

AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	49

**Fiscal Year 2019–2020
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	<p>Grow the state. (the economy, jobs, the product base, etc.)</p> <p>Enhance the authentic experiences. (Remain true to what makes South Carolina special.)</p> <p>Sustain the resources. (Protect and preserve.)</p> <p>Lead the way.</p>
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Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

	Yes	No
RESTRUCTURING RECOMMENDATIONS:	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Is the agency in compliance with S.C. Code Ann. § 2-1-230, which requires submission of certain reports to the Legislative Services Agency for publication online and to the State Library? See also S.C. Code Ann. § 60-2-30.

	Yes	No
REPORT SUBMISSION COMPLIANCE:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

	Yes	No
RECORDS MANAGEMENT COMPLIANCE:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Is the agency in compliance with S.C. Code Ann. § 1-23-120(J), which requires an agency to conduct a formal review of its regulations every five years?

	Yes	No
REGULATION REVIEW:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

	<u><i>Name</i></u>	<u><i>Phone</i></u>	<u><i>Email</i></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 2019–2020 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):	Signature on file
(TYPE/PRINT NAME):	Duane Parrish

BOARD/CMSN CHAIR (SIGN AND DATE):	
(TYPE/PRINT NAME):	

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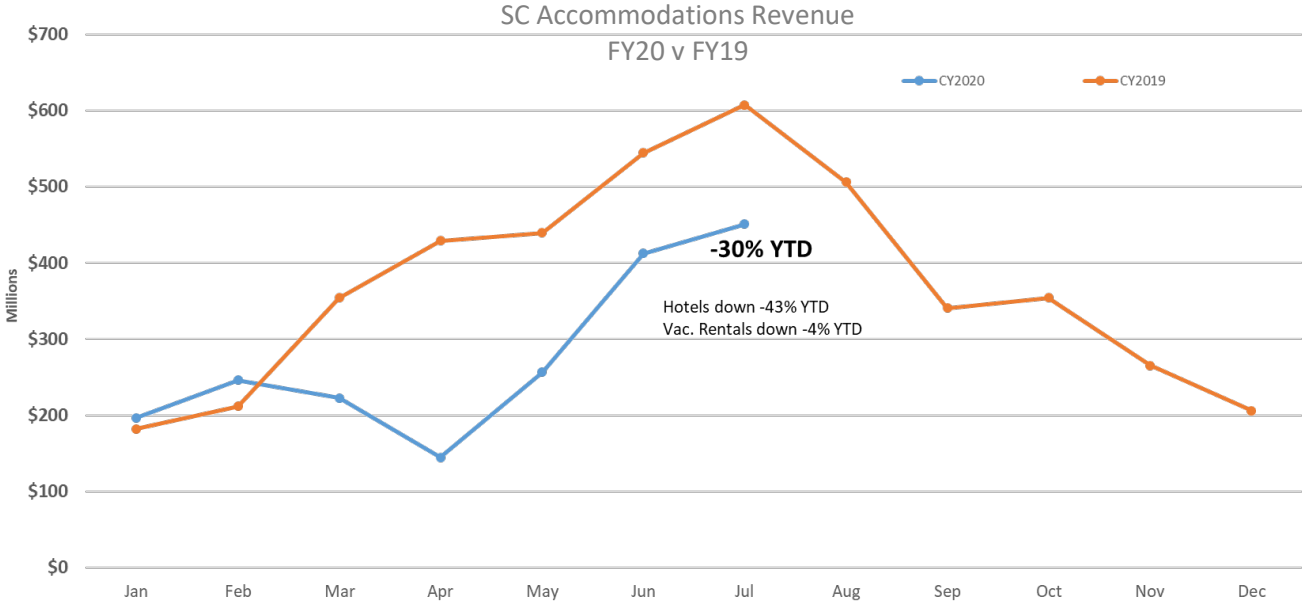
AGENCY’S DISCUSSION AND ANALYSIS

TOURISM ECONOMY

BASED ON THE MOST CURRENT DATA AVAILABLE, TOURISM IN SOUTH CAROLINA GENERATED AN ECONOMIC IMPACT OF \$24 BILLION IN 2018, AN INCREASE OF 5.2% OVER THE PREVIOUS YEAR. OF THE TOTAL ECONOMIC IMPACT, \$12 BILLION RESULTED FROM OUT-OF-STATE DOMESTIC VISITOR SPENDING, \$3.9 BILLION RESULTED FROM IN-STATE TOURISM SPENDING BY SOUTH CAROLINA RESIDENTS, AND \$901 MILLION WAS GENERATED BY INTERNATIONAL VISITOR SPENDING. MORE THAN \$800 MILLION WAS SPENT ON TOURISM CAPITAL INVESTMENT. WHILE THE FULL ECONOMIC IMPACT OF TOURISM IN SOUTH CAROLINA FOR CALENDAR YEAR 2019 IS NOT YET KNOWN, TOURISM BUSINESS INDICATORS SUCH AS HOTEL REVENUE, ADMISSIONS TAX COLLECTIONS, AND STATE PARKS REVENUE INDICATE THAT 2019 MARKED THE 7TH CONSECUTIVE YEAR OF RECORD TOURISM GROWTH IN SOUTH CAROLINA.

COVID-19 IMPACT ON TOURISM

JUST AS THERE IS ALMOST NO PLACE IN SOUTH CAROLINA DOES NOT ENJOY SOME LEVEL OF ECONOMIC BENEFIT FROM TOURISM, THERE HAS BEEN VIRTUALLY NO DESTINATION – GREAT OR SMALL – IN SOUTH CAROLINA THAT HAS NOT SUFFERED THE ECONOMIC ILL-EFFECTS WROUGHT BY COVID-19. BY APRIL 1, 2020, 371 HOTELS IN SOUTH CAROLINA WERE CLOSED. THE NUMBER OF HOTEL CLOSURES PEAKED IN MID-APRIL, WITH 570 CLOSURES, ACCOUNTING FOR NEARLY 50% OF ALL HOTELS IN SOUTH CAROLINA. THOSE HOTELS THAT DID NOT CLOSE EXPERIENCED SUBSTANTIALLY REDUCED OCCUPANCY RATES, WITH OCCUPANCY LEVELS 60 – 70% LOWER THAN THOSE EXPERIENCED IN THE SAME TIME-PERIOD IN 2019. WHILE THERE HAS BEEN SOME OCCUPANCY RECOVERY SINCE MID-APRIL, THIS RECOVERY HAS BEEN SLOW AND GRADUAL, ESPECIALLY IN COMPARISON TO THE RATE OF DECLINE IN MID-MARCH. WHILE SHORT TERM RENTALS HAVE FARED BETTER THAN HOTELS, AS OF JULY 2020, OVERALL ACCOMMODATIONS REVENUES WERE DOWN APPROXIMATELY 30%, WITH STATEWIDE HOTEL REVENUES DOWN 43% COMPARED TO THE PREVIOUS YEAR.



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OF ALL MAJOR INDUSTRIES IN SOUTH CAROLINA, LEISURE & HOSPITALITY HAS BEEN THE MOST DETRIMENTALLY IMPACTED BY COVID-19 IN TERMS OF JOB LOSS AND HAS EXPERIENCED THE SLOWEST RATE OF JOB RECOVERY. IN APRIL 2020, THE NUMBER OF LEISURE & HOSPITALITY JOBS FELL TO LESS THAN HALF OF PRE-COVID JOB LEVELS. AS OF JULY 2020, THE NUMBER OF LEISURE & HOSPITALITY JOBS IN SOUTH CAROLINA WAS APPROXIMATELY 24% BELOW JOB LEVELS REPORTED IN FEBRUARY 2020.

State	Feb. 2020	Mar. 2020	Apr. 2020	May-20	Jun-20	July 2020 (P)	% Change Feb-July	% Change July 2019-July2020
	South Carolina	2217.1	2,197.7	1,921.8	1,986.9	2,059.4	2,071.5	-6.6%
Construction	109.9	109.0	102.7	106.9	107.4	106.9	-2.7%	-0.1%
Manufacturing	258.2	258.4	244.9	244.8	252.3	252.7	-2.1%	-2.7%
Trade, Transportation & Utilities	410.2	408.7	376.6	388.2	398.0	392.3	-4.4%	-4.0%
Financial Activities	104	103.4	100.0	102.1	103.2	103.2	-0.8%	-1.9%
Professional & Business Services	305.4	303.8	264.9	268.2	280.5	286.8	-6.1%	-3.9%
Education & Health Services	259.7	258.3	228.5	238.3	245.4	247.6	-4.7%	-4.1%
Leisure & Hospitality	281.7	267.7	139.9	176.7	210.7	213.2	-24.3%	-21.6%
Government	376.6	377.6	363.2	357.0	357.0	355.3	-5.7%	-3.8%

Source: Bureau of Labor Statistics

TOURISM ECONOMICS, AN OXFORD ECONOMICS COMPANY, ESTIMATES THAT TOURISM SPENDING LOSSES IN SOUTH CAROLINA – INCLUDING CONSUMER, BUSINESS AND GOVERNMENT SPENDING – MAY TOTAL UP TO APPROXIMATELY \$12.2 BILLION IN 2020, REPRESENTING A 50% LOSS OF TOURISM ECONOMIC ACTIVITY IN SOUTH CAROLINA.

IN ORDER TO FACILITATE A MORE EXPEDIENT ECONOMIC RECOVERY FOR SOUTH CAROLINA’S TOURISM INDUSTRY, SCPRT HAS DEVELOPED A COMPREHENSIVE TOURISM RECOVERY MARKETING STRATEGY TO ENSURE THE STATE AND ITS DESTINATIONS HAVE THE ABILITY TO MAINTAIN A STRONG BRAND PRESENCE IN THE CONSUMER MARKETPLACE AS THE PUBLIC BEGINS TO RESUME TRAVEL AND TOURISM ACTIVITIES.

RECOGNIZING THE CONTINUED UNCERTAINTY REGARDING COVID-19 AND ITS ASSOCIATED SOCIAL CIRCUMSTANCES, THE AGENCY PROPOSED TOURISM RECOVERY ADVERTISING STRATEGY PROVIDES THE FLEXIBILITY TO ADJUST TO CHANGING CONSUMER MARKET CONDITIONS AS THEY OCCUR. THE AGENCY INTENDS TO ACHIEVE THIS FLEXIBILITY BY INVESTING HEAVILY IN DIGITAL ADVERTISING PURCHASES, WHICH INCLUDE WEB-BASED ADVERTISING, STREAMING TELEVISION AND RADIO ADVERTISING, SOCIAL MEDIA ADVERTISING, AND DIGITAL BILLBOARDS. UNLIKE TRADITIONAL PLATFORMS SUCH AS PRINT OR TELEVISION, DIGITAL ADVERTISING PURCHASING DECISIONS DO NOT NEED TO BE PLANNED FAR IN ADVANCE. INSTEAD, DIGITAL ADVERTISING PURCHASES PROVIDE THE ABILITY TO MAKE REAL-TIME PURCHASING DECISIONS AND ADJUST PURCHASING PLANS ACCORDING TO MARKET CONDITIONS.

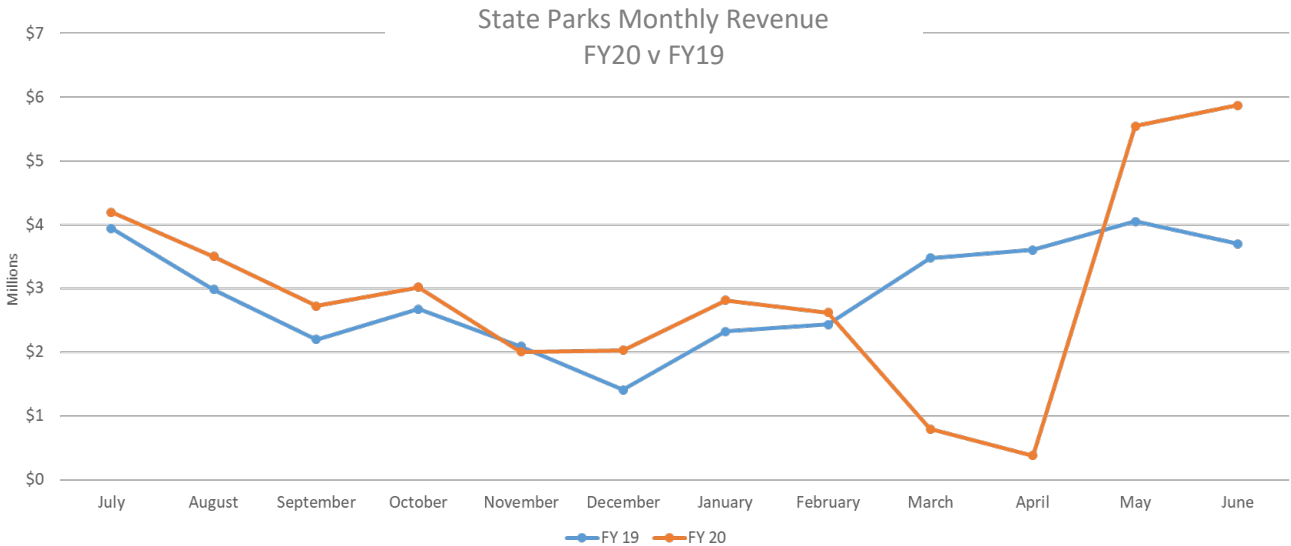
IN TERMS OF CONSUMER MARKETS, THE AGENCY INTENDS TO FOCUS PRIMARILY ON DRIVE MARKETS WITHIN A 350-MILE RADIUS OF SOUTH CAROLINA. THIS NOT ONLY IS IN ACCORD WITH ONGOING CONSUMER SENTIMENT STUDIES AND NOTED PREFERENCES FOR CAR TRAVEL OVER AIR TRAVEL SINCE THE PANDEMIC BEGAN, IT ALSO TAKES INTO ACCOUNT THAT CAR TRAVEL TYPICALLY ACCOUNTS FOR 85% OF ALL TRAVEL TO THE STATE. IN TERMS OF CONTENT AND COVERAGE, THIS TOURISM RECOVERY MARKETING PLAN WILL PROVIDE BROAD REPRESENTATION FOR SOUTH CAROLINA’S DIVERSITY OF TOURISM PRODUCT, AND WILL BE ESPECIALLY CRITICAL FOR OUR STATE’S EMERGING AND RURAL DESTINATIONS, COMMONLY CALLED UNDISCOVERED SOUTH CAROLINA.

IN ORDER TO IMPLEMENT THIS STRATEGY AND PROVIDE FINANCIAL ASSISTANCE FOR LOCAL DESTINATION MARKETING ORGANIZATIONS, SCPRT HAS SOUGHT FUNDING THROUGH THE STATE’S APPORTIONMENT OF CORONAVIRUS RELIEF FUNDS, AS WELL AS OTHER FUNDING OPPORTUNITIES SUCH AS COMMUNITY DEVELOPMENT BLOCK GRANTS.

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STATE PARKS

IN CONTINUING ITS PURSUIT OF OPERATING STATE PARKS EFFICIENTLY AND EFFECTIVELY BY IMPLEMENTING STANDARD BUSINESS PRACTICES, IN FY 20 SCPRT CHANGED ITS REVENUE ACCOUNTING, DIFFERENTIATING BETWEEN EARNED REVENUE AND DEFERRED REVENUE IN ITS REPORTING. DESPITE BEING CLOSED FROM MARCH 27 – APRIL 30, 2020, SCPRT GENERATED \$30.9 MILLION IN EARNED REVENUE IN FY 20, YIELDING AN OPERATIONAL SELF-SUFFICIENCY OF 88.7%. HOWEVER, THE AGENCY ALSO GENERATED APPROXIMATELY \$10.7 MILLION IN DEFERRED REVENUE STEMMING FROM FUTURE RESERVATIONS. WHEN BOTH EARNED AND DEFERRED REVENUE ARE FACTORED IN, THE AGENCY VASTLY EXCEEDED REVENUE LEVELS FROM PREVIOUS YEARS.



THIS PERFORMANCE CAN BE LARGELY LINKED TO DYNAMIC PRICING STRATEGIES AND TARGETED STATE PARKS MARKETING STRATEGIES. THROUGH DYNAMIC PRICING, SCPRT HAS ALSO BEEN ABLE TO POSITIVELY IMPACT OCCUPANCY RATES AT SOUTH CAROLINA STATE PARKS. IN FY 20, OCCUPANCY RATES FOR CABINS IMPROVED BY 5.87% AND OCCUPANCY RATES FOR CAMPER CABINS IMPROVED BY 8.28%. CAMPSITE OCCUPANCY EXPERIENCED A MARGINAL POSITIVE GAIN OF 0.96%.

THE MOST SIGNIFICANT PROJECT COMPLETED IN FY 20 WAS THE RENOURISHMENT OF THE BEACH AT HUNTING ISLAND STATE PARK. FUNDED BY A BEACH RENOURISHMENT ASSISTANCE GRANT, THIS RENOURISHMENT PROJECT CONSISTED OF PUMPING 1.2 MILLION CUBIC FEET OF NEW SAND WAS ALONG TWO MILES OF BEACH, REPLACING DUNES THAT HAD BEEN WIPED OUT BY HURRICANE MATTHEW AND TROPICAL STORM IRMA, CONSTRUCTING NEW GROINS TO PROTECT THE HISTORIC LIGHTHOUSE FROM EROSION, FITTING EXISTING GROINS RECEIVED NEW CONCRETE CAPS, EMBEDDING 100,000 SEA OATS PLANTS TO FORTIFY THE DUNES, AND INSTALLING 9,000 FEET OF FENCING AND ANOTHER 3,000 FEET OF ROPE BARRIERS TO PROTECT DUNES AND MARK ENTRANCES TO THE BEACH.



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IN AN EFFORT TO DELIVER GREATER EFFICIENCY FOR RETAIL SALES AND OTHER VISITOR SERVICES, UPGRADED OVER ONE HUNDRED CRADLEPOINTS CELLULAR ROUTERS IN STATE PARKS AND WELCOME CENTERS. FOR MOST STATE PARKS, THESE DEVICES PROVIDE THE ONLY INTERNET ACCESS FOR RETAIL SALES, CREDIT CARD PROCESSING AND OFFICE CONNECTIVITY. IN ADDITION. EIGHT STATE PARKS WERE UPGRADED TO FIBER CONNECTIONS WITH LOCAL TELCO. THESE FIBER CONNECTIONS ALLOW FOR A STABLE AND CONSISTENT INTERNET EXPERIENCE ESPECIALLY FOR THE LARGER COASTAL PARKS THAT HAVE BEEN STRUGGLING THROUGH THE SUMMER MONTHS WITH CONTINUED INTERNET OUTAGES DUE TO THE NATURE OF CELLULAR CONNECTIVITY. PREVIOUSLY, THE COASTAL PARKS WOULD FREQUENTLY HAVE TO SHUT DOWN RETAIL OPERATIONS UNDER THE CELLULAR CONNECTIONS, THUS LOSING VALUABLE REVENUE DOLLARS. THE AGENCY ALSO HAS BEGUN TO UTILIZE IPADS FOR POINT OF SALE IN AREAS OF PARKS THAT LACKED CONNECTIVITY. THIS INCREASED MOBILITY ALLOWS STATE PARKS STAFF THE ABILITY TO CONDUCT CHECK-IN SERVICES IN CAMPGROUNDS AND PROCESS RETAIL SALES IN THE FIELD, WITHOUT BEING CONFINED TO A SPECIFIC LOCATION OR BUILDING.

SCPRT CONTINUES TO EXPLORE NEW AND INNOVATIVE WAYS TO PROMOTE SOUTH CAROLINA STATE PARKS. IN JANUARY 2020, SCPRT UNVEILED A VIRTUAL REALITY SIMULATION OF HIKING TO THE TOP OF TABLE ROCK, OFFERING A 360-DEGREE EXPERIENCE OF ICONIC SPOTS ALL ALONG THE TABLE ROCK TRAIL. THIS VIRTUAL REALITY SIMULATION PROVIDES A MEANS FOR USERS WITH LIMITED MOBILITY TO EXPERIENCE THE SIGHTS AND SOUNDS OF HIKING TO THE TOP OF TABLE ROCK. SCPRT IS CURRENTLY PLANNING AND DEVELOPING OTHER VIRTUAL REALITY EXPERIENCES, INCLUDING ASCENDING TO THE TOP OF THE HUNTING ISLAND LIGHTHOUSE AND KAYAKING AMONG THE SPIDER LILIES AT LANDSFORD CANAL STATE PARK.

IN FY 20, SCPRT ALSO DEVELOPED A SCAVENGER HUNT APP FOR STATE PARKS, A CONCEPT MODELED AFTER THE SUCCESSFUL ULTIMATE OUTSIDERS PROGRAM. THROUGH THIS APP, STATE PARKS VISITORS ARE NOT ONLY ENCOURAGED TO VISIT ALL 47 STATE PARKS, BUT ALSO TO PARTICIPATE IN UNIQUE EXPERIENCES, SUCH AS EXPLORING A FORT MADE OF OYSTER-SHELL CONCRETE TABBY OR FINDING THE HOLCOMBE HEMLOCK TREE.

WHILE STATE PARKS WERE CLOSED DURING APRIL, SCPRT KEPT PARK USERS ENGAGED THROUGH SOCIAL MEDIA STRATEGIES SUCH AS LIVE WITH A PARK RANGER EVENTS, WHICH WERE STREAMED EACH WEEKDAY AT 10 A.M. DURING THESE LIVE VIDEO CASTS, STATE PARKS STAFF WOULD PRESENT INFORMATION OR DEMONSTRATIONS OF A VARIETY OF ACTIVITIES, RANGING FROM CRABBING AT HUNTING ISLAND OR TO TOURING OF ROSE HILL PLANTATION.

SC STATE PARKS ALSO PARTNERED WITH THE NATIONAL PARK SERVICE ON APRIL 17-18, 2020 TO HOST A VIRTUAL CAMPOUT. FOR OVER 24 HOURS RANGERS FROM THE STATE PARKS IN SOUTH CAROLINA AND THE NATIONAL PARK SITES HOSTED ONLINE PROGRAMS FOR CONSUMERS TO WATCH AND ACTIVELY PARTICIPATE.

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RECREATION

SCPRT CONTINUES TO WORK CLOSELY WITH LOCAL GOVERNMENTS TO SUCCESSFULLY RECRUIT NCAA AND OTHER COLLEGIATE, PROFESSIONAL AND SEMI-PROFESSIONAL COMPETITION SPORTS EVENTS TO SOUTH CAROLINA, DEMONSTRATING THE STATE'S SUPPORT THROUGH PARTICIPATION IN PUBLIC RELATIONS EVENTS AND PROVIDING LETTERS OF SUPPORT FOR EVENT BIDDING. IN FY 20, SCPRT AWARDED OVER \$315,000 IN SPORTS TOURISM ADVERTISING AND RECRUITMENT (STAR) GRANTS FOR NINETEEN SUCCESSFULLY RECRUITED SPORTING EVENTS IN SOUTH CAROLINA:

- 2019 WINTER SHINE YOUTH FOOTBALL (CITY OF MYRTLE BEACH)
- 2019 YOUTH SHRINE BOWL (VISITGREENVILLESC)
- 2020 ABA RAY SCOTT CHAMPIONSHIP (VISIT ANDERSON)
- 2020 BMX CAROLINA NATIONALS (ROCK HILL PRT)
- 2020 GREAT RACE (VISITGREENVILLESC)
- 2020 GREENWOOD JUNIOR CHAMPIONSHIP (GREENWOOD REGIONAL TOURISM)
- 2020 NCAA DIV I WOMEN'S BASKETBALL REGIONAL (VISITGREENVILLESC)
- 2020 PHOENIX BOATS BLF ALL AMERICAN (VISIT ANDERSON)
- 2020 SEC WOMEN'S BASKETBALL TOURNAMENT (VISITGREENVILLESC)
- ACL WORLD CHAMPIONSHIP & USA CORNHOLE NATL CHAMP (ROCK HILL PRT)
- ACO CORNHOLE WORLD CHAMPIONSHIPS 15 (EXPERIENCE COLUMBIA SC)
- BASSMASTER COLLEGE SERIES AT GREEN POND LANDING (VISIT ANDERSON)
- FLW PRO CIRCUIT (CAPITAL CITY LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD)
- 2019 GREENWOOD JUNIOR CHAMPIONSHIP (GREENWOOD REGIONAL TOURISM AND VISITORS BUREAU)
- MAJOR LEAGUE FISHING SUMMIT CUP (CAPITAL CITY LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD)
- PHENOM SUMMER HAVOC LIVE (YORK COUNTY CVB)
- REGIONAL JUNIOR OLYMPIC BOXING TOURNAMENT (YORK COUNTY CVB)
- SIAC MENS AND WOMENS BASKETBALL CHAMPIONSHIPS (YORK COUNTY CVB)
- SOUTHERN REGIONAL WATERSKI CHAMPIONSHIPS (GREENWOOD REGIONAL TOURISM)

THROUGH THE UNDISCOVERED SC GRANTS PROGRAM, WHICH PROVIDES MATCHING FUNDS FOR HARD COSTS ASSOCIATED WITH TOURISM DEVELOPMENT PROJECTS, SCPRT CONTINUES TO ENCOURAGE THE DEVELOPMENT OF TOURISM PRODUCT IN THE STATE'S RURAL AREAS AND DEVELOPING DESTINATIONS. IN FY 20, SCPRT AWARDED THREE UNDISCOVERED SC GRANTS TOTALING \$503,000 FOR THE FOLLOWING PROJECTS: OPERA HOUSE RENOVATIONS (CITY OF ABBEVILLE), RAIL & HISTORY MUSEUM CONSTRUCTION (CITY OF LANDRUM), AND GREEN POND LANDING IMPROVEMENTS (ANDERSON COUNTY). THE FOLLOWING UNDISCOVERED SC PROJECTS WERE COMPLETED AND CLOSED OUT DURING FY 20: MAULDIN CULTURAL CENTER RENOVATIONS (CITY OF MAULDIN), LANGLEY POND SCORING TOWER (AIKEN COUNTY), WILDLIFE SANCTUARY DISCOVERY CENTER (CITY OF WALTERBORO), AND POCOTAGLIO NATURE WALK (CITY OF MANNING).



IN FY 20, SCPRT AWARDED A TOTAL OF \$1,043,250 IN TWELVE RECREATION TRAILS PROGRAM (RTP) GRANT FUNDS TO TRAIL PROJECTS ACROSS THE STATE. THESE AWARDED PROJECTS INCLUDED THE WACCAMMAW NECK BIKEWAY IN GEORGETOWN, THE WALKING TRAIL AT THE SENATOR CLEMENTA PINCKNEY MEMORIAL PARK IN MARION, AND THE PARALLEL SWAMP RABBIT TRAIL IN UNITY PARK IN GREENVILLE.

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TOURISM

IN FY 20, SCPRT ENTERED INTO A NEW PARTNERSHIP WITH THREE-TIME GRAMMY AWARD WINNER AND SOUTH CAROLINA NATIVE DARIUS RUCKER. THROUGH THIS AGREEMENT, RUCKER BECAME AN OFFICIAL AMBASSADOR FOR SOUTH CAROLINA TOURISM IN 2020, WORKING COLLABORATIVELY WITH SCPRT, TO SHARE HIS MUSIC AND NAME RECOGNITION TO STRENGTHEN THE STATE’S TOURISM BRAND AND LEVERAGE HIS NATIONAL AND GLOBAL APPEAL TO PROMOTE SOUTH CAROLINA AS A PREFERRED TRAVEL DESTINATION. UNDER THIS PARTNERSHIP, RUCKER WAS SCHEDULED MAKE APPEARANCES AT SEVERAL MAJOR TOURISM EVENTS, INCLUDING THE RBC HERITAGE GOLF TOURNAMENT ON HILTON HEAD ISLAND IN APRIL, AS WELL AS APPEAR ON MARKETING MATERIAL FOR THE STATE’S DISCOVER CAMPAIGN INCLUDING DIGITAL AND PRINT ADVERTISING, TELEVISION COMMERCIALS, SOCIAL MEDIA POSTS, WEBSITE STORIES AND AS THE COVER STORY FOR THE STATE’S OFFICIAL VACATION GUIDE. HOWEVER, DUE TO THE EFFECT OF COVID ON TOURISM AND TRAVEL, THIS PARTNERSHIP HAS BEEN TEMPORARILY PAUSED AND WILL BE RESUMED ONCE THE COVID-19 PANDEMIC PASSES.

IN RESPONSE TO INCREASING PUBLIC HEALTH CONCERNS AND SUBSEQUENT BUSINESS CLOSURES AND TRAVEL RESTRICTIONS, SCPRT DISCONTINUED ITS PLANNED ADVERTISEMENT STRATEGY AND DEVELOPED NEW CREATIVE TO CONTINUOUSLY ENGAGE CONSUMERS AND ENCOURAGE THEM TO PLAN FUTURE VACATIONS ONCE PUBLIC HEALTH AND OTHER SOCIAL CONDITIONS IMPROVED. THIS CAMPAIGN WAS NAMED “DREAM NOW DISCOVER LATER, AND RAN FROM MARCH – MAY 2020.



SCPRT ALSO DEVELOPED NEW CREATIVE ADVERTISEMENTS THAT WERE SCHEDULED TO RUN AS BUSINESS CLOSURES AND TRAVEL RESTRICTIONS WERE LIFTED. THIS SECOND PHASE OF THE RECOVERY MARKETING CAMPAIGN WAS LABELED "WHEN YOU'RE READY WE'RE READY." THE VISUALS WERE DESIGNED TO ENCOURAGE SAFE AND COMFORTABLE TRAVEL BY VISUALLY REINFORCING THE CONCEPTS OF SOCIAL DISTANCING AND INCREASED CLEANLINESS MEASURES. IN ADDITION, THESE IMAGES ARE ALSO MEANT TO CONVEY THE IDEA THAT SOUTH CAROLINA IS “OPEN FOR BUSINESS.” SCPRT WILL CONTINUE TO ADJUST AND ADAPT ITS VISUAL STRATEGIES AND CREATIVE MESSAGING TO ALIGN WITH CHANGING SOCIAL CONDITIONS AND CONSUMER TRAVEL SENTIMENT.

IN ADDITION TO THESE PAID MEDIA STRATEGIES, SCPRT ALSO SOUGHT TO RE-ENGAGE CONSUMER THROUGH NEW SOCIAL MEDIA STRATEGIES. THE FIRST WAS #SHARESCLOVE, WHERE THE AGENCY INVITED BOTH DISCOVER’S AUDIENCES AND SOUTH CAROLINA TOURISM PARTNERS’ AUDIENCES TO SHARE HEARTFELT STORIES FROM THEIR COMMUNITIES, CHERISHED TRAVEL MEMORIES FROM PAST VACATIONS, AND THINGS THEY CAN’T WAIT TO DO ONCE THEY CAN TRAVEL AGAIN. THE SECOND CAMPAIGN WAS TUNE-IN SC, WHERE THE AGENCY DESIGNATED DAILY THEMES SUCH AS “WELLNESS WEDNESDAY” AND “STORYTELLING SATURDAY” TO PROVIDE DAILY CONTENT ENCOURAGING USERS TO RETURN TO SCPRT CHANNELS EACH DAY, KEEPING THEM ENGAGED. THROUGH BOTH OF THESE SOCIAL MEDIA STRATEGIES, SCPRT SHOWCASED HOW ATTRACTIONS AND LOCAL BUSINESSES ACROSS THE STATE FOUND INNOVATIVE WAYS TO SERVE THEIR COMMUNITIES AND STAY TOP OF MIND FOR FUTURE TRAVEL EXPERIENCES.

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FILM

IN FY 20, SOUTH CAROLINA RECRUITED ONE TELEVISION SERIES SEASON, **RIGHTEOUS GEMSTONES SEASON 2 (HBO)**, AND ONE TELEVISION SERIES SPECIAL, **RIGHTEOUS GEMSTONES CHRISTMAS SPECIAL (HBO)**. COMBINED THESE TWO PRODUCTIONS WILL GENERATE AN ESTIMATED \$71.8 MILLION IN TOTAL QUALIFIED SPENDING IN SOUTH CAROLINA AND RESULT IN THE HIRING OF AN ESTIMATED 800 SOUTH CAROLINA CREW AND EXTRAS.

THE NETFLIX SERIES **OUTER BANKS**, WHICH WAS RECRUITED IN FY 19 AND FILMED IN THE CHARLESTON AREA IN THE LATTER HALF OF CALENDAR YEAR 2019, EXPERIENCED GREAT SUCCESS WHEN IT BECAME AVAILABLE ON NETFLIX IN THE SPRING OF 2020. ACCORDING TO FORBES.COM, THE SERIES FINISHED ATOP THE TOP 10 RANKINGS FOR NETFLIX VIEWERSHIP BETWEEN BOTH APRIL 23-27 AND MAY 4-7, FOR A TOTAL OF NINE DAYS. OVERALL, **OUTER BANKS** MADE 51 APPEARANCES ON THE TOP 10, MAKING IT THE THIRD MOST POPULAR SHOW ON NETFLIX IN 2020 TO-DATE.

SCPRT UTILIZED THE SUCCESS OF **OUTER BANKS** AS AN OPPORTUNITY TO CROSS-PROMOTE BOTH THE SERIES ITSELF AND THE LOCATIONS FILMED DURING THE PRODUCTION OF THE SERIES. FOLLOWING THE SERIES' MAIN PREMISE AS A **DAVID AND GOLIATH** THEME BETWEEN TWO GROUPS (**POGUES AND KOOKS**), SCPRT DESIGNED TWO SEPARATE VACATION ITINERARIES BASED ON THE TWO GROUPS AND THEIR ASSOCIATED CHARACTERISTICS AND INTERESTS. THE FIRST ORGANIC FACEBOOK OF THIS CONCEPT GARNERED OVER 23,000 IMPRESSIONS. SCPRT TWEETS ABOUT THIS TRAVEL CONCEPT WERE TWICE RETWEETD BY THE OFFICIAL **OBX (OUTER BANKS)** TWITTER ACCOUNT, MAKING IT ONE OF THE HIGHEST PERFORMING TWEETS ON THE AGENCY'S DISCOVER ACCOUNT.

LAUNCHED BY INDIE GRANTS WITH THE SOUTH CAROLINA FILM COMMISSION AND TRIDENT TECHNICAL COLLEGE IN SEPTEMBER 2018, THE **WIDE ANGLE LAB** IS A MEDIA INCUBATOR FOR SOUTH CAROLINA CONTENT CREATORS. UNDERSTANDING THE VALUE OF DIVERSE VIEWPOINTS IN STORY DEVELOPMENT AND QUALITY PRODUCTION, THE PROGRAM BOOSTS DIVERSITY AND INCLUSION IN THE INDUSTRY, MAXIMIZES PROFESSIONAL OPPORTUNITIES FOR PARTICIPANTS, AND CREATES CONNECTIONS BETWEEN PRODUCTION PROFESSIONALS FROM ALL BACKGROUNDS. THROUGH THIS PROGRAM, 15 SOUTH CAROLINA FILMMAKERS HAVE DEVELOPED FILM, TELEVISION AND WEB CONTENT UNDER THE TUTELAGE OF **EFFIE T. BROWN**, AN AWARD WINNING FILM, TELEVISION, AND DIGITAL PRODUCER, KNOWN FOR HER HIGHLY ACCLAIMED, MULTI-PLATFORM REPERTOIRE AS WELL AS CHAMPIONING INCLUSION AND DIVERSITY IN HOLLYWOOD, BOTH BEHIND AND IN FRONT OF THE CAMERA.



AS THE CULMINATION OF THIS PILOT PROGRAM, THE FILMMAKERS PRESENTED THEIR PROJECTS AS FIVE-TO-TEN-MINUTE PITCHES TO A PANEL OF INDUSTRY PROFESSIONALS, INCLUDING EXECUTIVES AND PRODUCTION PROFESSIONALS FROM **AGC STUDIOS, DISCOVERY NETWORKS, ANIMAL PLANET, NBC UNIVERSAL**. EACH FILMMAKER PRESENTED THEIR PITCH, AFTER WHICH THE PANEL OFFERED HONEST, CONSTRUCTIVE FEEDBACK ON THEIR PITCHES AND PROJECTS AS THEY PREPARE THEM FOR ACTUAL SHOPPING AND DEVELOPMENT. NOW IN ITS THIRD YEAR, **WIDE ANGLE** IS THE ONLY ONE OF ITS KIND IN THE NATION.

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RISK ASSESSMENT AND MITIGATION STRATEGIES

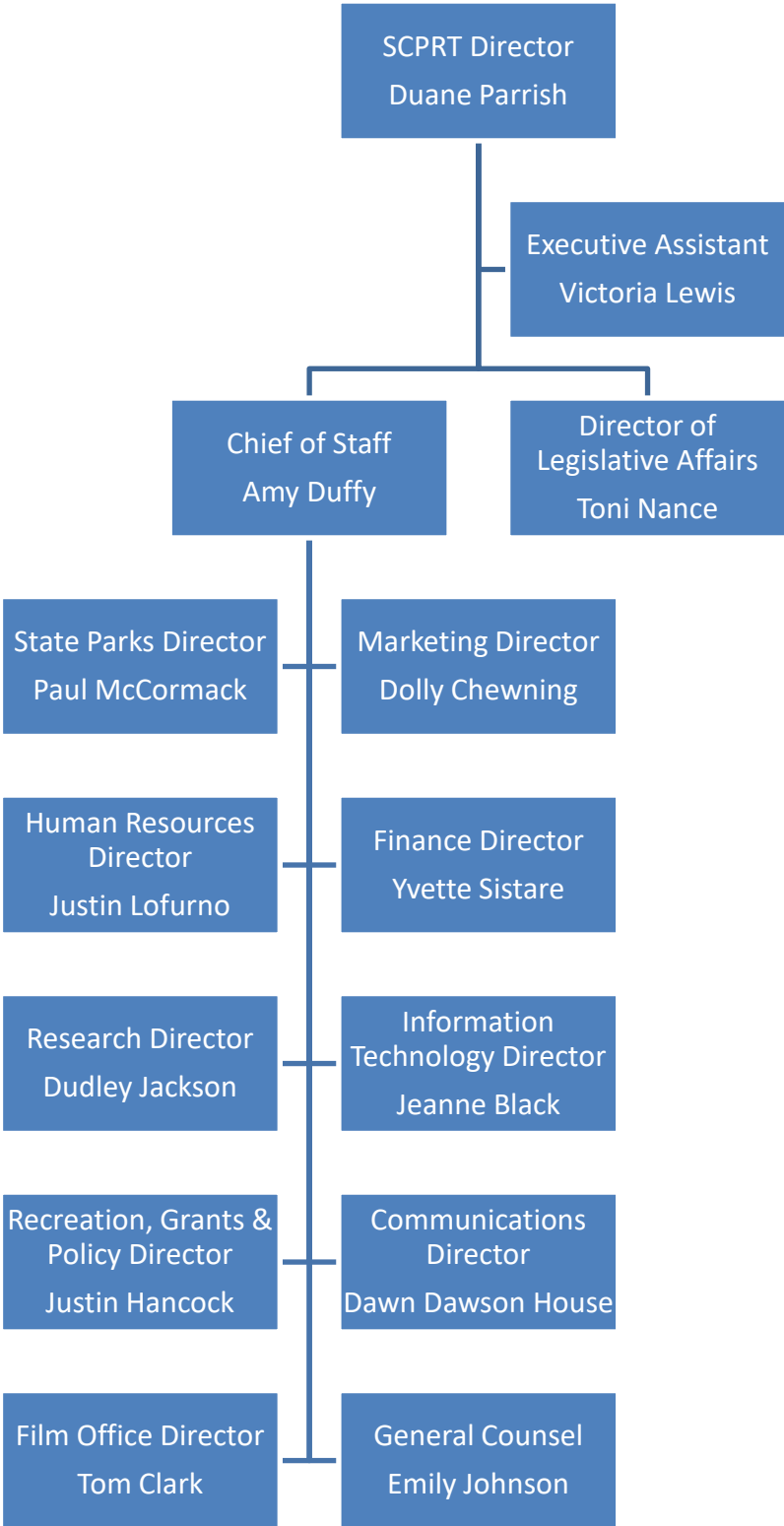
THE AGENCY’S FAILURE TO MEET ITS PRIMARY TOURISM GOALS AND OBJECTIVES WOULD RESULT IN A SUBSTANTIAL NEGATIVE IMPACT TO THE STATE’S ECONOMY AND THE QUALITY OF LIFE FOR SOUTH CAROLINIANS. WITHOUT A COORDINATED STATEWIDE MARKETING STRATEGY, MANY OF SOUTH CAROLINA’S DESTINATIONS WOULD BE UNABLE TO COMPETE EFFECTIVELY IN DOMESTIC AND INTERNATIONAL TOURISM MARKETS. THIS WOULD ULTIMATELY RESULT IN LOSSES OF TOURISM MARKET SHARE, MEANING LESS VISITOR SPENDING TO SUPPORT JOBS AND GENERATE TAXES UPON WHICH STATE AND LOCAL GOVERNMENTS RELY HEAVILY TO FUND CORE SERVICES. THIS WOULD ALSO LEAD TO LESS INVESTMENT IN TOURISM AND RECREATION PRODUCTS, SUCH AS STATE AND LOCAL PARKS, THAT ARE ENJOYED BY MANY STATE RESIDENTS. IN ORDER TO ENSURE THE CONTINUITY OF SOUTH CAROLINA’S TOURISM SUCCESS, THE STATE MUST CONTINUE TO INVEST IN STATEWIDE TOURISM MARKETING, AND ALSO CONTINUE TO PROVIDE FUNDING FOR OUR STATE’S RECREATIONAL ASSETS AND TOURISM INFRASTRUCTURE, INCLUDING PUBLIC BEACHES. WHEN PRACTICAL, THE STATE SHOULD CONTINUE TO ENCOURAGE GREATER COOPERATION BETWEEN STATE AND LOCAL GOVERNMENTS TO ENSURE THE MOST EFFICIENT AND EFFECTIVE USE OF FINANCIAL AND HUMAN RESOURCES.

IN TERMS OF SOUTH CAROLINA STATE PARKS, THE MOST NEGATIVE IMPACT WOULD BE THE LOSS OF PUBLIC RECREATION AREAS AND EDUCATIONAL OPPORTUNITIES DERIVED FROM THE PARKS’ NATURAL HABITATS AND HISTORIC SITES AND STRUCTURES. IN ORDER TO GUARANTEE THE CONTINUITY OF STATE PARKS OPERATIONS, THE STATE MUST CONTINUE TO PROVIDE SUPPORT FOR CAPITAL IMPROVEMENTS THAT ENSURE PUBLIC SAFETY AND ALSO ALLOW STATE PARKS TO OPERATE WITH FINANCIAL EFFICIENCY. THESE CAPITAL PROJECTS INCLUDE INFRASTRUCTURE MAINTENANCE, SUCH AS PAVING, ELECTRICAL AND SEWER UPGRADES, AS WELL AS BEACH RENOURISHMENT AND STRUCTURAL IMPROVEMENTS.

IN TERMS OF FILM RECRUITMENT, SOUTH CAROLINA WOULD BE UNABLE TO RECRUIT MAJOR TELEVISION OR FILM PROJECTS WITHOUT THE SC FILM OFFICE AND THE STATE’S FILM INCENTIVES. THIS WOULD RESULT IN A DEPLETION OF SOUTH CAROLINA-BASED FILM CREW AND SUBSTANTIAL BUSINESS LOSS FOR MANY VENDORS IN THE STATE. IN ADDITION TO THE LOSS OF MAJOR FILM PROJECTS, THE ABSENCE OF A FILM OFFICE WOULD SUBSTANTIALLY DECREASE THE AMOUNT OF MINOR FILM-RELATED PROJECTS, SUCH AS COMMERCIAL AND ADVERTISEMENT PHOTO SHOTS. IN ADDITION TO ADMINISTERING THE FILM INCENTIVES, THE SOUTH CAROLINA FILM OFFICE PROVIDES INVALUABLE LOCATION AND INFORMATION SERVICES FOR BOTH MAJOR AND MINOR FILM-RELATED PROJECTS. IN ORDER FOR SOUTH CAROLINA TO CONTINUE THE SUCCESSFUL RECRUITMENT OF FILM PROJECTS, THE STATE MUST CONTINUE TO INVEST IN THE FILM INCENTIVE PROGRAM, AT LEAST AT ITS CURRENT LEVELS, AND SUPPORT THE SOUTH CAROLINA FILM OFFICE.

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SCPRT ORGANIZATIONAL CHART



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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
Government and Citizens	G	1			Stewardship of Agency Resources							
	S	1.1			Operate State Parks with Standard Business Management Practices							
	M		1.1.1	State Parks Operational Self-Sufficiency	103.90%	100.00%	88.74%	07/01/19 - 6/30/20	State Park Staff submit to Central Office Finance, Calculated Monthly	(Total State Parks Revenue/Total State Parks Expenditures)*100	Provides overview and tracking of State Parks' financial performance	
	M		1.1.2	State Parks Total Earned Revenue	\$33,806,909.01	\$34,000,000.00	\$30,859,937.73	07/01/19 - 6/30/20	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Provides overview and tracking of State Parks' financial performance	
	M		1.1.3	State Parks Admission Revenue	\$7,209,940.42	\$7,209,940.42	\$7,870,618.72	07/01/19 - 6/30/20	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Indicates day use visitation of State Parks	
	M		1.1.4	State Parks Cabin Occupancy	47.93%	50.00%	53.80%	07/01/19 - 6/30/20	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.5	State Parks Lodge Room Occupancy	27.54%	30.00%	23.90%	07/01/19 - 6/30/20	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.6	State Parks Campsite Occupancy	44.16%	45.00%	45.12%	07/01/19 - 6/30/20	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.7	State Parks Golf Rounds	32,881	33,000	29,528	07/01/19 - 6/30/20	Central Reservation System, Data Available Daily		Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks	
	M		1.1.8	State Parks Total Volunteer Hours	108,926	100,000	170,380.75	07/01/19 - 6/30/20	State Park Staff submits to State Park Central Office Weekly		Indicates public support of State Parks	
	S	1.2			Protect and Preserve Natural & Cultural Resources							
	M		1.2.1	Number of Red Cockaded Woodpecker Clusters	17	18	19	07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.2	Number of Red Cockaded Woodpecker Fledglings	40	42	37	07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.3	Number of Sea Turtle Nests	547	547	346	07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to protect sea turtles	
	M		1.2.4	Annual Forest Restoration Acreage	782	6,412	963	07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	M		1.2.5	Total Forest Restoration Acreage	10,517	11,226	10,733	07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	S	1.3			Provide Cooperative Advertising Opportunities for Local Destinations							
	M		1.3.1	Cooperative Advertising Sales Total	\$205,415.00	\$200,000.00	\$206,837.00	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners	
	M		1.3.2	Welcome Center Advertising Sales Total	\$90,601.50	\$90,000.00	\$86,400.00	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners	

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		1.3.3		Visitors Guide Advertising Sales Total	\$483,608.82	\$500,000.00	\$520,735.00	07/01/19 - 6/30/20	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M		1.3.4		Leisure Website Advertising Sales Total	\$30,850.00	\$30,000.00	\$30,250.00	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M		1.3.5		State Parks Website Advertising Total	\$35,000.00	\$35,000.00	\$28,750.00	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
Public Infrastructure and Economic Development	G	2	Encourage Business Development and Economic Growth									
	S		2.1	Grow the Economy through Film Project Recruitment								
	M		2.1.1		Total Number of SC Film Hires	1,079	700	4913	07/01/19 - 6/30/20	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on employment of SC-based crew
	M		2.1.2		Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$33,161,040	\$35,000,000	\$111,094,210	07/01/19 - 6/30/20	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	M		2.1.3		Total Number of Film-Related Hotel Nights	16,341	18,500	65,849	07/01/19 - 6/30/20	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	S		2.2	Provide Assistance to Local Governments & DMOs								
	M		2.2.1		Number of Recreational Trail Grants	0	12	12	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M		2.2.2		Number of Parks and Recreation Development Fund New Projects	109	100	115	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M		2.2.3		Number of Land and Water Conservation Fund Grants	0	12	0 ¹	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M		2.2.4		Number of Tourism Advertising Grants	63	65	69	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M		2.2.5		Number of Undiscovered SC Enhancement Grants	2	3	3	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M		2.2.6		Number of Sports Tourism Advertising & Recruitment Grants	9	10	19	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	S		2.3	Grow South Carolina's Tourism Economy								
	M		2.3.1		Total State Accommodations Tax Collections	\$75,154,113.37	\$75,154,113.37	\$65,851,960.35	07/01/19 - 6/30/20	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		2.3.2		Total State Admissions Tax Collections	\$41,390,957.99	\$41,390,957.99	\$33,492,455.96	07/01/19 - 6/30/20	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M		2.3.3		Statewide Hotel Occupancy Rate	63.70%	63.70%	63.00%	01/01/19 - 12/31/19	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M		2.3.4		Statewide Hotel RevPAR	\$74.16	\$74.16	\$73.91	01/01/19 - 12/31/19	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
Public Infrastructure and Economic Development	G	3	Effectively Market South Carolina as a Travel Destination									
	S		3.1	Engage Consumers through SCPRT's Leisure Marketing Program								
	M		3.1.1		Percent of Leisure Travel Ad-Aware Households in Target Markets	47%	39%	47%	07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	M		3.1.2		Number of Undiscovered Trips Generated by Advertising	683,000	600,000	862,000	07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	S		3.2	Provide Travel Assistance to Welcome Center Visitors								
	M		3.2.1		Number of Guests Assisted	1,249,179	1,000,000	799,731	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.2		Number of Assisted Accommodations Reservations	10,983	10,000	5,723	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.3		Number of Assisted Attractions Reservations	3,722	3,000	1,847	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.4		Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.82	4.5	4.86	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	S		3.3	Engage Existing and New State Parks Visitors through Marketing								
	M		3.3.1		Number of Visitors who have completed the Ultimate Outsider Challenge	1,299	1,500	1,749	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Indicates effectiveness of State Parks Marketing
	M		3.3.2		State Parks Advertising Awareness Percentage ²	40%	39%	n/a	07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
	M		3.3.3		Number of State Parks Visits Generated by Advertising	119,757	120,000	n/a	07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
Education, Training, and Human Development	G	4	Provide Educational Opportunities for SC Residents									
	S		4.1	Develop the State's Film Industry through Training								
	M		4.1.1		Number of Production Fund Grants Awarded	2	2	2	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.2		Number of Educational/Training Workshops Conducted	7	3	7	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.3		Number of Workshop Participants	359	50	459	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	S		4.2	Provide Educational Opportunities at State Parks								

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Statewide Enterprise Strategic Objective	Type	Item #			Description	Base	2019-20		Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure			Target	Actual				
	M			4.2.1	Discover Carolina Family Program Attendance	549,404	550,000	391,497	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming
	M			4.2.2	Discover Carolina Educational Program Attendance	17,221	17,500	10,215	07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

¹ The FY20 LWCF Grant Cycle was delayed due to COVID-19. SCPRT extended the application period since many local governments operations were limited during the spring of 2020.

² Unlike General Leisure Advertising studies that are conducted annually, State Parks Advertising Studies are conducted on a more infrequent basis.

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2020-21			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
Government and Citizens	G	1			Stewardship of Agency Resources							
	S	1.1			Operate State Parks with Standard Business Management Practices							
	M		1.1.1	State Parks Operational Self-Sufficiency	88.74%	100.00%		07/01/20 - 6/30/21	State Park Staff submit to Central Office Finance, Calculated Monthly	(Total State Parks Revenue/Total State Parks Expenditures)*100	Provides overview and tracking of State Parks' financial performance	
	M		1.1.2	State Parks Total Earned Revenue	\$30,859,937.73	\$34,000,000.00		07/01/20 - 6/30/21	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Provides overview and tracking of State Parks' financial performance	
	M		1.1.3	State Parks Admission Revenue	\$7,870,618.72	\$7,209,940.42		07/01/20 - 6/30/21	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Indicates day use visitation of State Parks	
	M		1.1.4	State Parks Cabin Occupancy	\$0.54	50.00%		07/01/20 - 6/30/21	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.5	State Parks Lodge Room Occupancy	\$0.24	30.00%		07/01/20 - 6/30/21	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.6	State Parks Campsite Occupancy	\$0.45	45.00%		07/01/20 - 6/30/21	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.7	State Parks Camper Cabin Occupancy	\$0.47	50.00%		07/01/20 - 6/30/21	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions	
	M		1.1.8	State Parks Golf Rounds	\$29,528.00	33,000		07/01/20 - 6/30/21	Central Reservation System, Data Available Daily		Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks	
	M		1.1.9	State Parks Total Volunteer Hours	\$170,380.75	100,000		07/01/20 - 6/30/21	State Park Staff submits to State Park Central Office Weekly		Indicates public support of State Parks	
	S	1.2			Protect and Preserve Natural & Cultural Resources							
	M		1.2.1	Number of Red Cockaded Woodpecker Clusters	19	19		07/01/20 - 6/30/21	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.2	Number of Red Cockaded Woodpecker Fledglings	37	37		07/01/20 - 6/30/21	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.3	Number of Sea Turtle Nests	346	346		07/01/20 - 6/30/21	SCPRT enters information into internal database		Allows tracking of efforts to protect sea turtles	
	M		1.2.4	Annual Forest Restoration Acreage	963	963		07/01/20 - 6/30/21	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	M		1.2.5	Total Forest Restoration Acreage	10,733	11,696		07/01/20 - 6/30/21	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	S	1.3			Provide Cooperative Advertising Opportunities for Local Destinations							
	M		1.3.1	Cooperative Advertising Sales Total	\$206,837.00	\$200,000.00		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners	

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2020-21			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M			1.3.2	Welcome Center Advertising Sales Total	\$86,400.00	\$90,000.00		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.3	Visitors Guide Advertising Sales Total	\$520,735.00	\$500,000.00		07/01/20 - 6/30/21	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.4	Leisure Website Advertising Sales Total	\$30,250.00	\$30,000.00		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.5	State Parks Website Advertising Total	\$28,750.00	\$35,000.00		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
Public Infrastructure and Economic Development	G		2		Encourage Business Development and Economic Growth							
	S			2.1	Grow the Economy through Film Project Recruitment							
	M			2.1.1	Total Number of SC Film Hires	4913	800		07/01/20 - 6/30/21	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on employment of SC-based crew
	M			2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$111,094,210	\$71,800,000		07/01/20 - 6/30/21	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	M			2.1.3	Total Number of Film-Related Hotel Nights	65,849	44,000		07/01/20 - 6/30/21	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	S			2.2	Provide Assistance to Local Governments & DMOs							
	M			2.2.1	Number of Recreational Trail Grants	12	12		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.2	Number of Parks and Recreation Development Fund New Projects	115	100		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.3	Number of Land and Water Conservation Fund Grants	0	12		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.4	Number of Tourism Advertising Grants	69	65		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.5	Number of Undiscovered SC Enhancement Grants	3	3		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	19	10		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	S			2.3	Grow South Carolina's Tourism Economy							
	M			2.3.1	Total State Accommodations Tax Collections	\$65,851,960.35	\$75,154,113.37		07/01/20 - 6/30/21	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2020-21			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		2.3.2		Total State Admissions Tax Collections	\$33,492,455.96	\$41,390,957.99		07/01/20 - 6/30/21	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M		2.3.3		Statewide Hotel Occupancy Rate	63.00%	63.70%		01/01/20 - 12/31/20	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M		2.3.4		Statewide Hotel RevPAR	\$73.91	\$74.16		01/01/20 - 12/31/20	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
Public Infrastructure and Economic Development	G		3		Effectively Market South Carolina as a Travel Destination							
	S		3.1		Engage Consumers through SCPRT's Leisure Marketing Program							
	M		3.1.1		Percent of Leisure Travel Ad-Aware Households in Target Markets	47%	39%		07/01/20 - 6/30/21	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	M		3.1.2		Number of Undiscovered Trips Generated by Advertising	862,000	600,000		07/01/20 - 6/30/21	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	S		3.2		Provide Travel Assistance to Welcome Center Visitors							
	M		3.2.1		Number of Guests Assisted	799,731	1,000,000		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.2		Number of Assisted Accommodations Reservations	5,723	10,000		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.3		Number of Assisted Attractions Reservations	1,847	3,000		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.4		Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.86	4.5		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	S		3.3		Engage Existing and New State Parks Visitors through Marketing							
	M		3.3.1		Number of Visitors who have completed the Ultimate Outsider Challenge	1,749	1,500		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Indicates effectiveness of State Parks Marketing
	M		3.3.2		State Parks Advertising Awareness Percentage	n/a	39%		07/01/20 - 6/30/21	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
	M		3.3.3		Number of State Parks Visits Generated by Advertising	n/a	120,000		07/01/20 - 6/30/21	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
Education, Training, and Human Development	G		4		Provide Educational Opportunities for SC Residents							
	S		4.1		Develop the State's Film Industry through Training							
	M		4.1.1		Number of Production Fund Grants Awarded	2	2		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.2		Number of Educational/Training Workshops Conducted	7	3		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.3		Number of Workshop Participants	459	195		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	S		4.2		Provide Educational Opportunities at State Parks							

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

Fiscal Year 2019-2020
Accountability Report

Agency Code: P280 Section: 49

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	Base	2020-21		Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure			Target	Actual				
	M			4.2.1	Discover Carolina Family Program Attendance	391,497	300,000		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming
	M			4.2.2	Discover Carolina Educational Program Attendance	10,215	10,000		07/01/20 - 6/30/21	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

Fiscal Year 2019-2020
Accountability Report

Agency Code: P280 Section: 49

Program Template

Program/Title	Purpose	FY 2019-20 Expenditures (Actual)				FY 2020-21 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	\$ 980,267			\$ 980,267	\$ 867,500			\$ 867,500	
Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,687,240	\$ 274,369		\$ 2,961,609	\$ 2,323,111	\$ 35,000		\$ 2,358,111	
Recreation, Grants & Policy	This program adminsters seven state-funded recreation or tourism grant programs and two federally-funded recreation grant programs.	\$ 1,614,225	\$ 916,253	\$ 3,025,637	\$ 5,556,115	\$ 1,723,105	\$ 1,592,000	\$ 2,479,110	\$ 5,794,215	2.2.1; 2.2.2; 2.2.3; 2.2.5; 2.2.6
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.	\$ 686,853			\$ 686,853	\$ 768,350	\$ 105,000		\$ 873,350	1.3.1; 1.3.2; 1.3.3; 1.3.4; 1.3.5; 2.2.4; 3.1.1; 3.1.2; 3.3.1; 3.3.2; 3.3.3
Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 2,525,000			\$ 2,525,000	\$ 2,525,000			\$ 2,525,000	
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.	\$ 12,992,209	\$ 325,861		\$ 13,318,070	\$ 13,214,793	\$ 1,800,000		\$ 15,014,793	
Welcome Centers	Visitors Services staffing the state's nine Welcome Centers	\$ 1,545,449			\$ 1,545,449	\$ 1,495,463			\$ 1,495,463	3.2.1; 3.2.2; 3.2.3; 3.2.4;
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.		\$ 3,669,731		\$ 3,669,731		\$ 4,026,240		\$ 4,026,240	
Destination Specific Tourism	Destination Specific Marketing Grant Program	\$ 13,873,109			\$ 13,873,109	\$ 14,000,000			\$ 14,000,000	
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.	\$ 2,939,653	\$ 29,078,827	\$ 88,629	\$ 32,107,109	\$ 2,943,371	\$ 26,602,260	\$ 770,538	\$ 30,316,169	1.1.1; 1.1.2; 1.1.3; 1.1.4; 1.1.5; 1.1.6; 1.1.7; 1.1.8; 1.1.9; 1.2.1; 1.2.2; 1.2.3; 1.2.4; 1.2.5; 3.3.1; 3.3.2; 3.3.3; 4.2.1; 4.2.2

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

Fiscal Year 2019-2020
Accountability Report

Agency Code: P280 Section: 49

Program Template

Program/Title	Purpose	FY 2019-20 Expenditures (Actual)				FY 2020-21 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 96,093			\$ 96,093	\$ 369,406			\$ 369,406	
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 143,475			\$ 143,475	\$ 143,431			\$ 143,431	2.3.1; 2.3.2; 2.3.3; 2.3.4; 3.1.1; 3.1.2; 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.	\$ 25,730,969			\$ 25,730,969	\$ 24,931,639			\$ 24,931,639	2.1.1; 2.1.2; 2.1.3; 4.1.1; 4.1.2; 4.1.3
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.	\$ 3,253,205	\$ 4,744,740	\$ 24,358	\$ 8,022,303	\$ 3,832,911	\$ 4,200,903	\$ 26,000	\$ 8,059,814	

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

Fiscal Year 2019-2020
Accountability Report

Agency Code: P280 Section: 49

Legal Standards Template

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	If yes, what type of service or product?	If other service or product, please specify what service or product.
1	1-30-10	State	Statute	SCPRT designated as a department within the Executive Branch of State Government.	No	No - Does not relate directly to any agency deliverables		
2	1-30-80	State	Statute	Film Office moved from SC Department of Commerce to SCPRT	No	No - Does not relate directly to any agency deliverables		
3	1-11-425	State	Statute	SCPRT exempted from providing cost information for printed publications intended for public relations purposes	No	No - But relates to manner in which one or more agency deliverables is provided		
4	12-21-4200	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.	No	No - But relates to sources of funding for one or more agency deliverables		
5	12-21-6510	State	Statute	Tourism Infrastructure Admissions Tax Act - Short Title	No	No - But relates to manner in which one or more agency deliverables is provided		
6	12-21-6520	State	Statute	Definitions of Article	No	No - But relates to manner in which one or more agency deliverables is provided		
7	12-21-6530	State	Statute	Portion of tax paid to county or municipality where tourism establishment located	Yes	No - But relates to manner in which one or more agency deliverables is provided		
8	12-21-6540	State	Statute	Portion of tax transferred to State Treasurer for special tourism infrastructure development fund; Yes established grants and grant guidelines	Yes	Yes	Other service or product our agency must/may provide	Consultation with South Carolina Coordinating Council on Economic Development for use of funds for infrastructure benefitting tourism
9	12-21-6550	State	Statute	Certification application procedures	Yes	Yes	Other service or product our agency must/may provide	Certification of tourism or recreation facility for Tourism Infrastructure Admissions Tax benefits
10	12-21-6560	State	Statute	Qualification Factors for Eligibility of Major Tourism or Recreation Area or Facility	No	No - But relates to manner in which one or more agency deliverables is provided		
11	12-21-6570	State	Statute	Designation of Development Areas	No	No - But relates to manner in which one or more agency deliverables is provided		
12	12-21-6580	State	Statute	Facilities expansion or improvement eligibility requirements	No	No - But relates to manner in which one or more agency deliverables is provided		
13	12-21-6590	State	Statute	Establishment of Extraordinary Retail Certification	Yes	Yes	Other service or product our agency must/may provide	Establishment of Extraordinary Retail Certification
14	12-62-10	State	Statute	Motion Picture Incentive Act - Citation of Chapter	No	No - Does not relate directly to any agency deliverables		
15	12-62-20	State	Statute	Motion Picture Incentive Act Definitions	No	No - Does not relate directly to any agency deliverables		
16	12-62-30	State	Statute	Exemption from State and Local Taxes	No	No - But relates to manner in which one or more agency deliverables is provided		
17	12-62-40	State	Statute	Certification of Exemption	Yes	Yes	Other service or product our agency must/may provide	Sales and Use Tax Exemption Certification
18	12-62-50	State	Statute	Tax Rebate for Employment of SC Residents	Yes	Yes	Distribute funding to another entity	
19	12-62-55	State	Statute	Assignment of Rebate Payments to Trustee	No	No - But relates to manner in which one or more agency deliverables is provided		

20	12-62-60	State	Statute	Distribution of Admissions Taxes; Supplier Rebate; Educational Requirements	Yes	Yes	Distribute funding to another entity	
21	12-62-70	State	Statute	Temporary Use of Underutilized State Property	Yes	Yes	Other service or product our agency must/may provide	Assistance to production companies to identify and temporarily use underutilized state property
22	12-62-80	State	Statute	Allows for establishment of Film Foundation to accept donations	No	No - But relates to manner in which one or more agency deliverables is provided		
23	12-62-90	State	Statute	Credit Roll Requirements and Refusal Rights	No	No - But relates to manner in which one or more agency deliverables is provided		
24	12-62-95	State	Statute	Inapplicability of works appealing to prurient interest	No	No - But relates to manner in which one or more agency deliverables is provided		
25	12-62-100	State	Statute	Allows Film Commission to adopt rules and regulations	No	No - Does not relate directly to any agency deliverables		
26	13-1-1710	State	Statute	SCPRT Director to serve on Coordinating Council for Economic Development	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
27	13-11-20	State	Statute	SCPRT Director to serve on New Horizons Development Authority Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
28	13-11-120	State	Statute	SCPRT authorized to transfer all real property acquired through the 1973 General Obligation Bond designated for the I-77 project	Yes	Yes	Other service or product our agency must/may provide	Transfer of Property for I-77 project
29	27-8-100	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for beach conservation at SC State Parks	No	No - Does not relate directly to any agency deliverables		
30	27-8-110	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for property acquisition for SC State Parks	No	No - Does not relate directly to any agency deliverables		
31	37-29-130	State	Statute	SCPRT designated as pass-through agency for Palmetto Pride Funds	Yes	Yes	Distribute funding to another entity	
32	43-21-120	State	Statute	SCPRT Director to serve on Coordinating Council to the Division on Aging	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
33	48-49-70	State	Statute	SCPRT to identify the protected mountain ridge crests in each county	No	Yes	Report our agency must/may provide	
34	48-59-30	State	Statute	SCPRT designated as eligible recipient of Conservation Bank Trust Funds	No	No - Does not relate directly to any agency deliverables		
35	48-59-40	State	Statute	SCPRT Director to serve as ex-officio member of Conservation Bank Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
36	49-6-30	State	Statute	SCPRT representative to serve on Aquatic Plant Management Council	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
37	51-1-10	State	Statute	Established Agency	No	No - But relates to manner in which one or more agency deliverables is provided		
38	51-1-20	State	Statute	Provides SCPRT Director the ability to hire employees	No	No - But relates to manner in which one or more agency deliverables is provided		
39	51-1-30	State	Statute	Provides that the Agency shall be composed of a Division of Travel and a Division of Parks and Recreation.	No	No - But relates to manner in which one or more agency deliverables is provided		
40	51-1-40	State	Statute	Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	No	Yes	Other service or product our agency must/may provide	Charging admissions to State Parks; selling retail items
41	51-1-50	State	Statute	Allows SCPRT to hire staff for State Welcome Centers	No	No - But relates to manner in which one or more agency deliverables is provided		
42	51-1-60	State	Statute	Lists powers and duties of SCPRT	No	Yes	Other service or product our agency must/may provide	Tourism marketing for the State of South Carolina

43	51-1-70	State	Statute	Transfers funds from various state park departments to SCPRT	No	No - But relates to sources of funding for one or more agency deliverables		
44	51-1-80	State	Statute	Allows SCPRT to enter into certain contracts with political subdivisions within the State	No	No - But relates to manner in which one or more agency deliverables is provided		
45	51-1-90	State	Statute	Transfers functions from State Recreation Commission to SCPRT	No	No - But relates to manner in which one or more agency deliverables is provided		
46	51-1-300	State	Statute	Establishes the Division of Community Development	Yes	Yes	Other service or product our agency must/may provide	Providing economic development assistance to local communities
47	51-1-310	State	Statute	Provides purposes and duties for Division of Community Development	Yes	No - But relates to manner in which one or more agency deliverables is provided		
48	51-3-10	State	Statute	Control and maintenance of State Parks by SCPRT	No	No - Does not relate directly to any agency deliverables		
49	51-3-20	State	Statute	Limited Use of State Parks Facilities for Public	No	No - Does not relate directly to any agency deliverables		
50	51-3-30	State	Statute	Penalties for violating 51-3-10 and 51-3-20	No	No - Does not relate directly to any agency deliverables		
51	51-3-40	State	Statute	Closed Edisto Beach State Park; Limited activities at Santee State Park	No	No - Does not relate directly to any agency deliverables		
52	51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	No	No - Does not relate directly to any agency deliverables		
53	51-3-60	State	Statute	Allows persons over the age of 65, persons with disabilities, blind persons and veterans free admission to State Parks and reduced campsite rental fees	Yes	Yes	Other service or product our agency must/may provide	Free admissions and discount camping for persons over the age of 65, persons with disabilities, blind persons and veterans
54	51-3-65	State	Statute	Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Yes	No - But relates to manner in which one or more agency deliverables is provided		
55	51-3-70	State	Statute	Allows SCPRT to set rules and regulations for State Parks	No	No - Does not relate directly to any agency deliverables		
56	51-3-80	State	Statute	Allows SCPRT to acquire land donations and other contributions for State Parks	No	No - Does not relate directly to any agency deliverables		
57	51-3-90	State	Statute	Allows SCPRT to sell, exchange of lease State Park lands; funds must be credited to Recreation Land Trust Fund	No	No - Does not relate directly to any agency deliverables		
58	51-3-100	State	Statute	Grants SCPRT necessary and incidental powers to further State Parks	No	No - Does not relate directly to any agency deliverables		
59	51-3-110	State	Statute	Allows SCPRT to expend unobligated funds from land leases and sales	No	No - Does not relate directly to any agency deliverables		
60	51-3-120	State	Statute	Allows revenues to be used for acquisition, management and development of State Parks	No	No - Does not relate directly to any agency deliverables		
61	51-3-130	State	Statute	Requires land acquisition obligations be paid for by revenues generated by State Parks	No	No - Does not relate directly to any agency deliverables		
62	51-3-140	State	Statute	Makes defacement of State Parks property unlawful	No	No - Does not relate directly to any agency deliverables		
63	51-3-145	State	Statute	Lists unlawful acts at State Parks	No	No - Does not relate directly to any agency deliverables		
64	51-3-146	State	Statute	Stipulates penalties for unlawful acts at State Parks	No	No - Does not relate directly to any agency deliverables		
65	51-3-147	State	Statute	Grants park staff authority as state constables	No	No - Does not relate directly to any agency deliverables		
66	51-3-150	State	Statute	Stipulates penalties for trespassing at State Parks	No	No - Does not relate directly to any agency deliverables		

67	51-3-160	State	Statute	Allows Dept. of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	No	No - But relates to manner in which one or more agency deliverables is provided		
68	51-7-10	State	Statute	Allows SCPRT to develop Hunting Island State Park	No	Yes	Other service or product our agency must/may provide	Development of Hunting Island State Park
69	51-7-20	State	Statute	Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	No	No - But relates to manner in which one or more agency deliverables is provided		
70	51-7-30	State	Statute	Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	No	No - But relates to manner in which one or more agency deliverables is provided		
71	51-7-40	State	Statute	Allows SCPRT to establish recreation centers at Hunting Island	No	No - But relates to manner in which one or more agency deliverables is provided		
72	51-7-50	State	Statute	Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	No	No - But relates to sources of funding for one or more agency deliverables		
73	51-7-60	State	Statute	Sets terms of revenue obligations	No	No - Does not relate directly to any agency deliverables		
74	51-7-70	State	Statute	Lists abilities of SCPRT to pay revenue obligations	No	No - Does not relate directly to any agency deliverables		
75	51-7-80	State	Statute	Grants rights of holders of revenue obligations	No	No - Does not relate directly to any agency deliverables		
76	51-7-90	State	Statute	Makes revenue obligations tax-exempt	No	No - Does not relate directly to any agency deliverables		
77	51-7-100	State	Statute	Prevents revenue obligations from becoming debts of the State	No	No - Does not relate directly to any agency deliverables		
78	51-7-110	State	Statute	Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	No	No - Does not relate directly to any agency deliverables		
79	51-9-10	State	Statute	Requires SCPRT to acquire Fort Watson area on Lake Marion	No	Yes	Other service or product our agency must/may provide	Required SCPRT to acquire Fort Watson Memorial Area
80	51-9-20	State	Statute	Designated this area as Fort Watson Memorial	No	No - Does not relate directly to any agency deliverables		
81	51-9-30	State	Statute	Requires SCPRT to maintain Fort Watson Memorial area	No	Yes	Other service or product our agency must/may provide	Maintenance of Fort Watson Memorial Area
82	51-11-10	State	Statute	Established Recreation Land Trust Fund	No	No - But relates to manner in which one or more agency deliverables is provided		
83	51-11-15	State	Statute	Allows SCPRT to grant funds to local governments for acquisition of recreational land through the Recreation Land Trust Fund	Yes	Yes	Distribute funding to another entity	
84	51-11-20	State	Statute	Sets restrictions on use of trust funds	No	No - But relates to manner in which one or more agency deliverables is provided		
85	51-11-30	State	Statute	Transfers funds from Tricentennial Fund	No	No - Does not relate directly to any agency deliverables		
86	51-11-40	State	Statute	Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	Yes	Yes	Report our agency must/may provide	
87	51-11-50	State	Statute	Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	No	No - But relates to manner in which one or more agency deliverables is provided		
88	51-11-60	State	Statute	Requires SCPRT to submit a report of all Recreation Land Trust Fund expenditures to the General Assembly by January 15 each year	Yes	Yes	Report our agency must/may provide	
89	51-17-50	State	Statute	SCPRT Director to serve on Heritage Trust Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	

90	51-18-60	State	Statute	SCPRT Director to serve on War Between the States Heritage Trust Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
91	51-19-10	State	Statute	Old Exchange Building Commission established; SCPRT Director to serve on Commission	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
92	51-23-10	State	Statute	Definitions of Chapter	No	No - But relates to manner in which one or more agency deliverables is provided		
93	51-23-20	State	Statute	Allocation of proceeds from Parks and Recreation Fund	No	No - But relates to sources of funding for one or more agency deliverables		
94	51-23-30	State	Statute	Requires SCPRT to develop a grant program for administration of funds	Yes	Yes	Other service or product our agency must/may provide	Development of PARD grant program
95	51-23-40	State	Statute	Allows SCPRT to use up to five percent of funds for administration costs	No	No - But relates to manner in which one or more agency deliverables is provided		
96	53-3-90	State	Statute	Designation of Family Week; SCPRT to develop promotion plan	Yes	Yes	Other service or product our agency must/may provide	Marketing South Carolina Family Week
97	53-3-100	State	Statute	Establishes committee to select South Carolina Family of the Year; SCPRT to provide funding for expenses	Yes	Yes	Other service or product our agency must/may provide	Designation of South Carolina Family of the Year
98	56-3-5200	State	Statute	First in Golf - administer the funds associated with the First in Golf license plates	Yes	Yes	Distribute funding to another entity	
99	56-3-8710	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	Yes	Yes	Distribute funding to another entity	
100	57-3-650	State	Statute	SCPRT to provide staffing for State Welcome Centers	Yes	Yes	Other service or product our agency must/may provide	SCPRT must provide staffing for State Welcome Centers
101	57-23-50	State	Statute	SCPRT Director or designee to serve on Scenic Highways Committee	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
102	57-25-810	State	Statute	Establishment of Tourism Oriented Directional Signage Program	Yes	Yes	Other service or product our agency must/may provide	Established Tourism Oriented Directional Signage
103	57-25-820	State	Statute	Gives SCPRT authority to develop eligibility criteria for tourism businesses; SCPRT Director serves on oversight committee.	Yes	Yes	Other service or product our agency must/may provide	SCPRT to develop eligibility criteria for Tourism Oriented Directional Signage
104	58-33-140	State	Statute	SCPRT designated as party to certification proceedings for Major Utility Facilities	No	No - Does not relate directly to any agency deliverables		
105	60-11-150	State	Statute	SCPRT Director to serve on South Carolina Civil War Sesquicentennial Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
106	60-11-410	State	Statute	SCPRT to cooperate and coordinate marketing materials for South Carolina Civil War Heritage Trails	Yes	Yes	Other service or product our agency must/may provide	Cooperate in the marketing of South Carolina Civil War Heritage Trails
107	Proviso 49.1 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allocation of funds to SC Association of Tourism Regions	Yes	Yes	Distribute funding to another entity	
108	Proviso 49.2 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Guidelines for Destination Specific Marketing program	Yes	Yes	Distribute funding to another entity	
109	Proviso 49.3 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	No	No - But relates to sources of funding for one or more agency deliverables		
110	Proviso 49.4 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	Yes	No - But relates to sources of funding for one or more agency deliverables		

111	Proviso 49.5 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	Yes	No - But relates to manner in which one or more agency deliverables is provided
112	Proviso 49.6 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	No	No - But relates to manner in which one or more agency deliverables is provided
113	Proviso 49.7 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	PARD interest must be used for the program and carry forward.	No	No - But relates to sources of funding for one or more agency deliverables
114	Proviso 49.8 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to use any uncommitted funds remaining at year end for the film program, State Parks or the Welcome Centers.	No	No - But relates to sources of funding for one or more agency deliverables
115	Proviso 49.9 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Reduces the calculation of an across the board cut exempt any items restricted by Executive Budget Office or the General Assembly.	No	No - Does not relate directly to any agency deliverables
116	Proviso 49.1 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Yes	No - But relates to sources of funding for one or more agency deliverables
117	Proviso 49.11 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Clarifies 51-1-40	No	No - But relates to manner in which one or more agency deliverables is provided
118	Proviso 49.12 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows the State Park Service to procure/manage vending services.	No	No - But relates to manner in which one or more agency deliverables is provided
119	Proviso 49.13 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to carry forward state funded PARD, Undiscovered SC and Sports Marketing Grants and to be used for the same purpose.	No	No - But relates to sources of funding for one or more agency deliverables
120	Proviso 49.14 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Required the SPS to open a pedestrian, non-motorized vehicular and golf cart ingress and egress to Myrtle Beach State Park.	No	No - Does not relate directly to any agency deliverables
121	Proviso 49.15 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Motion Picture Incentive Act funds may be used without distinction of the source of funds.	No	No - But relates to manner in which one or more agency deliverables is provided
122	Proviso 117.111 2017-18 S.C. Appropriations Act Part 1B	State	FY 2018-19 Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	No	No - But relates to sources of funding for one or more agency deliverables
123	133-100	State	Regulation	General program information for Parks and Recreation Development Fund	No	No - But relates to manner in which one or more agency deliverables is provided
124	133-101	State	Regulation	Administration of Parks and Recreation Development Fund	No	No - But relates to manner in which one or more agency deliverables is provided
125	133-102	State	Regulation	Guidelines for Planning Assistance	No	No - But relates to manner in which one or more agency deliverables is provided
126	133-103	State	Regulation	Guidelines for Development Assistance	No	No - But relates to manner in which one or more agency deliverables is provided

127	133-104	State	Regulation	Guidelines for Renovation Assistance	No	No - But relates to manner in which one or more agency deliverables is provided		
128	63-339	State	Regulation	Guidelines for Tourism-Oriented Directional Signage Certification	No	No - But relates to manner in which one or more agency deliverables is provided		
129	16 U.S.C. § 460 Land and Water Conservation Provisions	Federal	Statute	Established Land and Water Conservation Fund; Designated State Allocations and Provisions of Administration; Requires States to Complete a Statewide Comprehensive Outdoor Recreation Plan in order to receive funding.	Yes	Yes	Other service or product our agency must/may provide	Provide Land and Water Conservation Fund grants
130	23 U.S.C. § 120 Intermodal Surface Transportation Efficiency Act	Federal	Statute	Established Recreational Trails Program	Yes	Yes	Other service or product our agency must/may provide	Provide Recreational Trail Program grants
131	20 U.S.C. § 107a(a)(5) The Randolph Sheppard Act	Federal	Statute	Mandates a priority to blind persons to operate vending facilities on Federal property, including State Rest Areas and Welcome Centers located on Federal Interstate Highways.	No	No - Does not relate directly to any agency deliverables		
132	Proviso 118.16(B)(39.1) 2016-17 S.C. Appropriations Act Part 1B	State	FY 2016-17 Proviso	Beach Renourishment Grant Funding	Yes	Yes	Other service or product our agency must/may provide	Provide local governments with financial assistance for beach renourishment

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Customer Template

Service/Product Provided to Customers	Customer Segments	<u>Specify only for the following Segments:</u> (1) Industry; Name; (2) Professional Organization; Name; (3) Public; Demographics.	Divisions or Major Programs	Description
Provides information on SCPRT'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 Coordinates and administers state tourism-related grants Coordinates and administers state and federal recreation grants	Executive Branch/State Agencies Local Govts. Local Govts.		Executive Office Administrative Services Administrative Services	The Executive Office include the Director's Office, Human Resources and Internal Audits. Administrative Services includes Finance and Technology Services. Administrative Services includes Finance and Technology Services.
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	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 cooperative advertising opportunities to industry partners	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 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	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.
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	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 tourism-related information for news media	Industry	News Media	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.
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.		Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.
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	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.

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Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
SC Department of Agriculture	State Government	SC Chef Ambassador Program	Encourage Business Development and Economic Growth
SC Department of Commerce	State Government	Business Recruitment efforts	Encourage Business Development and Economic Growth
SC Department of Natural Resources	State Government	Natural Resource Management at State Parks	Stewardship of Agency Resources
SC Forestry Commission	State Government	Prescribed burns for forest preservation and restoration	Stewardship of Agency Resources
SC Department of Revenue	State Government	Posting of tourism-related tax collection data for public information	Encourage Business Development and Economic Growth
SC Department of Revenue	State Government	Processing film incentives for projects occurring in SC	Encourage Business Development and Economic Growth
Brand USA	Federal Government	Cooperative International Marketing/Advertising Purchases	Effectively Market South Carolina as a Travel Destination
Travel South USA	Non-Governmental Organization	Cooperative International Marketing	Effectively Market South Carolina as a Travel Destination
SC Commission for the Blind	State Government	Vending Services at Welcome Centers	Effectively Market South Carolina as a Travel Destination
BFG Marketing	Private Business Organization	Ad Agency of Record for all SCPRT marketing activities	Effectively Market South Carolina as a Travel Destination
SC Association of Tourism Regions	Local Government	General Leisure Tourism Marketing efforts	Encourage Business Development and Economic Growth
SC-Based Destination Marketing Organizations	Non-Governmental Organization	General Leisure Tourism Marketing efforts	Encourage Business Development and Economic Growth
National Park Service	Federal Government	Funding and Guidance for Land & Water Conservation Fund grants	Encourage Business Development and Economic Growth
Federal Highway Administration	Federal Government	Funding and Guidance for Recreational Trails Program grants	Encourage Business Development and Economic Growth
SC Restaurant & Lodging Association	Professional Association	COVID-19 Response and Re-opening Guidelines	Encourage Business Development and Economic Growth
SC Recreation & Parks Association	Professional Association	COVID-19 Response and Re-opening Guidelines	Encourage Business Development and Economic Growth
SC Conservation Bank	State Government	Land Conservation and Acquisitions for State Parks	Stewardship of Agency Resources

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Report and External Review Template

Item	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	Current Fiscal Year: Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
1	Internal Review and Report	Annual Accountability Report	Executive Budget Office	State	Annually	September 15, 2019	Agency Goals, Strategies, Objectives & Performance	Agency Website: https://www.scprr.com/about/accountability
2	Internal Review and Report	Debt Collection Report	Executive Budget Office	State	Annually	February 1, 2020	Report Agency Debt	
3	Internal Review and Report	Fees & Fines Report	Executive Budget Office	State	Annually	September 15, 2019	Report Fee and Fine Collections	Agency Website: https://www.scprr.com/about/accountability
4	Internal Review and Report	Schedule of Federal Financial Assistance	State Auditors Office	State	Annually	September 15, 2019	Annual Audit of Federal Programs	
5	Internal Review and Report	Minority Business Report	Executive Budget Office	State	Annually	September 15, 2019	Small and Minority Business Contracting & Certification	
6	Internal Review and Report	IT Plan	SC Department of Administration - Division of Technology	State	Annually	October 1, 2019	Any IT projects costing \$50,000 or more	Report collected by Division of Technology; Not publicly available
7	Internal Review and Report	IT Data Collection Workbook	SC Department of Administration - Division of Technology	State	Annually	August 1, 2019	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	Report collected by Division of Technology; Not publicly available
8	Internal Review and Report	Info Sec and Privacy Data Collection	SC Department of Administration - Division of Technology	State	Annually	August 1, 2019	Cyber Security Framework to Identify, protect, detect, respond, recover maturity levels	Report collected by Division of Technology; Not publicly available
9	Internal Review and Report	Expenditures of Annual Accommodations Tax Revenues	Tourism Expenditure Review Committee	State	Annually	October 1, 2019	Expenditures of 2% State Accommodations Tax revenues by local governments	SCPRT Website: https://www.scprr.com/research
10	Internal Review and Report	South Carolina Film Incentives Report	House Ways & Means/Senate Finance	State	Annually	January 13, 2020	List of all film projects receiving wage or supplier rebates, including production company name, rebate amounts and location of project.	SC Film Office Website: http://filmsc.com/about/reports/annual/default.aspx
11	Internal Review and Report	Comprehensive Permanent Improvement Plan	SC Department of Administration - Capital Budgeting Office	State	Annually	June 30, 2020	5 year plan of capital improvement projects for the agency	SC Department of Administration Website: http://www.admin.sc.gov/files/P28%20Parks%2C%20Recreation%20and%20Tourism.pdf
12	Internal Review and Report	Energy Report	SC Office of Regulatory Staff	State	Annually	September 15, 2019	Energy information regarding facilities	
13	Internal Review and Report	Recycling Report	SC Department of Health & Environmental Control	State	Annually	September 15, 2019	Recycling Information	
14	Internal Review and Report	Real Property Report	Comptroller General	State	Annually	July 1, 2020	Real Property updates on acreage owned	
15	Internal Review and Report	FY 19-20 PARD Fund Allocations	SC General Assembly	State	Annually	July 13, 2019	List of available PARD funds for each county and list of approved PARD projects for previous three years	Provided to General Assembly per Code; Available to the public upon request
16	External Review and Report	State Auditor's Report	State Auditors Office	State	Annually	April 13, 2020	Review of SCPRT's Financial Activities	http://osa.sc.gov/wp-content/uploads/2018/04/P2817.pdf
17	Internal Review and Report	Bank Account Transparency Report	State Fiscal Affairs Authority	State	Annually	October 1, 2019	Report of agency bank accounts containing public funds that are independent of normal state oversight	https://cg.sc.gov/fiscal-transparency/bank-account-transparency-and-accountability