

AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	049

Fiscal Year 2020–2021 Accountability Report

SUBMISSION FORM

I have reviewed and approved the data submitted by the agency in the following online forms:

- Reorganization and Compliance
- Strategic Plan Results
- Strategic Plan Development
- Legal
- Services
- Partnerships
- Report or Review

I have reviewed and approved the financial report summarizing the agency’s budget and actual expenditures, as entered by the agency into the South Carolina Enterprise Information System.

The information submitted 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):	

FY 2020-2021 Agency Accountability Report
Reorganization and Compliance Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the

DEPARTMENT OF PARKS, RECREATION & TOURISM

Primary Contact:

First Name	Last Name	Role/Title	Phone	Email Address
Justin	Hancock	Director - Recreation, Grants & Policy	803-734-1747	jhancock@scprt.com

Secondary Contact

First Name	Last Name	Role/Title	Phone	Email Address
Amy	Duffy	Chief of Staff	803-734-3272	aduffy@scprt.com

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.

Adopted in: 2012

Agency Vision

Grow the state. (the economy, jobs, the product base, etc.)

Enhance the authentic experiences. (Remain true to what makes South Carolina special.)

Sustain the resources. (Protect and preserve.)

Lead the way.

Adopted in: 2012

Recommendations for reorganization requiring legislative change.

No

Please list significant events related to the agency that occurred in FY 2020-2021.

Month Started	Month Ended	Description of Event	Agency Measures Impacted	Other Impacts

Does the agency intend to make any other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in FY 2021-22?

Note: It is not recommended that agencies plan major reorganization projects every year. This section should remain blank unless there is a need for reorganization.

No

Is the agency in compliance with S.C. Code Ann. § 2-1-220, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? See also S.C. Code Ann. § 60-2-20.

Yes

If not, please explain why.

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. § 20-1-10 through 20-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

Yes

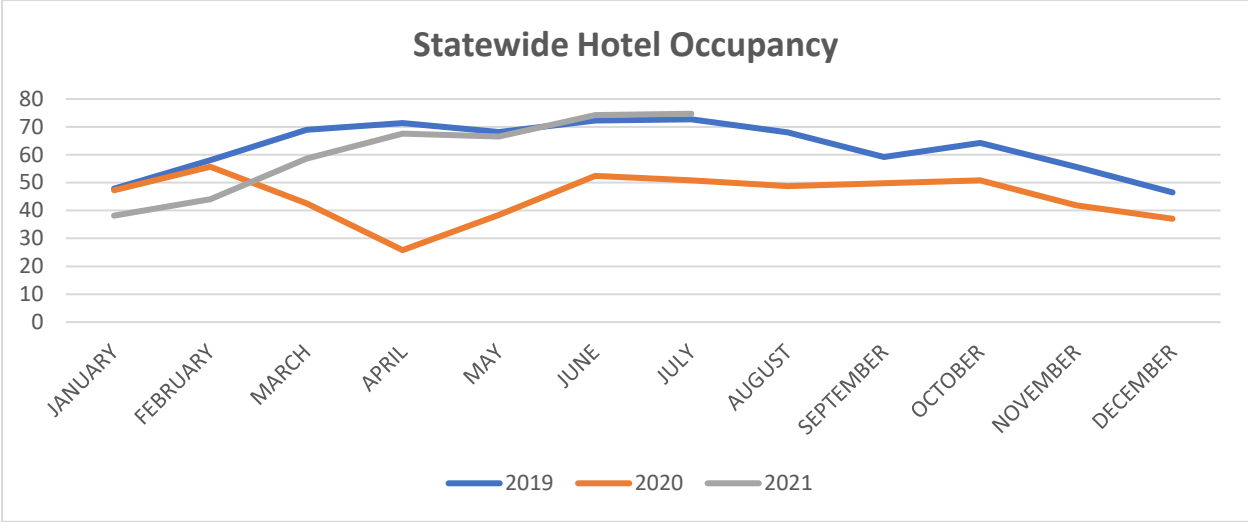
Does the law allow the agency to promulgate regulations?

No

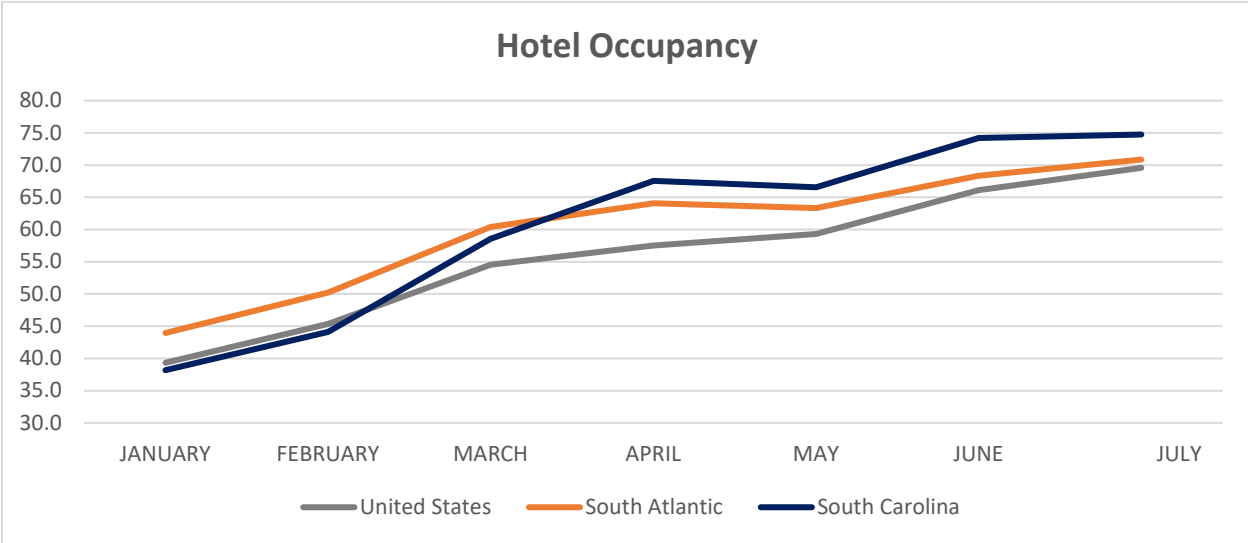
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TOURISM ECONOMY

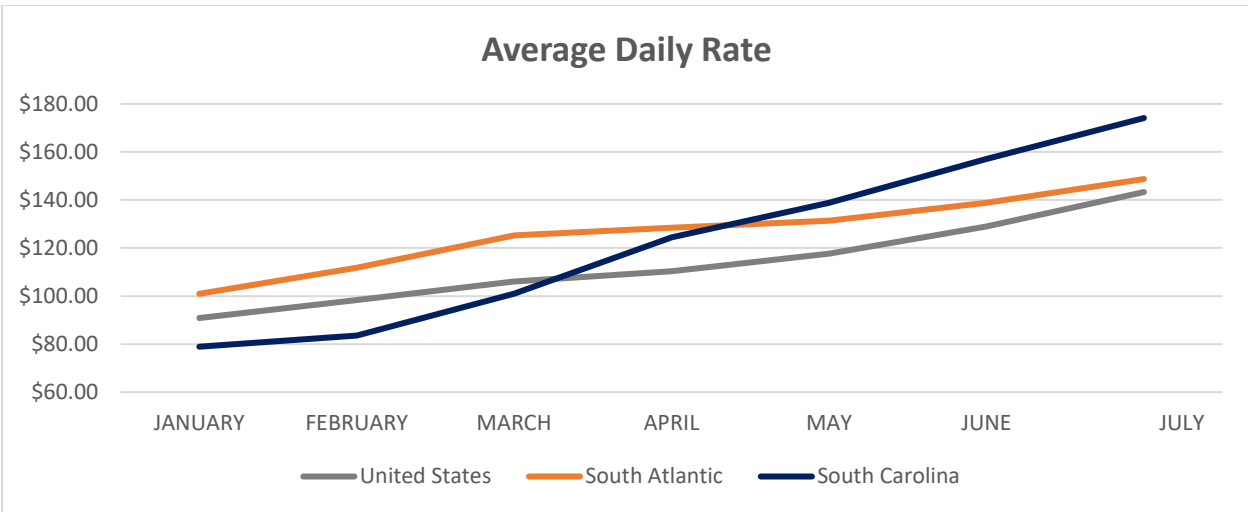
South Carolina’s tourism economy continued to experience incremental recovery throughout FY 2020-2021. As illustrated in the chart below, statewide hotel occupancy in South Carolina remained below 2019 levels throughout CY 2020; however, statewide occupancy rates continued to improve in the first half of CY 2021, reaching 2019 levels in late spring 2021.



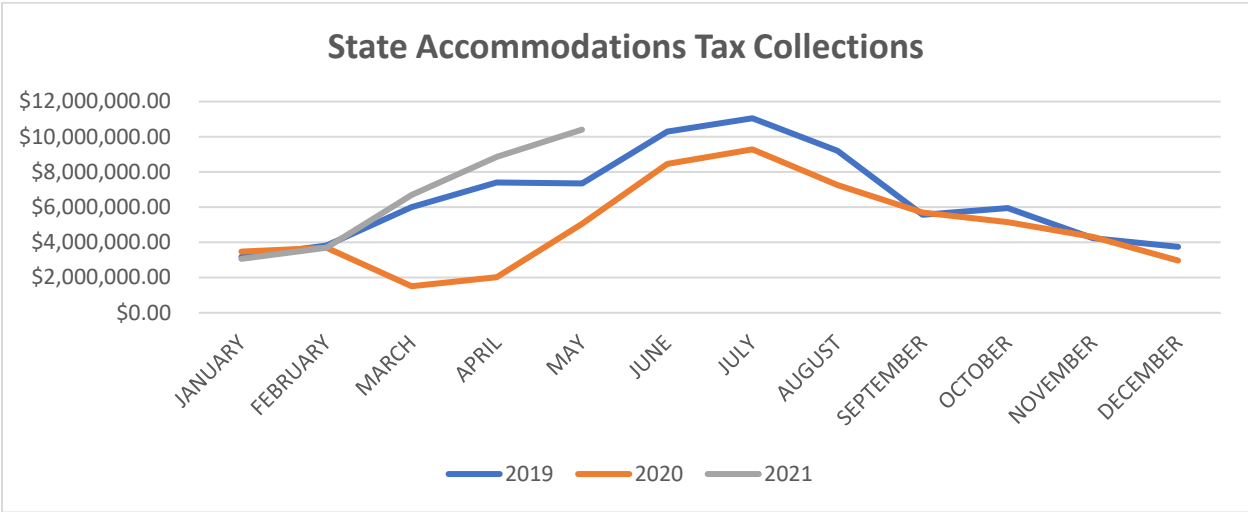
In terms of both statewide hotel occupancy and average daily rates, South Carolina experienced a faster rate of recovery than both the US and South Atlantic averages. South Carolina surpassed both the US and South Atlantic averages for hotel occupancy and average daily rates beginning in April 2021.



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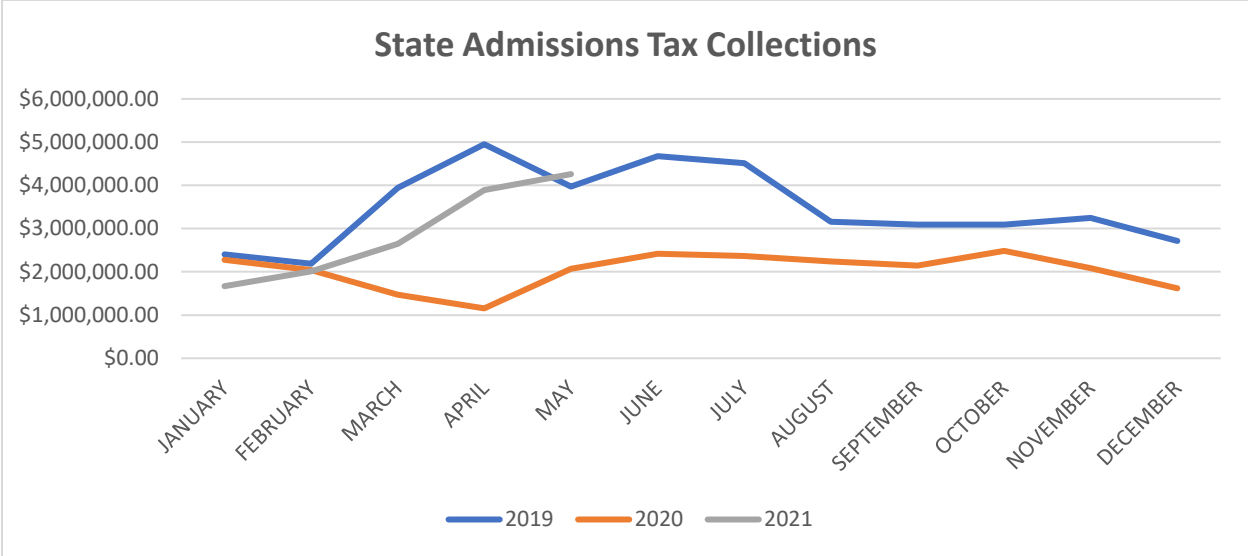


Improvements in hotel occupancy, combined with elevated Average Daily Rates led to significant increases in State Accommodations Tax Collections in FY 2021. State Accommodations Tax collections increased by 15.2% in FY 2021 compared to total collections in FY 2020, and by 0.9% compared to total collections in FY 2019.

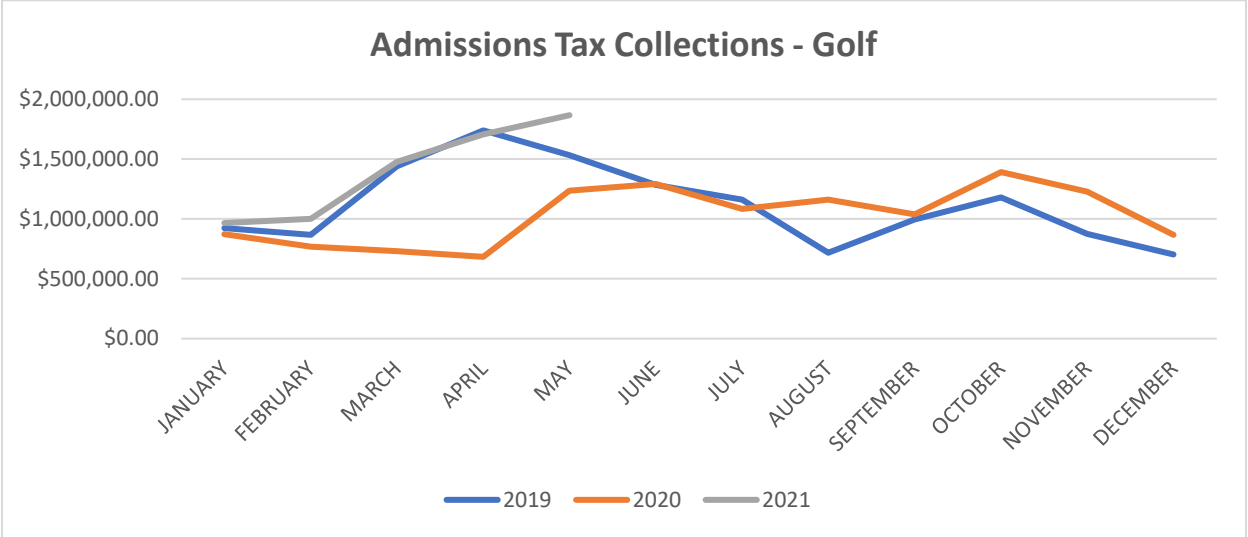


State Admissions Tax collections also experienced incremental recovery and reached pre-COVID monthly collection levels beginning in March 2021. Much of this increase was driven by increasing demand for outdoor recreation experiences, especially golf.

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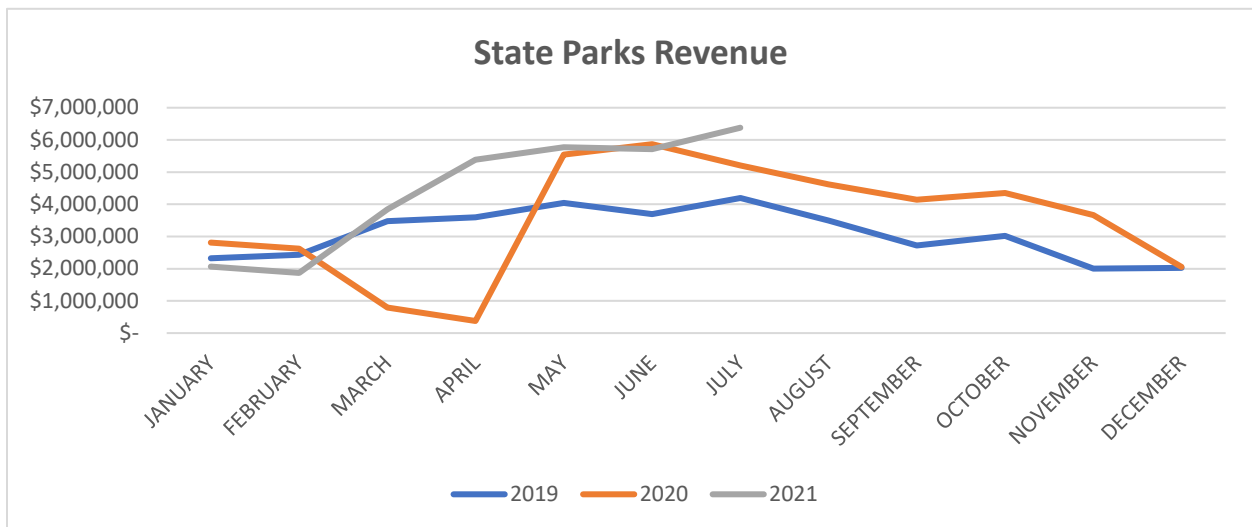
Admissions tax collections from golf experienced a much faster recovery rate than other types of admissions-based businesses, not only recovering more quickly in the latter half of CY 2020 but also surpassing pre-pandemic levels.



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STATE PARKS OPERATIONS

State Parks continued to experience record-level visitation, cabin and campground occupancy throughout FY 2021. Overall, camping occupancy averaged over 70% throughout the spring of 2021. At many parks with higher visitor demand, occupancy rates were above 80% each month in the spring, with several parks above 90%, and two exceeding 99%. In FY 2021, State Parks revenue totaled nearly \$45.3 million, a 47.0% increase over the previous fiscal year.



COVID had a prolonged impact on State Parks programming – well beyond the closure period. Because of social distancing and safety measures, State Parks was not been able to conduct many of its in-person programming, including many of the Discover Carolina educational programs, for several months. However, SC State Parks successfully used the web and social media to provide its educational programming to South Carolina school children and families. These programs include educational programming about the state’s history and culture, as well as activities such as making crafts and learning how to camp. Despite being unable to conduct these programs in-person, State Parks kept users engaged virtually.

SCPRT continued to implement technological upgrades to improve operational and financial performance at State Parks. Many of the technological upgrades not only improve agency operations, but also ensure a high quality experience for State Parks visitors. In FY 2021, the agency provided stable consistent internet connections to 16 State Parks. This improved connectivity ensures that State Park staff can provide necessary guest services, especially guest check-in and retail sales, without disruption. The agency also introduced an online Point of Sale system to improve inventory monitoring and provided new cellular enabled tablets for enhanced retail experiences and easier support for Park staff. These tablets allow for greater staff mobility, which improves the overall visitor experience during processes such as campground check-ins.

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STATE PARKS DEVELOPMENT

Through a collaboration with community partners, local governments, other state agencies and conservation nonprofits, in FY 2021 SCPRT began planning a future South Carolina State Park - the first in nearly 20 years - along the Black River in Williamsburg and Georgetown Counties. The new state park will connect a network of properties, owned by public and private partners, along 70 miles of riverfront on the Black River. This vision for a linear park, with various access points physically separated along the river, is unlike any other experience currently offered in South Carolina's 47 state parks. The Black River Water Trail & Park Network will include the newly acquired Black River Landing in Kingstree and end at Rocky Point Community Forest in Georgetown, with various trail stops and access points scattered in between. In February 2021, South Carolina State Parks accepted the donation of the 310-acre "Hinds Canada" property from Open Space Institute. Acquisition of the new state park property from the Open Space Institute was supported by North American Wetlands Conservation Act Funds via the South Carolina Chapter of The Nature Conservancy and the South Carolina Conservation Bank. The State Park property along the Black River and downstream from Kingstree complements the park network and promises to be a celebrated asset to Williamsburg County.

The public engagement phase of a year-long master planning process has launched to ensure the vision for the new state park and broader park network and water trail meets the access and recreational needs of the communities along the river and creates nature-based tourism opportunities to boost the local economy. Funding for the master planning initiative includes support from the Bunnelle Foundation, Gaylord & Dorothy Donnelley Foundation, Judith Haskell Brewer Fund, and the Conservation Alliance. Earth Design is serving as the consultant on the master plan. The network of parks and access points will share a common brand, making it easier for visitors to use and navigate the spaces, access the river, and paddle from one point to the next. With input collected during the master planning process, each trail stop may offer various passive recreation activities and amenities depending on the location – from primitive campgrounds to picnic shelters, restrooms, hiking trails and parking.

In March 2021, SCPRT and the South Carolina Office of Regulatory Staff (ORS) hosted an unveiling of a new electric vehicle charging station at Sesquicentennial State Park. The charging station at Sesquicentennial in Columbia is one of three new electric vehicle charging stations across the state, along with Paris Mountain State Park in Greenville and Santee State Park in Santee. Each park is strategically located near interstates or city centers to help facilitate electric vehicle travel across South Carolina. All charging stations are free to use. The installation of these charging stations was made possible through a partnership between SCPRT and the Energy Office, a department of the ORS that promotes energy efficiency, renewable energy, and clean transportation in South Carolina. Funding for this project was provided by the US Department of Energy's State Energy Program. These three charging stations have the potential to impact more than 1.23 million visitors every year. Usage data will help inform the state's broader efforts in tracking electric vehicle usage and identifying electric vehicle charging station deployment opportunities and needs.

In FY 2021, SCPRT also received a \$50,000 grant from the Lutz Foundation to construct a new camper cabin at Chester State Park. Camper cabins have become a popular option for campers seeking an

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adventure with modern conveniences and rustic flare. The Chester State Park camper cabin sleeps four and features two rooms with beds, a front porch, a grill, a covered picnic table, heating and air conditioning, and electrical outlets.

STATE PARKS MARKETING

SCPRT continued to engage State Parks visitors throughout the pandemic utilizing the State Parks website and social media channels, which allowed the agency to develop new content as well as continue some of its traditional events and programming. For example, to engage consumers who may be less familiar with some aspects of camping, the agency developed the Campfire Cooking Video Series from Myrtle Beach State Park. This seven-video series, which premiered in early January 2021, started out by teaching how to build a perfect campfire, followed by videos on campfire safety, how to make Mountain Pies, Banana Boats, and Dutch Oven Campfire Cooking with State Parks Director Paul McCormack.

The agency also utilized online resources to allow for the continuation of traditional State Parks events. An example of this was the 2020 Atalaya Festival, a 45-year old event that is held in the Atalaya Castle at Huntington Beach State Park each year. Instead of holding an in-person three-day festival, the agency coordinated a virtual Atalaya Festival, which premiered on the State Parks website on September 25, 2020 and ran through the end of November. A total of 55 artists participated in the online festival, at no charge, with each artist having their own page to showcase their work. Artists were further featured with social media posts, and the festival itself was promoted through paid advertising.

Another major event the agency hosted virtually was the Big Daddy Fishing Tournament. Held at Santee State Park, the Big Daddy is a youth fishing tournament that takes place on the first Saturday of August. Instead of a one-day tournament, the agency extended the event to last the entire month of September. In lieu of the traditional in-person weigh-in, participants were given an opportunity to take a photo in front of the Big Daddy Fishing banner located at the park and shared the photo with State Parks. Prizes were awarded for biggest catch, as well as the most outstanding catch, and all participants were given a small prize just for participating.

In addition to finding innovative ways to engage parks users, SCPRT also began to explore opportunities to engage broader and more diverse consumer groups. One of its most recent efforts toward this goal has been through a partnership with Black Folks Camp Too, an organization whose mission is to increase diversity in the outdoor industry. SCPRT kicked off this initiative with a two-stop RV tour with Coach Buddy Pough of South Carolina State University. The RV tour included two nights at Table Rock State Park and two nights at Sesquicentennial State Park, with a press conference at each camping stop. Throughout their tour, the agency captured photos and videos to share on its social media channels in the hopes of promoting a simple message: South Carolina State Parks are meant to be enjoyed by everyone.

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TOURISM MARKETING

SCPRT’s Marketing Department has worked diligently to keep consumers engaged throughout the pandemic. When many consumers couldn’t or wouldn’t travel, SCPRT’s marketing efforts focused on keeping South Carolina top of mind for consumers – encouraging them to go ahead and make plans for their next vacation through the “Dream Now, Discover Later” campaign. As consumers began to travel more, SCPRT shifted its marketing focus to “When You’re Ready, We’re Ready,” visually emphasizing activities that allowed for social distancing (e.g., golf, outdoor recreation) and also providing assurances of the ability to travel safely in South Carolina (e.g., showing servers and chefs wearing masks, showing hotel rooms being cleaned).

A third-party analysis of SCPRT’s marketing efforts (which includes portions of the recovery campaigns) found that SCPRT’s advertising generated 39% awareness among the target consumers in the Eastern US. The research also found significant awareness overlap between the Discover and Recovery advertising, which results in consumers being exposed to more motivating messages and leads to greater advertising impact.

As consumers began to travel more in the latter half of 2020, SCPRT resumed much of its planned advertising and marketing efforts, with a particular focus on social media outreach. For example, in a strategic partnership with SCETV, SCPRT created a mini docuseries titled “Go For It” that inspired social media audiences to step outside of their comfort zone and try something new in South Carolina. The “Go For It” experiences included catching catfish on Lake Moultrie, experiencing the Track Too Tough to Tame in a Pace Car, clay working in Edgefield, and learning the game of golf on the Grand Strand.

On December 9, 2020, SCPRT coordinated a virtual cook-along event called “The Palmetto Plate.” Featuring Chef Ambassador Brandon Velie of Juniper in Ridge Spring, the goal of this event was to keep South Carolina top-of-mind and also introduce top-tier media to the Chef Ambassador program through the virtual cook-along experience. The Palmetto Plate event was attended by nine journalists who represented a variety of outlets that cover the travel and culinary space, including Travel + Leisure, Forbes, Conde Nast Traveler, and Food Network. Attendees received a South Carolina Meal Kit before virtually arriving at The Palmetto Plate from their at-home setting. Chef Velie made a skillet-fried quail with dirty grits, collard greens and gravy, starring South Carolina purveyors such as Manchester Farms, Hickory Hill Farm, and Adluh. Participating journalists raved about the event, citing it as one of the best cooking demonstrations they’d ever participated in. Ultimately, this one event generated 23 Instagram stories, creating significant social buzz about South Carolina’s rich culinary offerings.

SCPRT also partnered with Charleston-based Callie’s Hot Little Biscuit in November 2020 for weekly Instagram takeovers on the Discover Instagram account. Each Friday, for five weeks leading up to Thanksgiving, the Callie’s takeover highlighted owner Carrie Morey’s tips and traditions focused on family, food and local South Carolina purveyors. This great partnership not only highlighted a popular South Carolina business, but also offered a slice-of-life view at how many South Carolinians celebrate the holidays through recipes and traditions.

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SCPRT’s public relations team collaborated with six social influencers to share their authentic South Carolina experiences with their outdoor-loving audiences. Each influencer trip was curated to include hidden gem destinations in South Carolina where visitors can enjoy the outdoors away from the crowds. Through this campaign, the agency produced 21 posts and 142 stories, all promoting the Palmetto State’s great outdoors and showcasing experiences such as exploring Botany Bay, canoeing at Goodale State Park, and horseback riding in the Upcountry.

In total, SCPRT's social media and PR Efforts reached over 400,000 consumers, resulting in more than 500,000 impressions and 37,000 engagements with targeted audiences.

SCPRT also resumed its partnership with Darius Rucker to serve as travel ambassador for South Carolina in 2021. Rucker was featured prominently on the cover of the 2021 Visitors Guide and an article inside the Guide in which he shares some of his favorite places to visit in South Carolina. The agency also worked with Rucker to produce content for the Discover website and social media, including a Road Trip video.

RECREATION

In late March and early April 2021, SCPRT worked closely with representatives from the Congaree Golf Club in Ridgeland, SC and State leadership to recruit a PGATOUR event - the Palmetto Championship at Congaree. This event took the place of the PGATOUR's RBC Canadian Open, which was cancelled due to the COVID pandemic. The State's \$6 million investment in this event provided nearly \$54 million in media value - generating substantial exposure for South Carolina as a golf destination. In addition, South Carolina also hosted the 2021 PGA Championship at Kiawah. These two events, combined with the annual RBC Heritage Presented by Boeing, served to solidify South Carolina's standing as a top tier golf destination. During the pandemic, South Carolina has regularly seen year-over-year doubledigit increases in the number of golf rounds played each month. As of April 2021, Admissions Tax collections from golf have increased 32.5% over the previous fiscal year.

In FY 2021, SCPRT awarded Sports Tourism Advertising & Recruitment (STAR) grants for seventeen successfully recruited sporting events in South Carolina:

- 2021 FLW Pro Circuit (Capital City Lake Murray Country)
- 2021 Major League Fishing Summit Cup (Capital City Lake Murray Country)
- ACL World Championship/ USA Cornhole National Championship (Rock Hill PRT)
- Bassmaster Open Series (Anderson County CVB)
- Winter Shine Youth Football Tournament (City of Myrtle Beach)
- AVP America Grass Volleyball Nationals (Visit Greenville)
- AJGA Matthew NeSmith Junior Championship (Experience Columbia)
- Payne Boxing Series (York County CVB)
- 2021 SEC Women’s Basketball Tournament (Visit Greenville)
- Bassmaster College Series (Anderson County CVB)
- Battle at the Rock Season Finale (York County CVB)
- BASS National SE Regional Championship (Anderson County CVB)
- Hobie Kayak Bass Open Series (Anderson County CVB)

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- AAU Karate National Championships (Visit Greenville)
- Beaufort River Swim-Run Challenge (Greater Beaufort Port Royal CVB)
- Spikeball Summer Series Coed Invitational (Experience Columbia)
- TBF High School Fishing World Finals (Anderson County CVB)

SCPRT awarded 11 Recreational Trails Program (RTP) grants in FY 2021 for projects that included new trail development or existing trail expansion/improvements:

- CSX Railbed Trail Project (Town of Great Falls)
- Awendaw East Coast Greenway Phase 2 (Town of Awendaw)
- City of Hardeeville "City Loop" Trail Phase I (City of Hardeeville)
- Bike Trail Improvements (City of York)
- Bolick/Cannon Trail (Town of Central)
- The Pavilion Miniature Rail-Trail (Greenville County)
- Thunderbolt Park Avenger Trail Pedestrian Bridge (City of Myrtle Beach)
- Coquina Trail Boardwalk (South Carolina State Park Service)
- Wambaw Cycle Trail 2021 Enhancement Project (USDA Forest Service, Francis Marion National Forest)
- 2021 Enoree OHV Trail Project (USDA Forest Service, Enoree Ranger District, Sumter National Forest)
- Fort Fair Lawn (Lord Berkeley Conservation Trust)

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 2021, SCPRT awarded three Undiscovered SC Grants totaling \$500,000 for the following projects: BMX Supercross and Pump Track Renovation (City of Rock Hill), Heritage Room Renovations – Cypress Gardens (Berkeley County), and Cultural Center Lobby and Plaza Renovation (City of Mauldin).

FILM

In FY 2021, South Carolina recruited two television series, "The Righteous Gemstones - Season 2" (HBO), and "Outer Banks – Season 2" (Netflix). Combined, these two productions will generate an estimated \$73.7 million in total spending in South Carolina and result in the hiring of an estimated 800 South Carolina crew and extras. In addition, the indie horror film "Haunted Trail" shot in Piedmont, Mauldin, Greenville, and Six Mile.

COVID RELIEF MEASURES

Recognizing the continued uncertainty regarding COVID-19 and the economic hardships it has wrought on local destinations, Director Parrish requested and received \$20 million in funding for Tourism Recovery Marketing from the State's COVID-19 Response Reserve Fund. Of these funds, \$15 million was distributed to the State's five major destinations that participate in the Destination Specific Marketing Program (Myrtle Beach, Charleston, Hilton Head Island, Greenville and Columbia), \$475,000 was distributed to the Tourism Regions and \$100,000 was distributed to Emerging

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Destinations grant participants (North Myrtle Beach). To ensure accountability, each recipient of these funds was required to submit monthly reports to SCPRT outlining actual, committed and planned expenditures. Recipient Destination Marketing Organizations (DMOs) were required to use these funds for paid advertising purchases between November 2020 and June 2021.

These recovery efforts, both by the state and local DMOs, facilitated a faster tourism recovery for South Carolina. As of June 2021, year-to-date statewide hotel occupancy had increased 32.7% in South Carolina, outpacing the rate of recovery for both the Southeast and US average by several percentage points.

In addition to distributing the Response Reserve funds, the agency also enacted relief measures through existing grant programs. For example, recipients of the Tourism Advertising Grant (TAG) in FY 2020 were allowed to carry any unexpended grant funds over to FY 2021. This measure served a two-fold purpose. It allowed these grantees to retain their funds for advertising that had not been spent during the spring and early summer of 2020. Retaining these funds, when combined with TAG awards from FY 2021, also provided a boost to support local recovery advertising efforts.

The agency enacted relief measures for local parks and recreation offices through the Parks and Recreation Development (PARD) Fund and Land and Water Conservation Fund (LWCF) programs. Counties were allowed to retain their FY 2018 and FY 2019 PARD funds, which were set to expire on June 30, 2020, for an additional year. In consideration of the timing of the onset of the COVID-19 pandemic, LWCF applicants were given additional time to complete applications since many local parks and recreation offices were temporarily closed during the spring of 2020, when the LWCF applications were originally due.

FY 21 Organizational Structure - SCPRT

Agency Director
Duane Parrish

Executive Assistant
Victoria Lewis

Chief of Staff
Amy Duffy

Director of Governmental Affairs
Toni Nance

State Parks Director
Paul McCormack

Technology Services Director
Jeanne Black

Human Resources Director
Justin Lofurno

Finance Director
Yvette Sistare

Director of Corporate Communications
Samantha Queen

Research Director
Dudley Jackson

Marketing Director
Dolly Chewning

Film Office Director
Tom Clark

Director of Recreation, Grants & Policy
Justin Hancock

General Counsel
Emily Johnson

FY 2020-2021 Agency Accountability Report
 FY2020-21 Strategic Plan:

These responses were submitted for the FY 2020-2021 Accountability Report by the
 DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Stewardship of Agency Resources

Strategy 1.1

Statewide Enterprise Objective

Operate State Parks with Standard Business Management Practices

Government and Citizens

Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.1.1	State Parks Operational Self-Sufficiency	89%	100%	125%	Percent	Maintain	State Fiscal Year (July 1 - June 30).	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.2	State Parks Total Earned Revenue	\$30,859,937.73	\$34,000,000.00	\$45,375,085.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.3	State Parks Admission Revenue	\$7,870,618.72	\$7,209,940.42	\$10,994,917.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.4	State Parks Cabin Occupancy	54%	50%	71%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.5	State Parks Lodge Room Occupancy	24%	30%	26%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.6	State Parks Campsite Occupancy	45%	45%	62%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.7	State Parks Camper Cabin Occupancy	47%	50%	76%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.8	State Parks Golf Rounds	29528	33000	39533	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of golf-rounds	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.9	State Parks Total Volunteer Hours	170380.75	100000	152443	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of volunteer hours	State Park Staff	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	

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Goal Stewardship of Agency Resources														
Strategy 1.2										Statewide Enterprise Objective				
Protect and Preserve Natural & Cultural Resources										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.2.1	Number of Red Cockaded Woodpecker Clusters	19	19	24	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.2	Number of Red Cockaded Woodpecker Fledglings	37	37	42	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.3	Number of Sea Turtle Nests	346	346	360	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.4	Annual Forest Restoration Acreage	963	963	1621	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Amount of SC State Parks acreage that undergoes some type of forest management activity (e.g., mulching, prescribed burns) in the fiscal year.	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of wildlife habitats	5000.650100.000	
1.2.5	Total Forest Restoration Acreage	10733	11696	10805	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Cumulative amount of SC State Parks acreage that has been placed under an active forest management plan	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of wildlife habitats	5000.650100.000	

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Goal Stewardship of Agency Resources														
Strategy 1.3										Statewide Enterprise Objective				
Provide Cooperative Advertising Opportunities for Local Destinations										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.3.1	Cooperative Advertising Sales Total	\$206,837.00	\$200,000.00	\$173,705.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.2	Welcome Center Advertising Sales Total	\$86,400.00	\$90,000.00	\$92,155.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.3	Visitors Guide Advertising Sales Total	\$520,735.00	\$500,000.00	\$449,798.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.4	Leisure Website Advertising Sales Total	\$30,250.00	\$30,000.00	\$78,500.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.5	State Parks Website Advertising Total	\$28,750.00	\$35,000.00	\$53,550.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	

Goal Encourage Business Development and Economic Growth														
Strategy 2.1										Statewide Enterprise Objective				
Grow the Economy through Film Project Recruitment										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
2.1.1	Total Number of SC Film Hires	4913	800	889	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of hires	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	The Righteous Gemstones Season 2 is still in production at the time of this report. Final numbers are not available until the production audit is concluded. Reported data is only for Outer Banks Season 2.
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$111,094,210.40	\$71,800,000.00	\$30,810,745.00	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	The Righteous Gemstones Season 2 is still in production at the time of this report. Final numbers are not available until the production audit is concluded. Reported data is only for Outer Banks Season 2.
2.1.3	Total Number of Film-Related Hotel Nights	65849	44000	7751	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of hotel room nights for film crew during production	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	The Righteous Gemstones Season 2 is still in production at the time of this report. Final numbers are not available until the production audit is concluded. Reported data is only for Outer Banks Season 2.

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Encourage Business Development and Economic Growth														
Strategy 2.2										Statewide Enterprise Objective				
Provide Assistance to Local Governments & DMOs										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number	Notes
2.2.1	Number of Recreational Trail Grants	12	12	11	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	State Government Agencies, Units of Local Government, Non-Profit Organizations that own or operate recreational trails	Providing financial resources for the development of recreational trails	5000.870100.000	
2.2.2	Number of Parks and Recreation Development Fund New Projects	115	100	113	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of projects	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Units of Local Government	Providing financial resources for the development of recreational facilities	5000.870100.000	
2.2.3	Number of Land and Water Conservation Fund Grants	0	12	0	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	State Government Agencies, Units of Local Government	Providing financial resources for the development of outdoor recreational facilities	5000.870100.000	The 2020 LWCF Application cycle was delayed due to COVID-19. These grants will be awarded in FY 21-22.
2.2.4	Number of Tourism Advertising Grants	69	65	72	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Marketing Office	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	5000.250100.000	
2.2.5	Number of Undiscovered SC Enhancement Grants	3	3	3	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Units of Local Government	Providing financial resources for the development of tourism attractions	5000.870100.000	
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	19	10	17	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Destination Marketing Organizations, Units of Local Government	Providing financial assistance for the recruitment of sports events to South Carolina	5000.870100.000	

Goal Encourage Business Development and Economic Growth														
Strategy 2.3										Statewide Enterprise Objective				
Grow South Carolina's Tourism Economy										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
2.3.1	Total State Accommodations Tax Collections	\$65,851,960.35	\$75,154,113.37	\$75,862,442.37	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.2	Total State Admissions Tax Collections	\$33,492,455.96	\$41,390,957.99	\$29,828,692.52	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.3	Statewide Hotel Occupancy Rate	63%	64%	45%	Percent	equal to or greater than	Calendar Year (January 1 - December 31)	Occupancy = Total Number of Booked Rooms/Total Number of Available Rooms	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.4	Statewide Hotel revenue per available room.	\$73.91	\$74.16	\$44.31	Dollar Amount	equal to or greater than	Calendar Year (January 1 - December 31)	RevPAR = Average Daily Rate * Occupancy Rate	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	

Goal Effectively Market South Carolina as a Travel Destination														
Strategy 3.1 Engage Consumers through SCPRT's Leisure Marketing Program										Statewide Enterprise Objective Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	47%	39%	39%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	The percentage of ad-aware households is based on quantitative survey data collected in SCPRT's target market areas. It is the percentage of respondents that recall seeing at least one advertisement placed by SCPRT.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	South Carolina-based tourism businesses	Increasing consumer awareness of South Carolina travel experiences	5000.800000.000	
3.1.2	Number of Undiscovered Trips Generated by Advertising	862000	600000	301000	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	The number of Undiscovered SC Trips is based on survey data collected in SCPRT's target market areas. It is an estimate based on the number of ad-aware respondents who traveled to South Carolina without any other specific motivation, such as visiting friends or family, business or routine vacations. Undiscovered SC travel is defined as travel to any county except Horry, Charleston or Beaufort.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	South Carolina-based tourism businesses	Increasing consumer awareness of South Carolina travel experiences	5000.800000.000	

Goal Effectively Market South Carolina as a Travel Destination														
Strategy 3.2										Statewide Enterprise Objective				
Provide Travel Assistance to Welcome Center Visitors										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.2.1	Number of Guests Assisted	799731	1000000	631306	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of guests	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	
3.2.2	Number of Assisted Accommodations Reservations	5723	10000	1708	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	
3.2.3	Number of Assisted Attractions Reservations	1847	3000	735	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.86	4.5	4.92	Rank	equal to or greater than	State Fiscal Year (July 1 - June 30).	Average rating of all customers completing the survey on a scale of 1 to 5, in which 5 equals Excellent and 1 equals Poor.	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	

Goal Effectively Market South Carolina as a Travel Destination														
Strategy 3.3 Engage Existing and New State Parks Visitors through Marketing										Statewide Enterprise Objective Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	1749	1500	2478	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	In order to complete the Ultimate Outsider Challenge, a person must visit have their State Parks Visitor Guide stamped at all 47 State Parks.	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
3.3.2	State Parks Advertising Awareness Percentage	0%	39%	0%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	The percentage of ad-aware visitors is based on quantitative survey data collected in SC State Parks' target market areas. It is the percentage of respondents that recall seeing at least one advertisement placed by SC State Parks.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	SC State Parks	Increasing consumer awareness of SC State Parks	5000.800000.000	State Parks advertising study not conducted in FY 21
3.3.3	Number of State Parks Visits Generated by Advertising	0	120000	0	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	The number of advertising generated visits is based on survey data collected in SC State Parks' target market areas. It is an estimate based on the number of ad-aware respondents who traveled to South Carolina Parks without any other specific motivation, such as visiting friends or family, business or routine vacations.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	SC State Parks	Increasing consumer awareness of SC State Parks	5000.800000.000	State Parks advertising study not conducted in FY 21

Goal Provide Educational Opportunities for SC Residents														
Strategy 4.1										Statewide Enterprise Objective				
Develop the State's Film Industry through Training										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
4.1.1	Number of Production Fund Grants Awarded	2	2	2	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	
4.1.2	Number of Educational/Training Workshops Conducted	7	3	6	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of events	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	
4.1.3	Number of Workshop Participants	459	195	308	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of participants	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	

Goal Provide Educational Opportunities for SC Residents														
Strategy 4.2 Provide Educational Opportunities at State Parks										Statewide Enterprise Objective Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
4.2.1	Discover Carolina Family Program Attendance	391497	300000	1632250	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	South Carolina Residents and Families	Providing educational opportunities for South Carolina residents and families	5000.650100.000	Interpreters created online Discover Carolina Educational programs and posted them in January 2021. In addition, parks staff created several videos that were shared on social media, with Facebook posts being the main site where views were maximized. Views of these videos were counted in family program numbers, which explains the large number posted.
4.2.2	Discover Carolina Educational Program Attendance	10215	10000	5067	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	K-12 Students	Providing educational opportunities for K-12 students in South Carolina	5000.650100.000	Interpreters created online Discover Carolina Educational programs and posted them in January 2021. In addition, parks staff created several videos that were shared on social media, with Facebook posts being the main site where views were maximized. Views of these videos were counted in family program numbers, which explains the large number posted.

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Stewardship of Agency Resources

Strategy 1.1											Statewide Enterprise Objective			
Operate State Parks with Standard Business Management Practices											Government and Citizens			
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.1.1	State Parks Operational Self-Sufficiency	125%	100%		Percent	Maintain	State Fiscal Year (July 1 - June 30).	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.2	State Parks Total Earned Revenue	\$45,375,085.00	\$45,000,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.3	State Parks Admission Revenue	\$10,994,917.00	\$10,000,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.4	State Parks Cabin Occupancy	71%	75%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.5	State Parks Lodge Room Occupancy	26%	30%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.6	State Parks Campsite Occupancy	62%	60%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.7	State Parks Camper Cabin Occupancy	76%	75%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.8	State Parks Golf Rounds	39533	33000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of golf-rounds	Central Reservation System	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	
1.1.9	State Parks Total Volunteer Hours	152443	100000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of volunteer hours	State Park Staff	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	

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DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Stewardship of Agency Resources														
Strategy 1.2											Statewide Enterprise Objective			
Protect and Preserve Natural & Cultural Resources											Government and Citizens			
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.2.1	Number of Red Cockaded Woodpecker Clusters	24	24		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.2	Number of Red Cockaded Woodpecker Fledglings	42	42		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.3	Number of Sea Turtle Nests	360	360		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of threatened or endangered species	5000.650100.000	
1.2.4	Annual Forest Restoration Acreage	1621	6412		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Amount of SC State Parks acreage that undergoes some type of forest management activity (e.g., mulching, prescribed burns) in the fiscal year.	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of wildlife habitats	5000.650100.000	
1.2.5	Total Forest Restoration Acreage	10805	11226		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Cumulative amount of SC State Parks acreage that has been placed under an active forest management plan	SCPRT enters information into internal database	SC State Parks Central Office	State Parks Visitors	Protection of wildlife habitats	5000.650100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Stewardship of Agency Resources														
Strategy 1.3										Statewide Enterprise Objective				
Provide Cooperative Advertising Opportunities for Local Destinations										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.3.1	Cooperative Advertising Sales Total	\$173,705.00	\$200,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.2	Welcome Center Advertising Sales Total	\$92,155.00	\$90,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.3	Visitors Guide Advertising Sales Total	\$449,798.00	\$500,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.4	Leisure Website Advertising Sales Total	\$78,500.00	\$75,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	
1.3.5	State Parks Website Advertising Total	\$53,550.00	\$50,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Destination Marketing Organizations, Tourism Attractions	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	5000.250100.000	

Goal Encourage Business Development and Economic Growth														
Strategy 2.1										Statewide Enterprise Objective				
Grow the Economy through Film Project Recruitment										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
2.1.1	Total Number of SC Film Hires	889	1000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of hires	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$30,810,745.00	\$70,000,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	
2.1.3	Total Number of Film-Related Hotel Nights	7751	18500		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of hotel room nights for film crew during production	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	South Carolina -based film crew and vendors	Incentivizing film-related economic activity through the recruitment of motion picture productions	5000.850000.000	

Goal Encourage Business Development and Economic Growth														
Strategy 2.2										Statewide Enterprise Objective				
Provide Assistance to Local Governments & DMOs										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
2.2.1	Number of Recreational Trail Grants	11	12		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	State Government Agencies, Units of Local Government, Non-Profit Organizations that own or operate recreational trails	Providing financial resources for the development of recreational trails	5000.870100.000	
2.2.2	Number of Parks and Recreation Development Fund New Projects	113	115		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of projects	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Units of Local Government	Providing financial resources for the development of recreational facilities	5000.870100.000	
2.2.3	Number of Land and Water Conservation Fund Grants	0	15		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	State Government Agencies, Units of Local Government	Providing financial resources for the development of outdoor recreational facilities	5000.870100.000	
2.2.4	Number of Tourism Advertising Grants	72	70		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Marketing Office	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	5000.250100.000	
2.2.5	Number of Undiscovered SC Enhancement Grants	3	3		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Units of Local Government	Providing financial resources for the development of tourism attractions	5000.870100.000	
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	17	17		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Destination Marketing Organizations, Units of Local Government	Providing financial assistance for the recruitment of sports events to South Carolina	5000.870100.000	

Goal Encourage Business Development and Economic Growth														
Strategy 2.3										Statewide Enterprise Objective				
Grow South Carolina's Tourism Economy										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
2.3.1	Total State Accommodations Tax Collections	\$75,862,442.37	\$75,000,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.2	Total State Admissions Tax Collections	\$29,828,692.52	\$41,000,000.00		Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.3	Statewide Hotel Occupancy Rate	45%	63%		Percent	equal to or greater than	Calendar Year (January 1 - December 31)	Occupancy = Total Number of Booked Rooms/Total Number of Available Rooms	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	
2.3.4	Statewide Hotel revenue per available room.	\$44.31	\$74.00		Dollar Amount	equal to or greater than	Calendar Year (January 1 - December 31)	RevPAR = Average Daily Rate * Occupancy Rate	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Destination Marketing Organizations, Units of Local Government	Providing information on the health of the state's tourism economy	5000.800000.000	

Goal Effectively Market South Carolina as a Travel Destination														
Strategy 3.1										Statewide Enterprise Objective				
Engage Consumers through SCPRT's Leisure Marketing Program										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	39%	39%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	The percentage of ad-aware households is based on quantitative survey data collected in SCPRT's target market areas. It is the percentage of respondents that recall seeing at least one advertisement placed by SCPRT.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	South Carolina-based tourism businesses	Increasing consumer awareness of South Carolina travel experiences	5000.800000.000	
3.1.2	Number of Undiscovered Trips Generated by Advertising	301000	600000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	The number of Undiscovered SC Trips is based on survey data collected in SCPRT's target market areas. It is an estimate based on the number of ad-aware respondents who traveled to South Carolina without any other specific motivation, such as visiting friends or family, business or routine vacations. Undiscovered SC travel is defined as travel to any county except Horry, Charleston or Beaufort.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	South Carolina-based tourism businesses	Increasing consumer awareness of South Carolina travel experiences	5000.800000.000	

Goal Effectively Market South Carolina as a Travel Destination														
Strategy 3.2										Statewide Enterprise Objective				
Provide Travel Assistance to Welcome Center Visitors										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.2.1	Number of Guests Assisted	631306	1000000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of guests	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	0
3.2.2	Number of Assisted Accommodations Reservations	1708	10000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	
3.2.3	Number of Assisted Attractions Reservations	735	3000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.92	4.5		Rank	equal to or greater than	State Fiscal Year (July 1 - June 30).	Average rating of all customers completing the survey on a scale of 1 to 5, in which 5 equals Excellent and 1 equals Poor.	SCPRT staff maintains this data on an internal database	Marketing Office	General Public	Visitor Services provided to travelers in South Carolina	5000.250100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Goal Effectively Market South Carolina as a Travel Destination

Strategy 3.3

Statewide Enterprise Objective

Engage Existing and New State Parks Visitors through Marketing

Public Infrastructure and Economic Development

Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	2478	3000		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	In order to complete the Ultimate Outsider Challenge, a person must visit have their State Parks Visitor Guide stamped at all 47 State Parks.	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	State Parks Visitors	Providing recreational opportunities for South Carolina residents and visitors	5000.650100.000	

Goal Provide Educational Opportunities for SC Residents														
Strategy 4.1										Statewide Enterprise Objective				
Develop the State's Film Industry through Training										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
4.1.1	Number of Production Fund Grants Awarded	2	2		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of grants	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	
4.1.2	Number of Educational/Training Workshops Conducted	6	3		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of events	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	
4.1.3	Number of Workshop Participants	308	50		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of participants	SCPRT staff maintains this data on an internal database	SC Film Office	Film industry professionals and students	Providing opportunities for education and professional development for film industry professionals and students	5000.850000.000	

Goal	Provide Educational Opportunities for SC Residents											
Strategy	4.2										Statewide Enterprise Objective	

Provide Educational Opportunities at State Parks Education, Training, and Human Development

Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
4.2.1	Discover Carolina Family Program Attendance	1632.25	573528		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	South Carolina Residents and Families	Providing educational opportunities for South Carolina residents and families	5000.650100.000	
4.2.2	Discover Carolina Educational Program Attendance	5067	15620		Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	K-12 Students	Providing educational opportunities for K-12 students in South Carolina	5000.650100.000	

FY 2020-2021 Agency Accountability Report

Budget Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the

DEPARTMENT OF PARKS, RECREATION & TOURISM

State Funded Program Number	State Funded Program Title	Description of State Funded Program	FY 2020-21 Expenditures (Actual)				FY 2021-22 Expenditures (Projected)			
			General	Other	Federal	TOTAL	General	Other	Federal	TOTAL
0100.050200X000	First in Golf	First in Golf specialty license Plate fees.		\$34,079.00		\$34,079.00		\$75,000.00		\$75,000.00
0100.050300X000	Sports Development Fund	Fees for NASCAR speciality license plates.		\$35,000.00		\$35,000.00		\$50,000.00		\$50,000.00
0100.050600X000	Palmetto Trail	Passthrough funds for the Palmetto Conservation Foundation	\$300,000.00			\$300,000.00	\$300,000.00			\$300,000.00
0102.010000.000	Executive Offices	The Executive Office include the Director's Office, Human Resources and Internal Audits.	\$906,170.00	\$24,023.00	\$849.00	\$931,042.00	\$894,056.00			\$894,056.00
0102.050000.000	Administrative Services	Administrative Services includes Finance and Technology Services.	\$3,745,864.00	\$197,335.00	\$103,204.00	\$4,046,403.00	\$2,296,555.00	\$35,000.00		\$2,331,555.00
5000.250100.000	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.	\$669,796.00		\$547.00	\$670,343.00	\$768,350.00	\$105,000.00		\$873,350.00
5000.250500X000	Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$2,525,000.00			\$2,525,000.00	\$3,025,000.00			\$3,025,000.00
5000.250900X000	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.	\$12,052,024.00	\$5,077,984.00	\$781,139.00	\$17,911,147.00	\$13,214,793.00	\$1,800,000.00		\$15,014,793.00
5000.251600X000	Destination-Specific Advertising	Destination Specific Marketing Grant Program	\$14,126,891.00	\$15,000,000.00		\$29,126,891.00	\$14,000,000.00			\$14,000,000.00
5000.254100X000	Sports Marketing Grant Program	Funding for Sports Tourism related Legislative Grant projects.	\$7,710,000.00			\$7,710,000.00	\$2,000,000.00			\$2,000,000.00
5000.300000.000	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	\$1,465,451.00	\$3,530,741.00	\$41,373.00	\$5,037,565.00	\$1,495,463.00	\$4,026,240.00		\$5,521,703.00
5000.650100.000	State Parks Service	The Park Service manages and protects more than 90,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	\$2,465,110.00	\$32,109,361.00	\$266,865.00	\$34,841,336.00	\$4,335,871.00	\$30,719,540.00		\$35,055,411.00

**These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM**

			FY 2020-21 Expenditures (Actual)				FY 2021-22 Expenditures (Projected)			
State Funded Program Number	State Funded Program Title	Description of State Funded Program	General	Other	Federal	TOTAL	General	Other	Federal	TOTAL
5000.700000.000	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$106,967.00			\$106,967.00	\$369,406.00			\$369,406.00
5000.800000.000	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$145,116.00			\$145,116.00	\$143,431.00			\$143,431.00
5000.850000.000	State Film Office	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.		\$1,499,219.00		\$1,499,219.00		\$24,931,639.00		\$24,931,639.00
5000.870100.000	Recreation, Grants & Policy	This office administers eight tourism or recreation-related grant programs.	\$202,404.00		\$3,754,807.00	\$3,957,211.00	\$223,105.00	\$1,592,000.00	\$4,479,110.00	\$6,294,215.00
5000.870500X000	Undiscovered South Carolina Grants	The Undiscovered SC grant program is designed to assist communities and nonprofit organizations with the development of publicly owned tourism products and attractions that will encourage visitation to South Carolina.	\$585,761.00			\$585,761.00	\$500,000.00			\$500,000.00
5000.871000X000	PARD Grants	The Park and Recreation Development (PARD) Fund is a state-funded, noncompetitive, reimbursable grant program for eligible local governments or special purpose district entities which provide recreational opportunities within each county. PARD assists in the development of new public recreation facilities or with the enhancement/renovation of existing facilities.	\$500,001.00	\$2,720,706.00		\$3,220,707.00	\$500,000.00	\$1,500,000.00		\$2,000,000.00
5000.871500X000	Sports Marketing Grant Program	The purpose of this grant program is to provide financial assistance to nonprofit tourism or sports-related organizations, applying through their respective local government, for the recruitment of new sporting events in South Carolina that will generate a significant additional economic impact to local communities through participant and visitor spending and also enhance the quality of life for South Carolina residents.	\$320,111.00			\$320,111.00	\$500,000.00			\$500,000.00

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			FY 2020-21 Expenditures (Actual)				FY 2021-22 Expenditures (Projected)			
State Funded Program Number	State Funded Program Title	Description of State Funded Program	General	Other	Federal	TOTAL	General	Other	Federal	TOTAL
5000.880100.000	Venues at Arsenal Hill	Funding for the renovation of historic facilities and grounds on the northern side of the Governors Mansion Complex. Once renovations are completed, these facilities will be managed as event venues by SCPRT.					\$160,000.00	\$322,000.00		\$482,000.00
9500.050000.000	State 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.	\$3,122,124.00	\$5,100,953.00	\$24,305.00	\$8,247,382.00	\$3,980,411.00	\$4,631,703.00	\$26,000.00	\$8,638,114.00
9800.120000X000	Advertising-Statewide	Additional funding for statewide advertising by SCPRT.	\$431,987.00			\$431,987.00				
9803.890000X000	PRT Revitalizations	Passthrough funding for recreation related Legislative Grant projects.	\$373,500.00			\$373,500.00				
9805.420000X000	Sports Development Fund	Passthrough funding for recreation related Legislative Grant projects.	\$100,000.00			\$100,000.00				

FY 2020-2021 Agency Accountability Report

Legal Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Description	Purpose	Law Number	Jurisdiction	Type	Notes
Disbursement of Bingo Tax Revenues - a portion of which goes to the Parks and Recreation Development Fund (PARF). PARF is a legislative grant program administered by SCPRT.	Funding agency deliverable(s)	12-21-4200	State	Statute	
SCPRT exempted from providing cost information for printed publications intended for public relations purposes	Requires a manner of delivery	1-11-425	State	Statute	
Tourism Infrastructure Admissions Tax Act - Short Title	Requires a manner of delivery	12-21-6510	State	Statute	
Definitions of Article	Requires a manner of delivery	12-21-6520	State	Statute	
Portion of tax paid to county or municipality where tourism establishment located	Requires a manner of delivery	12-21-6530	State	Statute	
Portion of tax transferred to State Treasurer for special tourism infrastructure development fund; established grants and grant guidelines	Requires a service	12-21-6540	State	Statute	Consultation with South Carolina Coordinating Council on Economic Development for use of funds for infrastructure benefitting tourism
Certification application procedures	Requires a service	12-21-6550	State	Statute	Certification of tourism or recreation facility for Tourism Infrastructure Admissions Tax benefits
Qualification Factors for Eligibility of Major Tourism or Recreation Area or Facility	Requires a manner of delivery	12-21-6560	State	Statute	
Designation of Development Areas	Requires a manner of delivery	12-21-6570	State	Statute	
Facilities expansion or improvement eligibility requirements	Requires a manner of delivery	12-21-6580	State	Statute	
Establishment of Extraordinary Retail Certification	Requires a service	12-21-6590	State	Statute	Establishment of Extraordinary Retail Certification
Motion Picture Incentive Act - Citation of Chapter	Not related to agency deliverable	12-62-10	State	Statute	
Allows Film Commission to adopt rules and regulations	Not related to agency deliverable	12-62-100	State	Statute	
Motion Picture Incentive Act Definitions	Not related to agency deliverable	12-62-20	State	Statute	
Exemption from State and Local Taxes	Requires a manner of delivery	12-62-30	State	Statute	
Certification of Exemption	Requires a service	12-62-40	State	Statute	Sales and Use Tax Exemption Certification
Tax Rebate for Employment of SC Residents	Distribute funding to another entity	12-62-50	State	Statute	
Assignment of Rebate Payments to Trustee	Requires a manner of delivery	12-62-55	State	Statute	
Distribution of Admissions Taxes; Supplier Rebate; Educational Requirements	Distribute funding to another entity	12-62-60	State	Statute	
Temporary Use of Underutilized State Property	Requires a service	12-62-70	State	Statute	Assistance to production companies to identify and temporarily use underutilized state property
Allows for establishment of Film Foundation to accept donations	Requires a manner of delivery	12-62-80	State	Statute	
Credit Roll Requirements and Refusal Rights	Requires a manner of delivery	12-62-90	State	Statute	
Inapplicability of works appealing to prurient interest	Requires a manner of delivery	12-62-95	State	Statute	
SCPRT designated as a department within the Executive Branch of State Government.	Not related to agency deliverable	1-30-10	State	Statute	
Film Office moved from SC Department of Commerce to SCPRT	Not related to agency deliverable	1-30-80	State	Statute	
SCPRT authorized to transfer all real property acquired through the 1973 General Obligation Bond designated for the I-77 project	Requires a service	13-11-120	State	Statute	Transfer of Property for I-77 project

**These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM**

Description	Purpose	Law Number	Jurisdiction	Type	Notes
SCPRT Director to serve on New Horizons Development Authority Board	Board, commission, or committee on which someone from our agency must/may serve	13-11-20	State	Statute	
SCPRT Director to serve on Coordinating Council for Economic Development	Board, commission, or committee on which someone from our agency must/may serve	13-1-1710	State	Statute	
General program information for Parks and Recreation Development Fund	Requires a manner of delivery	133-100	State	Regulation	
Administration of Parks and Recreation Development Fund	Requires a manner of delivery	133-101	State	Regulation	
Guidelines for Planning Assistance	Requires a manner of delivery	133-102	State	Regulation	
Guidelines for Development Assistance	Requires a manner of delivery	133-103	State	Regulation	
Guidelines for Renovation Assistance	Requires a manner of delivery	133-104	State	Regulation	
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.	Requires a service	16 U.S.C. § 460 Land and Water Conservation Provisions	Federal	Statute	Provide Land and Water Conservation Fund grants
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.	Not related to agency deliverable	20 U.S.C. § 107a(a)(5) The Randolph Sheppard Act	Federal	Statute	
Established Recreational Trails Program	Requires a service	23 U.S.C. § 120 Intermodal Surface Transportation Efficiency Act	Federal	Statute	Provide Recreational Trail Program grants
SCPRT allowed to use funds received from Conservation Bank Trust Fund for beach conservation at SC State Parks	Not related to agency deliverable	27-8-100	State	Statute	
SCPRT allowed to use funds received from Conservation Bank Trust Fund for property acquisition for SC State Parks	Not related to agency deliverable	27-8-110	State	Statute	
SCPRT designated as pass-through agency for Palmetto Pride Funds	Distribute funding to another entity	37-29-130	State	Statute	
SCPRT Director to serve on Coordinating Council to the Division on Aging	Board, commission, or committee on which someone from our agency must/may serve	43-21-120	State	Statute	
SCPRT to identify the protected mountain ridge crests in each county	Report our agency must/may provide	48-49-70	State	Statute	
SCPRT designated as eligible recipient of Conservation Bank Trust Funds	Not related to agency deliverable	48-59-30	State	Statute	
SCPRT Director to serve as ex-officio member of Conservation Bank Board	Board, commission, or committee on which someone from our agency must/may serve	48-59-40	State	Statute	
SCPRT representative to serve on Aquatic Plant Management Council	Board, commission, or committee on which someone from our agency must/may serve	49-6-30	State	Statute	
Established Agency	Requires a manner of delivery	51-1-10	State	Statute	
Established Recreation Land Trust Fund	Requires a manner of delivery	51-11-10	State	Statute	
Allows SCPRT to grant funds to local governments for acquisition of recreational land through the Recreation Land Trust Fund	Distribute funding to another entity	51-11-15	State	Statute	
Sets restrictions on use of trust funds	Requires a manner of delivery	51-11-20	State	Statute	
Transfers funds from Tricentennial Fund	Not related to agency deliverable	51-11-30	State	Statute	

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Description	Purpose	Law Number	Jurisdiction	Type	Notes
Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	Report our agency must/may provide	51-11-40	State	Statute	
Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	Requires a manner of delivery	51-11-50	State	Statute	
Requires SCPRT to submit a report of all Recreation Land Trust Fund expenditures to the General Assembly by January 15 each year	Report our agency must/may provide	51-11-60	State	Statute	
Provides SCPRT Director the ability to hire employees	Requires a manner of delivery	51-1-20	State	Statute	
Provides that the Agency shall be composed of a Division of Travel and a Division of Parks and Recreation.	Requires a manner of delivery	51-1-30	State	Statute	
Establishes the Division of Community Development	Requires a service	51-1-300	State	Statute	Providing economic development assistance to local communities
Provides purposes and duties for Division of Community Development	Requires a manner of delivery	51-1-310	State	Statute	
Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	Requires a service	51-1-40	State	Statute	Charging admissions to State Parks; selling retail items
Allows SCPRT to hire staff for State Welcome Centers	Requires a manner of delivery	51-1-50	State	Statute	
Lists powers and duties of SCPRT	Requires a service	51-1-60	State	Statute	Tourism marketing for the State of South Carolina
Transfers funds from various state park departments to SCPRT	Funding agency deliverable(s)	51-1-70	State	Statute	
SCPRT Director to serve on Heritage Trust Advisory Board	Board, commission, or committee on which someone from our agency must/may serve	51-17-50	State	Statute	
Allows SCPRT to enter into certain contracts with political subdivisions within the State	Requires a manner of delivery	51-1-80	State	Statute	
SCPRT Director to serve on War Between the States Heritage Trust Advisory Board	Board, commission, or committee on which someone from our agency must/may serve	51-18-60	State	Statute	
Transfers functions from State Recreation Commission to SCPRT	Requires a manner of delivery	51-1-90	State	Statute	
Old Exchange Building Commission established; SCPRT Director to serve on Commission	Board, commission, or committee on which someone from our agency must/may serve	51-19-10	State	Statute	
Definitions of Chapter	Requires a manner of delivery	51-23-10	State	Statute	
Allocation of proceeds from Parks and Recreation Fund	Funding agency deliverable(s)	51-23-20	State	Statute	
Requires SCPRT to develop a grant program for administration of funds	Requires a service	51-23-30	State	Statute	Development of PARD grant program
Allows SCPRT to use up to five percent of funds for administration costs	Requires a manner of delivery	51-23-40	State	Statute	
Control and maintenance of State Parks by SCPRT	Not related to agency deliverable	51-3-10	State	Statute	
Grants SCPRT necessary and incidental powers to further State Parks	Not related to agency deliverable	51-3-100	State	Statute	
Allows SCPRT to expend unobligated funds from land leases and sales	Not related to agency deliverable	51-3-110	State	Statute	
Allows revenues to be used for acquisition, management and development of State Parks	Not related to agency deliverable	51-3-120	State	Statute	
Requires land acquisition obligations be paid for by revenues generated by State Parks	Not related to agency deliverable	51-3-130	State	Statute	
Makes defacement of State Parks property unlawful	Not related to agency deliverable	51-3-140	State	Statute	
Lists unlawful acts at State Parks	Not related to agency deliverable	51-3-145	State	Statute	
Stipulates penalties for unlawful acts at State Parks	Not related to agency deliverable	51-3-146	State	Statute	
Grants park staff authority as state constables	Not related to agency deliverable	51-3-147	State	Statute	

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Description	Purpose	Law Number	Jurisdiction	Type	Notes
Stipulates penalties for trespassing at State Parks	Not related to agency deliverable	51-3-150	State	Statute	
Allows Dept. of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	Requires a manner of delivery	51-3-160	State	Statute	
Limited Use of State Parks Facilities for Public	Not related to agency deliverable	51-3-20	State	Statute	
Penalties for violating 51-3-10 and 51-3-20	Not related to agency deliverable	51-3-30	State	Statute	
Closed Edisto Beach State Park; Limited activities at Santee State Park	Not related to agency deliverable	51-3-40	State	Statute	
Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	Not related to agency deliverable	51-3-50	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	Requires a service	51-3-60	State	Statute	Free admissions and discount camping for persons over the age of 65, persons with disabilities, blind persons and veterans
Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Requires a manner of delivery	51-3-65	State	Statute	
Allows SCPRT to set rules and regulations for State Parks	Not related to agency deliverable	51-3-70	State	Statute	
Allows SCPRT to acquire land donations and other contributions for State Parks	Not related to agency deliverable	51-3-80	State	Statute	
Allows SCPRT to sell, exchange of lease State Park lands; funds must be credited to Recreation Land Trust Fund	Not related to agency deliverable	51-3-90	State	Statute	
Allows SCPRT to develop Hunting Island State Park	Requires a service	51-7-10	State	Statute	Development of Hunting Island State Park
Prevents revenue obligations from becoming debts of the State	Not related to agency deliverable	51-7-100	State	Statute	
Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	Not related to agency deliverable	51-7-110	State	Statute	
Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	Requires a manner of delivery	51-7-20	State	Statute	
Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	Requires a manner of delivery	51-7-30	State	Statute	
Allows SCPRT to establish recreation centers at Hunting Island	Requires a manner of delivery	51-7-40	State	Statute	
Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	Funding agency deliverable(s)	51-7-50	State	Statute	
Sets terms of revenue obligations	Not related to agency deliverable	51-7-60	State	Statute	
Lists abilities of SCPRT to pay revenue obligations	Not related to agency deliverable	51-7-70	State	Statute	
Grants rights of holders of revenue obligations	Not related to agency deliverable	51-7-80	State	Statute	
Makes revenue obligations tax-exempt	Not related to agency deliverable	51-7-90	State	Statute	
Requires SCPRT to acquire Fort Watson area on Lake Marion	Requires a service	51-9-10	State	Statute	Required SCPRT to acquire Fort Watson Memorial Area
Designated this area as Fort Watson Memorial	Not related to agency deliverable	51-9-20	State	Statute	
Requires SCPRT to maintain Fort Watson Memorial area	Requires a service	51-9-30	State	Statute	Maintenance of Fort Watson Memorial Area
Establishes committee to select South Carolina Family of the Year; SCPRT to provide funding for expenses	Requires a service	53-3-100	State	Statute	Designation of South Carolina Family of the Year
Designation of Family Week; SCPRT to develop promotion plan	Requires a service	53-3-90	State	Statute	Marketing South Carolina Family Week
First in Golf - administer the funds associated with the First in Golf license plates	Distribute funding to another entity	56-3-5200	State	Statute	

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DEPARTMENT OF PARKS, RECREATION & TOURISM**

Description	Purpose	Law Number	Jurisdiction	Type	Notes
NASCAR - administer the funds associated with the NASCAR license plates.	Distribute funding to another entity	56-3-8710	State	Statute	
SCPRT Director or designee to serve on Scenic Highways Committee	Board, commission, or committee on which someone from our agency must/may serve	57-23-50	State	Statute	
Establishment of Tourism Oriented Directional Signage Program	Requires a service	57-25-810	State	Statute	Established Tourism Oriented Directional Signage
Gives SCPRT authority to develop eligibility criteria for tourism businesses; SCPRT Director serves on oversight committee.	Requires a service	57-25-820	State	Statute	SCPRT to develop eligibility criteria for Tourism Oriented Directional Signage
SCPRT to provide staffing for State Welcome Centers	Requires a service	57-3-650	State	Statute	SCPRT must provide staffing for State Welcome Centers
SCPRT designated as party to certification proceedings for Major Utility Facilities	Not related to agency deliverable	58-33-140	State	Statute	
SCPRT Director to serve on South Carolina Civil War Sesquicentennial Advisory Board	Board, commission, or committee on which someone from our agency must/may serve	60-11-150	State	Statute	
SCPRT to cooperate and coordinate marketing materials for South Carolina Civil War Heritage Trails	Requires a service	60-11-410	State	Statute	Cooperate in the marketing of South Carolina Civil War Heritage Trails
Guidelines for Tourism-Oriented Directional Signage Certification	Requires a manner of delivery	63-339	State	Regulation	
Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	Funding agency deliverable(s)	Proviso 117.111 2017-18 S.C. Appropriations Act Part 1B	State	FY 2018-19 Proviso	
Beach Renourishment Grant Funding	Requires a service	Proviso 118.16(B)(39.1) 2016-17 S.C. Appropriations Act Part 1B	State	FY 2016-17 Proviso	Provide local governments with financial assistance for beach renourishment
Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Funding agency deliverable(s)	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	Distribute funding to another entity	Proviso 49.1 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	
Clarifies 51-1-40	Requires a manner of delivery	Proviso 49.11 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	
Allows the State Park Service to procure/manage vending services.	Requires a manner of delivery	Proviso 49.12 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	

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Description	Purpose	Law Number	Jurisdiction	Type	Notes
Allows SCPRT to carry forward state funded PARD, Undiscovered SC and Sports Marketing Grants and to be used for the same purpose.	Funding agency deliverable(s)	Proviso 49.13 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.	Not related to agency deliverable	Proviso 49.14 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.	Requires a manner of delivery	Proviso 49.15 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	
Guidelines for Destination Specific Marketing program	Distribute funding to another entity	Proviso 49.2 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.	Funding agency deliverable(s)	Proviso 49.3 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.	Funding agency deliverable(s)	Proviso 49.4 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.	Requires a manner of delivery	Proviso 49.5 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.	Requires a manner of delivery	Proviso 49.6 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	
PARD interest must be used for the program and carry forward.	Funding agency deliverable(s)	Proviso 49.7 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.	Funding agency deliverable(s)	Proviso 49.8 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	

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Description	Purpose	Law Number	Jurisdiction	Type	Notes
Reduces the calculation of an across the board cut exempt any items restricted by Executive Budget Office or the General Assembly.	Not related to agency deliverable	Proviso 49.9 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	

FY 2020-2021 Agency Accountability Report
Services Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM

Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Provides information on SCPRT's programs and services	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Potential decrease in consumer awareness and spending
Provides information on the state of tourism in South Carolina	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Potential decrease in consumer awareness and spending
Coordinates and administers state tourism-related grants	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Administrative Services	Administrative Services includes Finance and Technology Services.	Developing destinations may not reach their full tourism potential
Coordinates and administers state and federal recreation grants	Units of Local Government include Municipalities, County Governments and Special Purpose Districts.	Local Government	DMOs	Administrative Services	Administrative Services includes Finance and Technology Services.	Less recreational opportunities for South Carolina residents
Provides assistance to local DMOs for advertising placement	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending
Provides travel and tourism-related information across multiple platforms	Domestic and International visitors to South Carolina	General Consumers	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending

These responses were submitted for the FY 2020-2021 Accountability Report by the

DEPARTMENT OF PARKS, RECREATION & TOURISM

Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending
Provides cooperative advertising opportunities to industry partners	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending
Provides travel and tourism-related information	Domestic and International visitors to South Carolina	General Consumers	Tourism-based businesses	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Potential decrease in consumer awareness and spending
Provides space for promotional information materials such as brochures and rackcards	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Potential decrease in consumer awareness and spending
Provides outdoor recreation opportunities	South Carolina residents and out-of-state visitors who visit South Carolina State Parks.	State Parks Visitors	Businesses located near State Parks	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.	Less recreational opportunities for South Carolina residents
Provides enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	K-12 classes who participate in the Discover Carolina Educational Programs.	Discover Carolina Participants		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.	Less hands-on educational opportunities for South Carolina students to learn about the state's history and environment
Provides tourism-related information for news media	News Media	News Media	DMOs, Tourism-based businesses	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	Decrease in public information regarding SCPRT activities and the state of South Carolina's tourism industry
Provides travel and tourism data useful for planning purposes	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Potential decrease in consumer awareness and spending

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DEPARTMENT OF PARKS, RECREATION & TOURISM

Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Provides travel and tourism data useful for planning purposes	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Potential decrease in consumer awareness and spending
Provides employment and business opportunities by recruiting television and film projects to the state	South Carolina-based film crew and vendors	SC Film Industry		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.	No significant motion picture production activity in South Carolina
Provides opportunities for professional development through educational workshops	South Carolina-based film crew and vendors	SC Film Industry		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.	No significant motion picture production activity in South Carolina

Agency Partnerships Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the

DEPARTMENT OF PARKS, RECREATION & TOURISM

Name of Partner Entity	Type of Partner Entity	Description of Partnership
9 Rooftops	Private Business Organization	Ad Agency of Record for all SCPRT marketing activities
Brand USA	Federal Government	Cooperative International Marketing/Advertising Purchases
Federal Highway Administration	Federal Government	Funding and Guidance for Recreational Trails Program grants
National Park Service	Federal Government	Funding and Guidance for Land & Water Conservation Fund grants
SC American Revolution Sestercentennial Commission	State Government	Promotion of Revolutionary War sites in SC
SC Association of Tourism Regions	Local Government	General Leisure Tourism Marketing efforts
SC Commission for the Blind	State Government	Vending Services at Welcome Centers
SC Conservation Bank	State Government	Land Conservation and Acquisitions for State Parks
SC Department of Agriculture	State Government	SC Chef Ambassador Program
SC Department of Commerce	State Government	Business Recruitment efforts
SC Department of Natural Resources	State Government	Natural Resource Management at State Parks
SC Department of Revenue	State Government	Posting of tourism-related tax collection data for public information
SC Department of Revenue	State Government	Processing film incentives for projects occurring in SC
SC Forestry Commission	State Government	Prescribed burns for forest preservation and restoration
SC Office of Resiliency	State Government	Flooding/Extreme Weather Preparedness and Recovery
SC Recreation & Parks Association	Professional Association	COVID-19 Response and Re-opening Guidelines
SC Restaurant & Lodging Association	Professional Association	COVID-19 Response and Re-opening Guidelines
SC-Based Destination Marketing Organizations	Non-Governmental Organization	General Leisure Tourism Marketing efforts
Travel South USA	Non-Governmental Organization	Cooperative International Marketing
Trident Technical College	Higher Education Institute	Film Production Fund Grants and Workshops

**FY 2020-2021 Agency Accountability Report
Reports Responses:**

**These responses were submitted for the FY 2020-2021 Accountability Report by the
DEPARTMENT OF PARKS, RECREATION & TOURISM**

Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
Agency Accountability Report	§1-1-810	The report "must contain the agency's or department's mission, objectives to accomplish the mission, and performance measures that show the degree to which objectives are being met." Agencies must "identify key program area descriptions and expenditures and link these to key financial and performance results measures."	September 15, 2020	Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online	https://www.scpvt.com/about/accountability
Bank Account Transparency Report	117.8	Report of agency bank accounts containing public funds that are independent of normal state oversight		Annually	South Carolina state agency or agencies	Available on another website	https://cg.sc.gov/fiscal-transparency/bank-account-transparency-and-accountability
Comprehensive Permanent Improvement Plan	§2-47-55	5 year plan of capital improvement projects for the agency	June 11, 2021	Annually	South Carolina state agency or agencies	Available on another website	https://www.scpvt.com/about/accountability
Debt Collection Report	117.33	Report Agency Debt	February 28, 2021	Annually	South Carolina state agency or agencies	Available on another website	https://treasurer.sc.gov/media/82042/annual-state-debt-report-june-30-2020.pdf
Energy Report	§48-52-620	Energy information regarding facilities	August 26, 2020	Annually	South Carolina state agency or agencies	Available on another website	http://www.energy.sc.gov/reports
Expenditures of Annual Accommodations Tax Revenues	§6-4-35	Expenditures of 2% State Accommodations Tax revenues by local governments	March 17, 2021	Annually	South Carolina state agency or agencies	Available on agency's website	https://www.scpvt.com/research
Fees & Fines Report	117.71	Report Fee and Fine Collections	September 1, 2020	Annually	South Carolina state agency or agencies	Available on agency's website	https://www.scpvt.com/about/accountability
FY 19-20 PARD Fund Allocations	133-100	List of available PARD funds for each county and list of approved PARD projects for previous three years	July 16, 2020	Annually	Legislative entity or entities	Provided to LSA for posting online	Contact: Alesha Cushman
Info Sec and Privacy Data Collection	§1-11-435	Cyber Security Framework to Identify, protect, detect, respond, recover maturity levels	September 21, 2020	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Agency Contact: Jeanne Black
IT Data Collection Workbook	§1-11-435	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	August 5, 2020	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Agency Contact: Jeanne Black
IT Plan	§1-11-435	Any IT projects costing \$50,000 or more	June 14, 2021	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Agency Contact: Jeanne Black
Minority Business Report	§11-35-5240	Small and Minority Business Contracting & Certification	April 30, 2020	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Agency Contact: Yvette Sistare
Real Property Report	§1-11-58	Real Property updates on acreage owned	July 2, 2021	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Agency Contact: Matt Elswick

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Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
Recycling Report	§44-96-140	Recycling Information	September 15, 2020	Annually	South Carolina state agency or agencies	Available on another website	https://scdhec.gov/environment/recycling-waste-reduction/state-agency-recycling-responsibilities
Schedule of Federal Financial Assistance	2 CFR 200	Annual Audit of Federal Programs	August 13, 2020	Annually	South Carolina state agency or agencies	Hard copy available upon request	Agency Contact: Yvette Sistare
South Carolina Film Incentives Report	§12-62-60	List of all film projects receiving wage or supplier rebates, including production company name, rebate amounts and location of project.	January 2, 2021	Annually	Legislative entity or entities	Available on agency's website	http://filmsc.com/about/reports/annual/default.aspx
State Auditor's Report	§11-7-2020	Review of SCPRT's Financial Activities		Annually	South Carolina state agency or agencies	Available on another website	http://osa.sc.gov/wp-content/uploads/2018/04/P2817.pdf