ITS FIRST YEAR PROFIT GENERATION SINCE THE PARK FIRST OPENED, PUTTING THE TOTAL NUMBER OF STATE PARKS OPERATING AT A NET PROFIT AT 13.

IN FY 16, SC STATE PARKS COMPLETED CONSTRUCTION ON SEVERAL SIGNIFICANT PROJECTS IN THE STATE PARK SYSTEM, INCLUDING THE SPLASH PAD AT SESQUICENTENNIAL STATE PARK, SEWAGE TREATMENT SYSTEMS AT TABLE ROCK AND SANTEE STATE PARKS, AS WELL AS SEVERAL PAVING PROJECTS AT MYRTLE BEACH, HAMILTON BRANCH, BARNWELL AND KINGS MOUNTAIN STATE PARKS. EACH OF THESE COMPLETED PROJECTS ALLOWS SC STATE PARKS TO CONTINUE DELIVERING QUALITY VISITOR EXPERIENCES THAT ENCOURAGE GREATER OVERALL USAGE OF THE STATE PARK SYSTEM BY BOTH SC RESIDENTS AND VISITORS TO THE STATE.

STATE PARK CULTURAL RESOURCE RESEARCH IS USED TO DEVELOP NEW VISITOR EXPERIENCES, SERVICES AND PRODUCTS – WHICH, IN TURN, SERVES TO DRIVE GREATER VISITATION AND USAGE OF STATE PARKS. EXAMPLES OF NEW DEVELOPMENTS FROM FY 2016 INCLUDE ARCHAEOLOGICAL RESEARCH ON A SLAVE DWELLING AT HAMPTON PLANTATION TO DEVELOP A NEW, INNOVATIVE INTERPRETIVE EXHIBIT; THE DEVELOPMENT OF NEW EXHIBITS ON THE BATTLE CASUALTIES AT RIVERS BRIDGE STATE HISTORIC SITE, AND THE RESTORATION OF A 19TH CENTURY PAINT SCHEME IN ROSE HILL PLANTATION’S HISTORIC DINING ROOM. THESE AND OTHER SIMILAR PROJECTS HELP BRING THE PAST TO LIFE FOR PARK VISITORS.

AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

HISTORIC PRESERVATION IS ONE OF THE PRIMARY WAYS IN WHICH THE STATE PARK SERVICE ACTS AS A RESPONSIBLE STEWARD OF CULTURAL RESOURCES. THE STATE PARK SERVICE CURRENTLY MANAGES A TOTAL OF 304 HISTORIC STRUCTURES LISTED ON THE NATIONAL REGISTER OF HISTORIC PLACES. IN FY 2016, BUILDINGS AT POINSETT STATE PARK WERE ADDED TO THE NATIONAL REGISTER OF HISTORIC PLACES. EXAMPLES OF HISTORIC PRESERVATION EFFORTS THIS FY INCLUDE REPAINTING HAMPTON STATE HISTORIC SITE'S 18TH CENTURY GEORGIAN MANSION; THE CONSERVATION OF AN ORIGINAL WINDOW FRAME IN THE 18TH CENTURY CHURCH TOWER AT COLONIAL DORCHESTER STATE PARK; ARCHAEOLOGICAL MITIGATION OF SPANISH MOUNT AT EDISTO BEACH; AND REHABILITATION OF THE 1930S RELIC ROOM AT RIVERS BRIDGE STATE HISTORIC SITE.

WELCOME CENTERS

IN FY 16, SCPRT BEGAN CONSTRUCTION ON WELCOME CENTER FACILITIES AT 1-95 NORTHBOUND NEAR HARDEEVILLE AND I-77 SOUTHBOUND AT FORT MILL. BOTH NEW CENTERS ARE EXPECTED TO OPEN IN THE FALL OF 2016. BOTH CENTERS HAVE BEEN REDESIGNED INCORPORATING TECHNOLOGY AND VISITOR SERVICE UPGRADES THAT WERE IMPLEMENTED FOR PILOT TESTING AT THE LANDRUM WELCOME CENTER IN THE PREVIOUS FISCAL YEAR.

THESE VISITOR SERVICE IMPROVEMENTS INCLUDE THE FOLLOWING:

- SELF-SERVE KIOSKS WITH TRAVEL INFORMATION
- A DIGITAL GUESTBOOK
- MONITORS THAT BROADCAST REAL-TIME WEATHER UPDATES AND ROAD CONDITIONS
- TABLETS THAT WILL BE USED BY STAFF TO FURTHER ASSIST TRAVELERS WITH ACCESS TO INFORMATION
- A MORE OPEN, CUSTOMER-FRIENDLY LOBBY
- A FAMILY CARE AREA FOR GUESTS WHO NEED A COMFORTABLE AND PRIVATE PLACE FOR BREASTFEEDING AND OTHER MEDICAL NEEDS
- A VENDING AREA LOCATED INSIDE A LIGHTED NIGHT ENTRANCE

IN ADDITION TO VISITOR SERVICE IMPROVEMENTS, BOTH CENTERS HAVE BEEN REDESIGNED TO BETTER REFLECT THE NATURAL OR CULTURAL CHARACTERISTICS OF THEIR SURROUNDINGS. FOR EXAMPLE, THE FORT MILL WELCOME CENTER'S EXTERIOR BRICKWORK WILL FEATURE THREE DISTINCT LAYERS OF COLOR TO MIMIC THE SOIL SAMPLES TAKEN FROM THE CENTER'S GROUNDS AND ALSO SEEN IN LOCAL CATAWBA POTTERY. THE DESIGN FOR THE NEW CENTER AT HARDEEVILLE WAS INSPIRED BY THE NATURAL BEAUTY OF THE LOWCOUNTRY, SPECIFICALLY THE REGION'S TOWERING PINES, SHADY OAK CANOPIES, SANDY BEACHES AND MARSHES. THE BUILDING WILL FEATURE EXPANSIVE ENTRANCEWAYS, SHADED BY EXPOSED WOOD RAFTERS ON TOWERING METAL COLUMNS.

SPORTS TOURISM

FOLLOWING THE REMOVAL OF THE NCAA BAN ON POST-SEASON EVENTS IN SOUTH CAROLINA, DIRECTOR PARRISH AND SEVERAL MEMBERS OF SOUTH CAROLINA SPORTS MARKETING ALLIANCE MEMBERS TRAVELED TO INDIANAPOLIS TO MEET WITH NCAA OFFICIALS AND PROMOTE SOUTH CAROLINA AS A SPORTS EVENT DESTINATION. IN ADDITION, SCPRT ALSO PARTICIPATED WITH THE SC SPORTS MARKETING ALLIANCE IN THE 2015 NATIONALS TEAMS CONFERENCE AND TRADESHOW, ONE OF THE LARGEST SPORTS EVENTS TRADESHOWS IN THE US, TO ELEVATE SOUTH CAROLINA'S PROFILE AMONG SPORTS EVENTS RIGHTS HOLDERS.

AGENCY NAME:	South Carolina Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

IN FY 16, SCPRT ALSO LAUNCH THE STAR (SPORTS TOURISM ADVERTISING & RECRUITMENT) GRANT, A COMPREHENSIVE PROGRAM THAT PROVIDES MATCHING REIMBURSEMENT FOR COSTS DIRECTLY ASSOCIATED WITH SPORTING EVENT RECRUITMENT, INCLUDING BID FEES, MARKETING EXPENSES AND CERTAIN HOSTING EXPENSES.

IN ITS FIRST CYCLE, THE AGENCY AWARDED FOUR GRANTS TOTALING OVER \$125,000, INCLUDING GRANTS FOR THE UPCOMING BASSMASTER ELITE SERIES FISHING TOURNAMENT IN GEORGETOWN, THE UCI BMX SUPERCROSS WORLD CUP CYCLING RACE IN ROCK HILL, FOOTBALL UNIVERSITY'S TOP GUN CAMP IN YORK COUNTY, AND THE FLW COLLEGE FISHING CHAMPIONSHIP ON LAKE KEOWEE IN OCONEE COUNTY. IN THE SECOND CYCLE, SCPRT AWARDED OVER \$37,000 FOR SEVERAL EVENTS SCHEDULED TO TAKE PLACE IN THE GREENVILLE AREA, INCLUDING THE NAIA MEN'S AND WOMEN'S LACROSSE CHAMPIONSHIPS, THE SOUTHERN CONFERENCE BASEBALL CHAMPIONSHIP, THE TOP GUN SPORTS BASEBALL SUMMER NATIONALS, AND THE SEC WOMEN'S COLLEGE BASKETBALL TOURNAMENT.

TOURISM & RECREATION GRANTS

IN FY 15, SCPRT DEVELOPED THE UNDISCOVERED SC GRANT PROGRAM, WHICH PROVIDES FINANCIAL ASSISTANCE FOR THE CONSTRUCTION OF PUBLICLY-OWNED TOURISM PROJECTS IN THE "UNDISCOVERED" AREAS OF SOUTH CAROLINA. UNDISCOVERED SOUTH CAROLINA DESTINATIONS ARE DEFINED AS AREAS WHICH GENERATE \$550,000 OR LESS IN TOTAL STATE ACCOMMODATION'S TAX. IN FY 16, SCPRT AWARDED UNDISCOVERED SC GRANT FUNDS TO THREE PROJECTS: THE DEVELOPMENT OF THE CRITERIUM CYCLING COURSE IN ROCK HILL, RENOVATIONS AT THE OPERA HOUSE IN SUMTER, AND THE RESTORATION OF THE HISTORIC GARVIN HOUSE IN BLUFFTON.

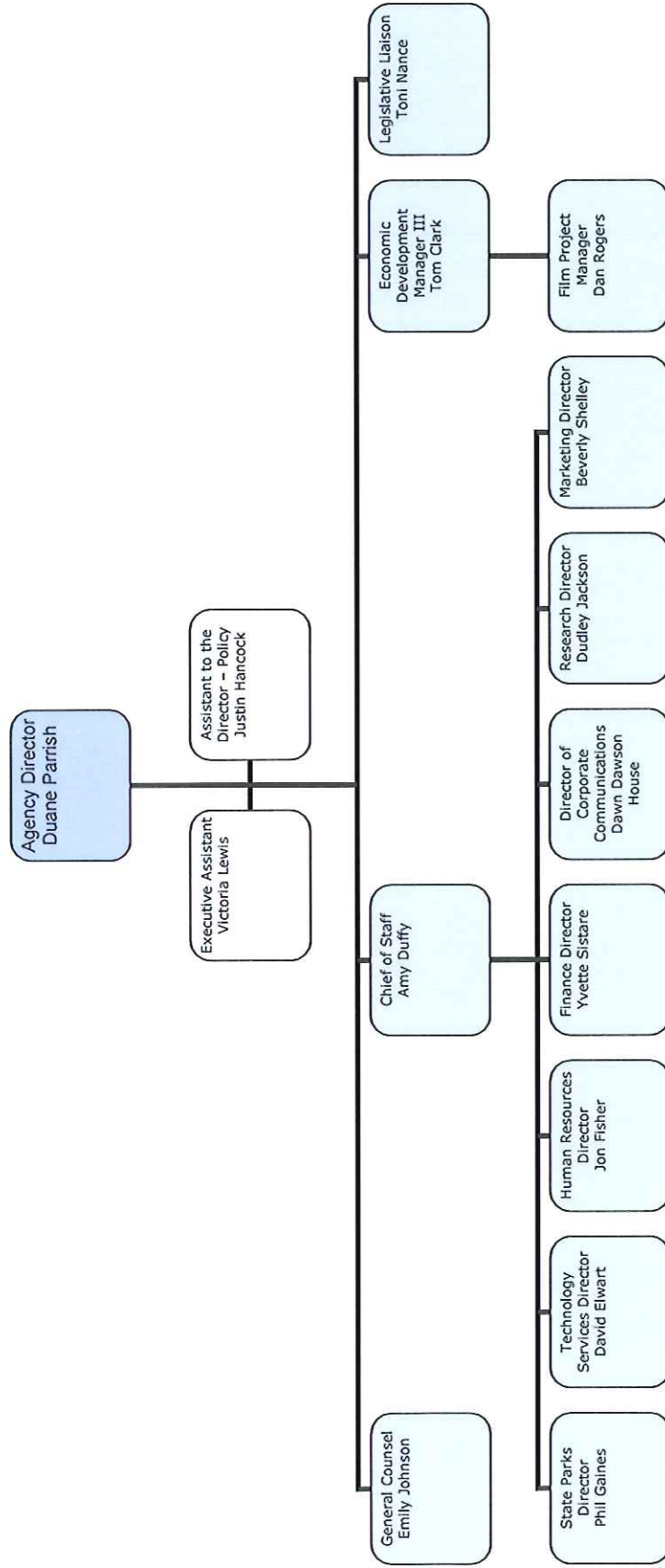
FILM RECRUITMENT

IN FY 16, SOUTH CAROLINA RECRUITED TWO FEATURE FILMS, ONE TELEVISION PILOT AND ONE TELEVISION SERIES – THE CINEMAX/HBO SERIES "OUTCAST." SEVERAL FILM PRODUCTIONS ALSO CONCLUDED THEIR FILMING ACTIVITIES IN FY 16, INCLUDING THE HBO SERIES "VICE PRINCIPALS."

RISK ASSESSMENT AND MITIGATION STRATEGIES

THE AGENCY'S FAILURE TO MEET ITS PRIMARY GOALS AND OBJECTIVES WOULD RESULT IN A SUBSTANTIAL NEGATIVE IMPACT TO THE STATE'S ECONOMY AND THE QUALITY OF LIFE FOR SOUTH CAROLINIANS. WITH A \$19 BILLION TOTAL ECONOMIC IMPACT, TOURISM IS A VITAL COMPONENT OF THE STATE'S ECONOMY AND CRITICAL TO THE HEALTH OF BUSINESS COMMUNITIES ACROSS THE STATE. ENSURING THE CONTINUITY OF THE VITAL INDUSTRY REQUIRES THAT THE STATE MAINTAIN A STRONG PRESENCE IN THE TOURISM MARKETPLACE, IN WHICH SOUTH CAROLINA MUST COMPETE FOR BOTH DOMESTIC AND INTERNATIONAL VISITORS. IN ORDER TO DO THIS, THE STATE MUST CONTINUE TO INVEST IN STATEWIDE TOURISM MARKETING IN ORDER FOR SOUTH CAROLINA TO COMPETE IN AN INCREASINGLY GLOBAL TOURISM MARKETPLACE. IN ADDITION, THE STATE MUST CONTINUE TO INVEST IN ITS RECREATION ASSETS, INCLUDING STATE AND LOCAL PARKS. THESE AREAS PROVIDE AN ENHANCED QUALITY OF LIFE FOR SOUTH CAROLINIANS, ENCOURAGING PHYSICAL HEALTH THROUGH EXERCISE AND ALSO PROVIDE VENUES FOR EDUCATION AND YOUTH ACTIVITIES. GUARANTEEING THE CONTINUITY OF THESE ACTIVITIES IS DEPENDENT UPON CONTINUED PROGRAMMATIC FUNDING BY THE STATE, CONTINUED INVESTMENT IN SOUTH CAROLINA'S TOURISM INFRASTRUCTURE, INCLUDING PUBLIC BEACHES, AND ENCOURAGING GREATER COOPERATION BETWEEN STATE AND LOCAL GOVERNMENTS.

South Carolina Department of Parks, Recreation & Tourism Agency Organizational Chart



Agency Name: South Carolina Department of Parks, Recreation & Tourism

Agency Code: P280 Section: 49

Strategic Planning Template

Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
G	1			Government and Citizens	Stewardship of Agency 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				Protect and preserve natural and cultural resources found in South Carolina State Parks
O		1.2.1			Monitor and protect Red Cockaded Woodpecker Clusters
O		1.2.2			Monitor and protect Sea Turtle Nesting sites
O		1.2.3			Increase restored forest acreage
O		1.2.4			Encourage participation in Discover Carolina educational programs
O		1.2.5			Encourage participation in Discover Carolina family programs
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 SCPT's Cooperative Advertising Program
O		1.3.2			Encourage participation in SCPT's Welcome Center Advertising Program
O		1.3.3			Encourage participation in SCPT's Visitors Guide Advertising Program
O		1.3.4			Encourage participation in SCPT's Website Advertising program
G	2			Public Infrastructure and Economic Development	Encourage Business Development and Economic Growth
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				Provide assistance to DMOs and Local Governments for Tourism & Recreation Development
O		2.3.1			Coordinate and administer the Recreational Trails Program grants
O		2.3.2			Coordinate and administer the Parks and Recreation Development Fund grants
O		2.3.3			Coordinate and administer Land and Water Conservation Fund grants
O		2.3.4			Coordinate and administer the Tourism Advertising Grant program
O		2.3.5			Coordinate and administer the Undiscovered SC Enhancement Grant program
O		2.3.6			Coordinate and administer the Sports Tourism Advertising & Recruitment Grant
G	3			Public Infrastructure and Economic Development	Effectively Market South Carolina as a Travel Destination
S	3.1				Engage consumers through SCPT's leisure marketing program
O		3.1.1			Increase the number of ad-aware households in key target markets
O		3.1.2			Actively engage consumers through social media outlets
O		3.1.3			Increase leisure travel website visitation and usage
O		3.1.4			Provide travel and tourism assistance to Welcome Center visitors
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 statistics 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: South Carolina Department of Parks, Recreation & Tourism
 Agency Code: P280 Section: 049

				Performance Measurement Template				
Item	Performance Measure	Target Value	Actual Value	Future Target Value	Time Applicable	Data Source and Availability	Calculation Method	Associated Objective(s)
1	State Park Revenue	\$28,000,000.00	\$28,053,715.19	\$29,500,000	July 1 - June 30	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		1.1.1; 1.1.2; 3.2.1; 3.2.2
2	State Park Cabin Occupancy	65.00%	61.74%	66.00%	July 1 - June 30	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2
4	State Park Lodge Room Occupancy	40.00%	29.74%	33.00%	July 1 - June 30	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2
5	State Park Campsite Occupancy	36.00%	37.31%	40.00%	July 1 - June 30	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2
6	State Park Golf Rounds	32,000	33,532	35,000	July 1 - June 30	State Park Staff submits to State Park Central Office Weekly		1.1.1; 1.1.2; 3.2.1; 3.2.2
7	State Park Corporate/Private Donations	n/a	\$178,000	n/a	July 1 - June 30	Data is collected and maintained by SCPRT staff on an internal network drive		1.1.1; 1.1.3
8	Check Off for State Parks Collections	n/a	\$11,000	n/a	July 1 - June 30	SCDOR sends data to SCPRT and it is entered into SCEIS		1.1.1; 1.1.3
9	Number of Red Cockaded Woodpecker Clusters	18	19	19	July 1 - June 30	SCPRT enters information into internal database		1.2.1
10	Number of Sea Turtle Nesting Sites	200	219	200	July 1 - June 30	SCPRT enters information into internal database		1.2.2
11	Discover Carolina Educational Programming Attendance	20,000	19960	20,000	July 1 - June 30	SCPRT enters information into internal database		1.2.4
12	Discover Carolina Family Programming Attendance	600,000	654,546	650,000	July 1 - June 30	SCPRT enters information into internal database		1.2.5
17	Cooperative Advertising Sales Total	n/a	\$421,575	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive		1.3.1
18	Welcome Center Advertising Sales Total	n/a	\$76,290	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive		1.3.2
19	Visitors Guide Sales Total	n/a	\$544,159	n/a	July 1 - June 30	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		1.3.3
20	Website Advertising Sales Total	n/a	\$50,700	n/a	July 1 - June 30	SCPRT staff maintains this data on an internal network drive		1.3.4

21	Total Number of SC Film Hires	n/a	2,322	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.1
22	Total Amount of Film-Related SC Spending (qualified spend only)	n/a	\$19,586,955	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.2
23	Total Number of Film-Related Hotel Nights	n/a	9,699	n/a	July 1 - June 30	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.3
26	Welcome Center Accommodations Reservations	n/a	14,706	n/a	July 1 - June 30	Welcome Center Managers input data into internal Enterprise Database daily	3.1.4
27	Welcome Center Attractions Reservations	n/a	4,623	n/a	July 1 - June 30	Welcome Center Managers input data into internal Enterprise Database daily	3.1.4
28	Percent of Leisure Travel Ad-Aware Households in Target Markets (Spring only)	35%	54%	35%	July 1 - June 30	SMARI sends reports to SCPRT yearly	3.1.1; 3.1.2; 3.1.3
29	Total Accommodations Tax Collections	\$60,000,000.00	\$57,477,236.53	\$60,000,000	July 1 - June 30	SCDOR sends reports to SCPRT monthly	3.1.1; 3.1.2; 3.1.3
30	Total Admissions Tax Collections	\$37,000,000	\$36,875,068.59	\$37,000,000	July 1 - June 30	SCDOR sends reports to SCPRT monthly	3.1.1; 3.1.2; 3.1.3
31	Statewide Hotel Occupancy Rate	61.30%	62.30%	62.30%	January 1 - December 31	Smith Travel Research sends weekly and monthly reports to SCPRT	3.1.1; 3.1.2; 3.1.3
32	Statewide Hotel RevPAR Rate	\$60.56	\$65.36	\$65.36	January 1 - December 31	Smith Travel Research sends weekly and monthly reports to SCPRT	3.1.1; 3.1.2; 3.1.3

Agency Name: South Carolina Department of Parks, Recreation & Tourism
Agency Code: P280 Section: 049

Program Template

Program/Title	FY2015-16 Expenditures (Actual)			FY2016-17 Expenditures (Projected)			Associated Objective(s)
	General	Other	Federal	General	Other	Federal	
Executive Office	\$ 923,998	\$	\$	\$ 923,998	\$ 953,273	\$	953,273 All Objectives
Administrative Services	\$ 2,681,438	\$	\$	\$ 2,681,438	\$ 2,606,736	\$	2,606,736 2.3.5; 2.3.6
Administrative Services	\$ 500,000	\$ 331,539	\$ 1,580,905	\$ 2,412,444	\$ 500,000	\$ 1,592,000	\$ 3,707,906 2.3.1; 2.3.2; 2.3.3
Tourism Sales & Marketing	\$ 673,112	\$	\$	\$ 673,112	\$ 666,002	\$	1.3.1; 1.3.2; 1.3.3; 1.3.4; 2.3.4; 3.1.1; 3.1.2; 3.1.3; 3.1.4; 3.2.1; 3.2.2
Regional Promotions	\$ 2,475,000	\$	\$	\$ 2,475,000	\$ 2,475,000	\$	2,475,000
Advertising	\$ 12,970,669	\$ 1,827,237	\$	\$ 14,797,906	\$ 15,185,253	\$ 1,800,000	1.3.1; 1.3.3; 1.3.4; 3.1.1; 3.1.2; 3.1.3
Welcome Centers	\$ 1,281,302	\$ 3,657,462	\$	\$ 4,938,764	\$ 1,414,094	\$ 3,746,000	\$ 5,160,094 3.1.4
Destination Specific Tourism	\$ 14,000,000	\$	\$	\$ 14,000,000	\$ 14,000,000	\$	14,000,000
State Park Service	\$ 2,877,491	\$ 24,142,488	\$ 43,282	\$ 27,063,261	\$ 2,908,375	\$ 23,600,260	\$ 352,821 1.1.1; 1.1.2; 1.1.3; 1.2.1; 1.2.2; 1.2.3; 1.2.4; 1.2.5; 2.2.1; 2.2.2; 3.2.1; 3.2.2
Communications	\$ 95,215	\$	\$	\$ 95,215	\$ 1,148,444	\$	\$ 1,148,444

Agency Name: South Carolina Department of Parks, Recreation & Tourism
 Agency Code: P280 Section: 049

Program/Title	Purpose	FY2015-16 Expenditures (Actual)			FY2016-17 Expenditures (Projected)			TOTAL	Associated Objective(s)
		General	Other	Federal	General	Other	Federal		
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 138,309	\$	\$	\$ 138,309	\$	\$	\$ 152,984	3.3.1; 3.3.2; 3.3.3
Film Commission	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.	\$	\$ 19,406,809	\$	\$ 19,406,809	\$	\$ 13,881,639	\$ 13,881,639	2.1.1; 2.1.2; 2.1.3; 2.1.3; 2.1.5
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.	\$ 2,769,805	\$ 3,614,794	\$ 21,755	\$ 6,406,354	\$ 3,313,406	\$ 26,000	\$ 7,220,402	

Agency Name: South Carolina Department of Parks, Recreation & Tourism
 Agency Code: P280 Section: 049

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Legal Standards Template	Associated Program(s)
1	Title 51	State	Statute	Established Agency		Executive Office, Administrative Services, State Parks, Tourism Sales & Marketing, Research, Communications, Advertising
2	840384	State	Statute	Disbursement of Bingo Tax Revenues - a portion of which goes to the Parks and Recreation Development Fund (PARD). PARD is a legislative grant program administered by SCPRT.	Administrative Services	
3	12-21-6520 to 12-21-6590	State	Statute	Establishment of extraordinary retailer. SCPRT certifies the establishment as an extraordinary retailer to ensure compliance with the code section and will be responsible for issuing incentives.	Executive Office	
4	12-62-10 to 12-62-100	State	Statute	Motion Picture Incentive Act - The Film Commission is an office within SCPRT. The Film Commission administers all incentive associated with this title.	Film Office	
5	56-3-5200	State	Statute	First in Golf - administer the funds associated with the First in Golf license plates	n/a	
6	56-3-8700	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	n/a	
7	Title 1	State	Statute	Administration of the Government	Executive Office	
8	Title 8	State	Statute	Public Officers and Employees	Executive Office	
9	Title 9	State	Statute	Retirement Systems	Executive Office, Administrative Services, Employer Contributions	
10	Title 11	State	Statute	Public Finance	Executive Office, Administrative Services	
11	OMB Circular A-87	Federal	Statute	Cost Principles for State, Local and Indian Tribe Governments	Executive Office, Administrative Services	
12	49-8	State	Proviso	Destination Specific Marketing Grant program	Executive Office, Tourism Sales & Marketing	
13	MAP-21	Federal	Statute	Recreational Trails Program funding & regulations	Administrative Services	
14	88-578, Title 16	Federal	Statute	Land and Water Conservation Fund Act	Administrative Services	
15	57-25-8	State	Statute	Establishment of TODS program	Executive Office, Tourism Sales & Marketing	

Agency Name: **South Carolina Department of Parks, Recreation & Tourism**

Agency Code: **P280** Section: **49**

Divisions or Major Programs Description **Service/Product Provided to Customers** **Customer Segments** **Specify only for the following segments: (1) Industry Name; (2) Professional Organization; Name; (3) Public; Demographics.** **Customer Template**

Divisions or Major Programs	Description	Service/Product Provided to Customers	Customer Segments	Specify only for the following segments: (1) Industry Name; (2) Professional Organization; Name; (3) Public; Demographics.	Customer Template
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Provides information on SCPR's programs and services	Industry	SC-Based Destination Marketing Organizations	
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Provides information on the state of tourism in South Carolina	Executive Branch/State Agencies		
Administrative Services	Administrative Services includes Finance and Technology Services.	Coordinates and administers state tourism-related grants	Local Govts.		
Administrative Services	Recreation grants administered by the Finance office.	Coordinates and administers state and federal recreation grants	Local Govts.		
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.	Provides assistance to local DMOs for advertising placement	Industry	SC-Based Destination Marketing Organizations	
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.	Provides travel and tourism-related information across multiple platforms	General Public	Domestic and International visitors to South Carolina	
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.	Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Industry	SC-Based Destination Marketing Organizations	
Advertising	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.	Provides cooperative advertising opportunities to industry partners	Industry	SC-Based Destination Marketing Organizations	
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Provides travel and tourism-related information	General Public	Domestic and International visitors to South Carolina	

Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Provides space for promotional information materials such as brochures and rackcards	Industry	SC-Based Destination Marketing Organizations
State Park Service	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.	Provides outdoor recreation opportunities	General Public	South Carolina residents and visitors
State Park Service	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.	Provides enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	School Districts	South Carolina Schools
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	Provides tourism-related information for news media	Industry	News Media
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Provides travel and tourism data useful for planning purposes	Industry	SC-Based Destination Marketing Organizations
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Provides travel and tourism data useful for planning purposes	Local Govts.	
Film Commission	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.	Provides employment and business opportunities by recruiting television and film projects to the state	Industry	SC-based film crew and businesses
Film Commission	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.	Provides opportunities for professional development through educational workshops	Industry	SC-based film crew

Fiscal Year 2015-16
Accountability Report

Agency Name: South Carolina Department of Parks, Recreation & Tourism

Agency Code: P280 Section: 049

Agency Name: South Carolina Department of Parks, Recreation & Tourism		Agency Code: P280 Section: 049		Partner Template	
Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Objective(s)		
SC Department of Agriculture	State Government	SC Chef Ambassador Program	3.1.2.3.1.3		
SC Department of Commerce	State Government	Business Recruitment efforts	1.2.1; 1.2.2; 1.2.3		
SC Department of Natural Resources	State Government	Natural Resource Management at State Parks	1.2.1; 1.2.2; 1.2.3		
SC Forestry Commission	State Government	Prescribed burns for forest preservation and restoration	1.2.3		
SC Department of Revenue	State Government	Posting of tourism-related tax collection data for public information	3.3.1		
SC Department of Revenue	State Government	Processing film incentives for projects occurring in SC	2.1.1, 2.1.2, 2.1.3		
Brand USA	Federal Government	Cooperative International Marketing/Advertising Purchases	3.1.1; 3.1.2; 3.1.3		
Travel South USA	Professional Association	Cooperative International Marketing	3.1.1; 3.1.2; 3.1.3		
SC Commission for the Blind	State Government	Vending Services at Welcome Centers	3.1.4		
BFG Communications	Private Business Organization	Ad Agency of Record for all SCPRT marketing activities	3.1.1; 3.1.2; 3.1.3; 3.2.1; 3.2.2		
SC Association of Tourism Regions	Professional Association	General Leisure Tourism Marketing efforts	3.1.1		
SC-Based Destination Marketing Organizations	Non-Governmental Organization	General Leisure Tourism Marketing efforts	3.1.1		

Agency Name: South Carolina Department of Parks, Recreation & Tourism

Agency Code: P280 Section: 049

Report Template

Item	Report Name	Name of Entity Requesting the Report	Type of Entity	Reporting Frequency	Submission Date (MM/DD/YYYY)	Summary of Information Requested in the Report	Method to Access the Report
1	Accountability Report	Executive Budget Office	State	Annually	September 15, 2016	Agency Performance Report	https://www.scprt.com/about/accountability Paper Copy
2	Debt Collection Report	Executive Budget Office	State	Annually	February 1, 2016	Report Agency Debt	https://www.scprt.com/about/accountability Paper Copy
3	Fees & Fines Report	Executive Budget Office	State	Annually	September 15, 2016	Report Fee and Fine Collections	https://www.scprt.com/about/accountability Paper Copy
4	Other Funds Survey	Executive Budget Office	State	Annually	September 15, 2016	Report of Other Funds	https://www.scprt.com/about/accountability Paper Copy
5	Financial Assistance	State Auditors Office	State	Annually	September 15, 2016	Annual Audit of Federal Programs	https://www.scprt.com/about/accountability Paper Copy
6	Minority Business Report	Governor's Office of Small & Minority Business	State	Annually	August 15, 2016	Report Agency's business with small and minority business	https://www.scprt.com/about/accountability Paper Copy
7	Sole Source, Ratification and Emergency Purchase Orders	Material Management Office	State	Quarterly	July 1, 2016	Report specific procurement types	https://www.scprt.com/about/accountability Paper Copy
8	Bank Account Transparency	Executive Budget Office	State	Annually	September 15, 2016	Disclosure	https://applications.sc.gov/Spending/Transparency/CategorySearchResult.aspx Paper Copy
9	Tower Lease	Senate Finance	State	Annually	September 15, 2016	Revenue Reporting	https://www.scprt.com/about/accountability Paper Copy
10	Owned/Leased Property Report	Department of Administration	State	Annually	September 15, 2016	Inventory of Agency's Owned and Leased Properties	https://www.scprt.com/about/accountability Paper Copy
11	Film Incentives	Senate Finance/House Ways & Means	State	Annually	January 15, 2016	Allocations to motion picture companies annually	https://www.scprt.com/about/accountability Paper Copy
12	Agency Head Review	Agency Head Salary Commission	State	Annually	August 15, 2016	Determining Agency Head salary compensation based on performance	https://www.scprt.com/about/accountability Paper Copy

Fiscal Year 2015-16
Accountability Report

Agency Name: South Carolina Department of Parks, Recreation & Tourism

Agency Code: P280 Section: 049

Oversight Review Template

Item	Name of Entity Conducted Oversight Review	Type of Entity	Oversight Review Timeline (MM/DD/YYYY to MM/DD/YYYY)	Method to Access the Oversight Review Report
UAP	Office of the State Auditor	State	7/1/2014-06/30/2015	http://osa.sc.gov/Reports/stateengagements/Pages/index.aspx
Single	Office of the State Auditor	State	07/01/2014-06/30/2015	http://osa.sc.gov/Reports/stateengagements/Pages/index.aspx