

<b>AGENCY NAME:</b>	Department of Parks, Recreation & Tourism		
<b>AGENCY CODE:</b>	P280	<b>SECTION:</b>	049

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**2022**  
**Accountability Report**

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**SUBMISSION FORM**

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

- Data Template
  - Reorganization and Compliance
  - FY2022 Strategic Plan Results
  - FY2023 Strategic Plan Development
  - Legal
  - Services
  - Partnerships
  - Report or Review
  - Budget
- Discussion Template
- Organizational Template

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.

<b>AGENCY DIRECTOR</b> <i>(SIGN AND DATE):</i>	<b>SIGNATURE ON FILE</b>	<b>Signature Received:</b> 9/15/2022 16:16
<i>(TYPE/PRINT NAME):</i>	Duane Parrish	

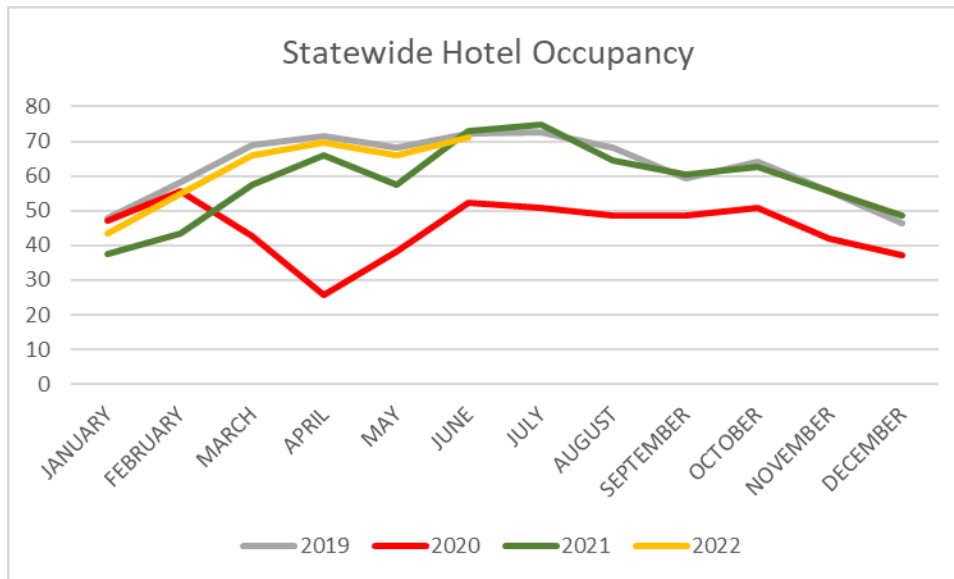
<b>BOARD/CMSN CHAIR</b> <i>(SIGN AND DATE):</i>	<b>N/A</b>	
<i>(TYPE/PRINT NAME):</i>		

<b>AGENCY NAME:</b>	<b>DEPARTMENT OF PARKS, RECREATION &amp; TOURISM</b>		
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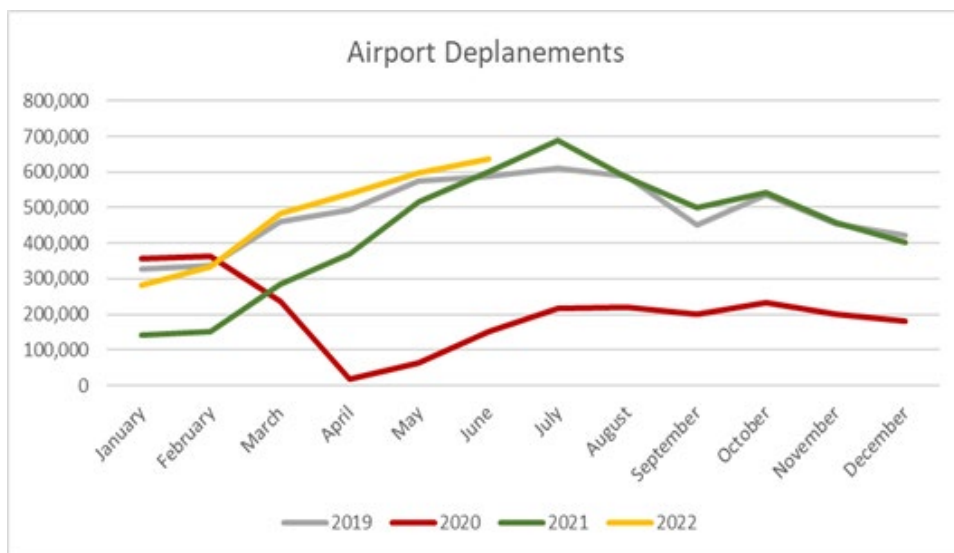
## AGENCY'S DISCUSSION AND ANALYSIS

### TOURISM ECONOMY

South Carolina's tourism industry experienced substantial recovery during 2021 and 2022 (to-date). In CY2021, statewide hotel occupancy increased 32.8% compared to CY2020. In the first half of CY2022, statewide hotel occupancy increased 7.5% compared to the same time period in CY2021. Statewide Hotel Average Daily Rates (ADR) for CY2021 increased 32.2%, yielding a RevPAR (revenue per available room) increase of 75.5% compared to CY2020. In the first half of CY2022, Statewide ADR increased 14.1% and RevPAR increased 22.7%.



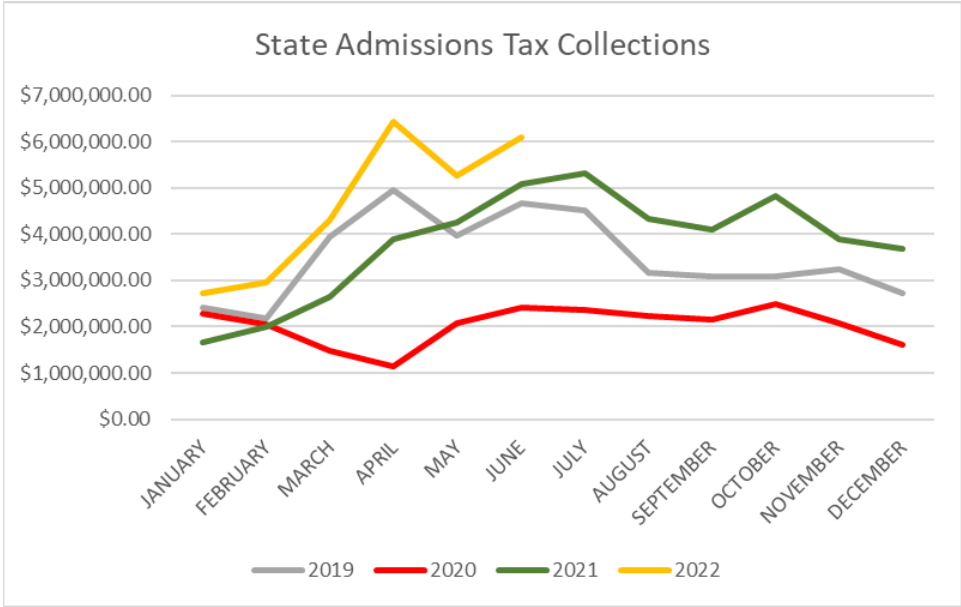
Deplanements at South Carolina's five major airports totaled over 5.2 million in CY2021, a 114.5% increase over CY2020. As of June 2022, deplanements totaled nearly 2.9 million, a 6.4% increase over the first half of CY2021.



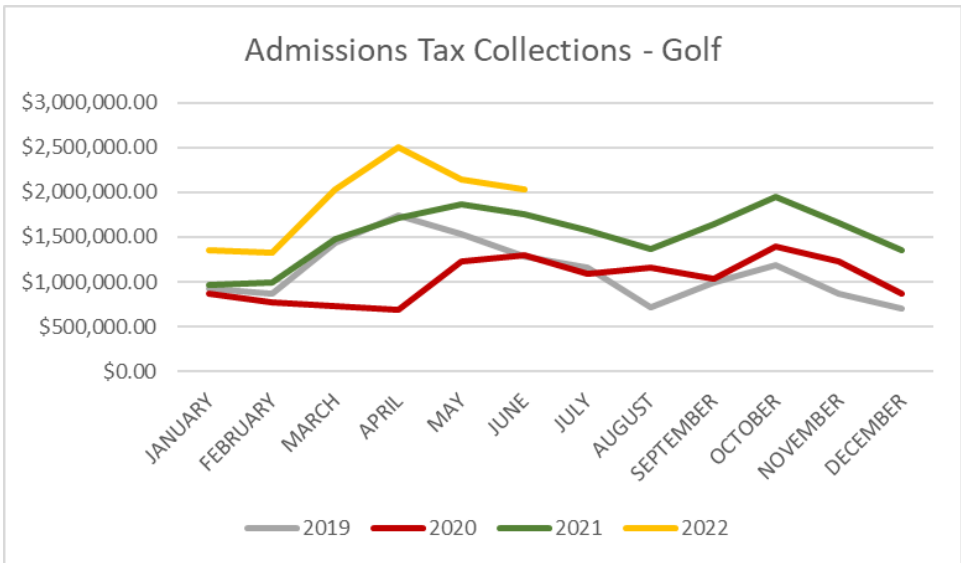
Fiscal Year 2022

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Statewide Admissions Tax collections in CY2021 increased 87.6% over collections in CY2020. Admissions Tax collections in the first six months of CY2022 increased 42.1% compared to the same time period in CY2021.



Statewide Admissions Tax collections from Golf (a subset of total Admissions Tax collections) in CY2021 increased 48.1% over CY2020. In the first six months of CY2022, Admissions Tax collections from Golf increased 29.7% over the same time period in CY2021. Based on data provided by Golf Data Tech, the number of golf rounds played in South Carolina increased 13.6% in CY2021, compared to the number of rounds played in CY2020. As of June 2022, the total number of golf rounds played in CY2022 have increased 1.4% compared to the same time period in CY2021.



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**STATE PARKS OPERATIONS**

SC State Parks continued to experience record level revenue generation in FY 22. Revenue from cabin and lodge room rentals totaled nearly \$6 million, while revenue from campsite rentals totaled over \$18.7 million. State Parks revenue for FY 22 totaled over \$49.4 million in FY 22, yielding an operational self-sufficiency of 113%.

The number of golf rounds played at Cheraw State Park reached 26,161, an increase of 12% over FY 21. The number of golf rounds played at Hickory Knob State Park totaled 15,059, a decrease of 6% compared to FY 21.

In light of the future State Park sites (Black River, Pine Island, Misty Lake, May Forest and Ramsey Grove), South Carolina State Parks restructured its regional management of the State Park System from four regions to five. This restructuring was implemented to reduce and equalize the management burden of the State Parks regional chiefs. Ultimately, this restructuring will better position State Parks to manage the increasing volume of visitors and provide the best service possible to internal staff and external customers and stakeholders.

In FY 22, SCPRT expanded the role of its State Parks reservation system to include reservations for events, such as Discover Carolina family programs. Because this expansion of service was included in the scope of the agency's current contract with its reservation system vendor, Itinio, there was no additional cost for implementing event/program reservations. The ability to make these types of reservations through the central reservation system will increase the accessibility of these programs for State Park visitors while reducing the administrative burden of State Park staff.

**STATE PARKS DEVELOPMENT**

Throughout FY 22, the SC State Park Service has worked to secure the acquisition of new properties that will create five new State Parks - Ramsey Grove Plantation (Georgetown County), Pine Island (Lexington County), Misty Lake (Aiken County), May Forest (Charleston County), and Black River (Williamsburg and Georgetown Counties). These additions will, ultimately, significantly enhance the recreational opportunities provided by State Parks. SCPRT has worked closely with its partners to develop master plans for the Black River State Park and the May Forest/Fort Johnson property. The purpose of these master plans is to maximize the recreational potential of these areas through collaboration with other state and local agencies.

South Carolina State Parks continues to pursue outside funding sources to expand and improve experiences at State Parks across the state. In FY 22, SCPRT received two Land and Water Conservation Fund (LWCF) grants for acquisitions of properties adjacent to Jones Gap State Park and Paris Mountain State Park. Once developed, these parcels will expand accessibility and the recreational potential for each of these parks. SCPRT has also worked closely with several partners, including the SC Conservation Bank and Open Space Institute, in the acquisition of properties for the Black River State Park.

In addition to these acquisition projects, SC State Parks continues to conduct capital projects that enhance or protect the visitor experience throughout the State Park System. These include statewide utility upgrades for campsites, comfort station renovations, wastewater system upgrades, and road repairs.

In FY 22, SC State Parks began the renovation process for the stairwell at the Hunting Island Lighthouse. The lighthouse, which was constructed in 1875, is one of the most iconic structures in the State Park System.

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Exposure to salt air and other elements necessitated repairing the 167-step spiral staircase that leads to the light’s observation deck. Conducting these repairs in a timely manner will ensure the continued integrity of the Hunting Island Lighthouse and safety for future visitors.

SCPRT continuously explores new opportunities to achieve cost-savings for State Parks' capital improvement project. One of the most consistent and widespread capital improvements needs for State Parks is road resurfacing. The condition of roadways in State Parks is critical to the overall visitor experience, especially for RV camping. To achieve greater cost savings, SCPRT has established an agreement with SCDOT to conduct paving projects at State Parks when SCDOT has an active paving project in the area. Because SCDOT handles much larger volumes of materials and larger scope projects, SCDOT is able to obtain much better unit prices than SCPRT has received on other projects for paving and repaving.

In FY 22, SCPRT utilized this partnership with SCDOT to pave the mile long entrance road to Little Pee Dee State Park. Through this partnership, the final cost of this paving project for SCPRT was approximately \$300,000, allowing the agency to save an estimated \$700,000 based on initial estimates. Similarly, SCPRT was able to save an estimated \$2,700,000 for the repaving of Hunting Island State Park. SCDOT and SCPRT are currently in process of establishing an agreement for a repaving project at Huntington Beach State Park. The original estimated project cost was approximately \$1,000,000. Through the preliminary agreement, the estimated cost for this project has been reduced to approximately \$680,000. SCPRT and SCDOT are also in the preliminary stage of establishing an agreement for a paving project at Poinsett State Park. SCPRT will continue to identify opportunities to utilize the partnership that has been established between SCDOT and SCPRT for State Parks paving projects across the state - allowing the agency to ensure a quality visitor experience while reducing the financial burden of these projects to the State.

In December 2021, SCPRT received a \$20,000 grant from Duke Energy to help South Carolina State Parks host events and increase outreach to invite diverse audiences to experience state parks for the first time. A lack of diversity in parks and on campgrounds is a nationwide challenge, and one that South Carolina State Parks is working to address through partnerships and strategic outreach. The Duke Energy grant supports collaboration with community organizations to host fun and educational events that make the outdoors more accessible, more approachable and more welcoming for all – especially first-time and infrequent visitors from diverse backgrounds. This initiative was the second phase of reimagined efforts to increase diversity in state parks that kicked off in 2020 with a partnership with Black Folks Camp Too. Events funded through this grant have been coordinated through local organizations across the state, including Outdoor Afro and the Boys and Girls Club of the Upstate.

In January 2022, South Carolina State Parks also received a \$50,000 grant from the Herbert and Anna Lutz Foundation to build a second lakefront camper cabin at Chester State Park. The park’s first camper cabin, which was also funded by a Herbert and Anna Lutz Foundation grant, opened in late August 2021. In its first few months, the cabin sustained a 73% weekend occupancy rate, attracting visitors from South Carolina, North Carolina and Florida. The second camper cabin will have a similar footprint to the first, offering two rooms, space to sleep four, heating, air conditioning and electrical outlets. The Herbert and Anna Lutz Foundation is a Chester, South Carolina, family foundation established in 1993, which awards grants supporting education, community, health and welfare. In total, The Foundation has provided more than \$330,000 to improve Chester State Park to better serve the Chester community. Past projects funded by the Foundation include a new playground, a disc golf course, upgraded campgrounds, renovations to Lakeview Hall, an expansive waterfront living area, and a 472-foot boardwalk. On November 16, 2021, South Carolina

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State Parks presented the Lutz Foundation with the prestigious President’s Award from America’s State Parks for their transformational investments in Chester State Park.

To celebrate Earth Day, South Carolina State Parks was one of four entities to receive a \$25,000 grant from Duke Energy. The funding will improve handicap accessibility to Lake Placid at Paris Mountain State Park.

SCPRT also received a \$20,000 grant from Duke Energy to install fire rings, block patios, and comfortable outdoor seating at three cabins at Cheraw State Park. The new outdoor living areas, which was officially unveiled in early July 2022, will enhance the visitor experience and complement the CCC-built cabins at the park.

**STATE PARKS MARKETING**

Promoting South Carolina State Parks is accomplished through a multi-faceted marketing strategy that utilized both paid space media and social media, as well as the development of additional engagement strategies and dedicated campaigns. The State Parks media plan focused on promoting South Carolina State Parks primarily in-state and in border markets in North Carolina and Georgia. Through paid space media buys, which included digital display ads, search engine marketing, video streaming, paid social media and print ads, the agency promoted the wide array of State Parks experiences, including day-use visitation, camping, cabin stays, golf, recreational opportunities, and historical assets. In FY 21, State Park staff also resumed participating in consumer shows, such as the Palmetto Sportsman’s Classic.

Paid space media was complemented by a robust, organic social media presence for SC State Parks with regular postings on the following platforms: Facebook, Twitter, Instagram, and YouTube. In FY 22, State Parks expanded its social media portfolio to include TikTok in order to engage with younger generations of consumers and introduce them to the variety of experiences South Carolina State Parks have to offer.

The South Carolina State Park Service also continues to explore opportunities to engage new consumers and segments of the consumer market that have traditionally been under-represented among State Park visitors. To that end, SCPRT established a partnership with Black Folks Camp Too and SC State University football coach, Coach Buddy Pough, to introduce parks to the African-American market in South Carolina. To help spread the word, Coach Pough along with Black Folks Camp Too, a company dedicated to promoting Unity in the outdoors, partnered with South Carolina State Park leadership and rangers to produce a “Coach Pough Knows” digital education series to enhance awareness and knowledge about outdoor activities available in state parks. The goal of the partnership is to connect with South Carolinians, and beyond, who may not currently use state parks to show what to expect, how to make the most of the experience, and to showcase the variety of activities that are available in our 47 state parks from the mountains to the coast.

To help mitigate capacity issues at the more popular State Parks, SCPRT continues to promote the Ultimate Outsider Program, which encourages visitors to visit all 47 SC State Parks, thus diversifying visitation throughout the State Park System. This strategy introduces new parks, often in rural areas, to State Park visitors that may not have otherwise visited these lesser-known parks. To date, 2,991 people have completed the Ultimate Outsider program.

**TOURISM MARKETING**

To facilitate the continued recovery of the state’s tourism industry, SCPRT developed an integrated marketing plan to promote South Carolina as a premier vacation destination to include general leisure, golf, State Parks and international. This plan included advertising placements in print, digital, out-of-home, connected tv and streaming tv advertising. As consumer sentiments toward travel improved, the agency

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began to phase out its “recovery messaging” and resumed its traditional domestic campaign messaging, encouraging consumers to explore the variety of travel experiences South Carolina has to offer. A key aspect of the domestic plan was the continuation of the agency’s partnership with, Grammy Award winner, Darius Rucker as the state’s Tourism Ambassador. As part of this partnership agreement, the agency developed creative assets centered around Darius’s favorite places throughout the state, encouraging visitors to “Come see why I love this place!” The agency also continued its partnership with SCETV in the production and release of the second season of the "Go For It" series, hosted by SCPRT’s Digital Engagement Manager.

In FY 22, SCPRT, the WeGOJA Foundation, and the US Civil Rights Trail released a podcast series highlighting significant moments in South Carolina history that helped shape the national Civil Rights Movement and highlighting places where visitors learn more about these events and the brave men and women who fought against inequality.

During FY 22, all paid space international media was paused due to travel restrictions. During this time, however, SCPRT continued to work with tour operators and travel media to produce consumer marketing campaigns to their constituents so that South Carolina would still be in their mindset when restrictions were lifted and international leisure travel could resume. With many travel restrictions having been lifted, in the spring of 2022, SCPRT began to develop its international media plan and creative assets to welcome the world back to South Carolina.

SCPRT awarded approximately \$1.9 million in Tourism Advertising Grants in FY 22 to support the local advertising efforts of local destination marketing organizations, attractions and events.

**RECREATION**

SCPRT worked with state and local leaders recruit the PGA TOUR’s THE CJ CUP in South Carolina the week of October 17-23, 2022 at the Congaree Golf Club in Ridgeland. This will be the tournament’s first Southeast appearance after launching in Korea in 2017 and spending the last two years in Las Vegas. THE CJ CUP in South Carolina will be the second PGA TOUR event ever hosted at the esteemed Congaree Golf Club following the 2021 Palmetto Championship.

In FY 22, SCPRT awarded 25 Sports Tourism Advertising and Recruitment (STAR) grants, totaling over \$566,000:

- Southern Regional Waterski Championships Year 2 (Greenwood)
- 2021 AJGA Matthew NeSmith Jr Championship Year 2 (Columbia)
- Triple Crown Fastpitch Fall Showcase (Myrtle Beach)
- Greenwood Junior Championship Year 3 (Greenwood)
- Winter Shine Year 3 (Myrtle Beach)
- 2021 Major League Fishing Cup (York)
- Bicycle Across South Carolina (Edgefield)
- AVP Grass Volleyball Nationals Year 2 (Greenville)
- BASS The Bassmaster Classic (Greenville)
- Crappie USA Classic Championship (Anderson)
- 2021 USATF National Championship Half Marathon (Beaufort)
- No Room for Racism Classic (York)
- 2022 USBA National Championships (Charleston)
- Myrtle Beach Bowl (Myrtle Beach)
- 2022 NCAA Division I Mens Basketball Championship (Greenville)

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- SIAC Mens and Womens Basketball Championships (York)
- 2022 Guaranteed Rate Bassmaster Elite (Clarendon)
- 2022 Bassmaster Classic (Anderson)
- SIAC Mens Volleyball Championship (York)
- NPFL 2022 The League Stop Two (Anderson)
- Adidas Boys 3SSB Gold Gauntlet (Spartanburg)
- Adidas Girls 3SSB Gold Gauntlet (Spartanburg)
- Adidas Boys 3SSB Gold Gauntlet (Greenville)
- Adidas Girls 3SSB Gold Gauntlet (Greenville)
- National Club Baseball Assoc DI World Series (Greenwood)

SCPRT awarded 11 Recreational Trails Program (RTP) grants totaling approximately \$1.2 million in FY 22 for projects that included new trail development or existing trail expansion/improvements:

- Summerville Preserve (Town of Summerville)
- Hamlin Trails (Town of Mount Pleasant)
- Saluda River Pedestrian Bridge Project (City of West Columbia)
- The Saluda River & Riverwalk Access Improvements (City of Columbia)
- Green Crescent Trail - Gateway Park Connector (City of Clemson)
- Gap Creek Passage, Palmetto Trail (Phase I) (Palmetto Conservation Foundation)
- A Better Balance: Bringing Mountain Biking Back to CNP (Conestee Nature Preserve)
- Town-wide Trailhead Establishment (Town of Edisto Beach)
- Gilder Creek Multi-Use Trail (City of Mauldin)
- Wambaw Cycle Trail 2022 Enhancement Project (Francis Marion National Forest)
- The Sanctuary Phase 1 (Jason Griffin Racing Foundation)

SCPRT awarded 10 Land and Water Conservation Fund (LWCF) grants totaling over \$2.4 million:

- Va-Du-Mar Mcmillan Park Athletic Field Lighting (Spartanburg County)
- Gap Creek Access Acquisition (SC State Park Service)
- Paris Mountain Gospel/Furman Face Acquisition (SC State Park Service)
- Arrowhead Park Sports Lighting Retro-Fit (Town of Cheraw)
- Wise Street Park Renovation (City of Newberry)
- Shelters and Support Facilities (Greenville County)
- Saluda Shoals Splash Pad Renovation (Irmo-Chapin)
- New Riverside Barn Park (Town of Bluffton)
- Blanding Street Park (City of Lake City)
- Withers Swash Acquisition (City of Myrtle Beach)

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 22, SCPRT awarded four Undiscovered SC Grants totaling \$545,000 for the following projects: Walterboro Wildlife Sanctuary Boardwalk Revitalization (City of Walterboro); Garvin-Garvey House Exhibits (Town of Bluffton); Black River Landing Phase I (Town of Kingstree); and, Florence Soccer Complex Field Addition Athletics & Sports Tourism (City of Florence). Each of these projects will enhance the tourism potential for their respective destinations by creating more opportunities for visitors to enjoy their natural, cultural or recreational experiences.

## FILM

Fiscal Year 2022



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In FY 22, SCPRT recruited two television series “The Righteous Gemstones - Season 3” (HBO), and “Outer Banks – Season 3” (Netflix). SCPRT also recruited four feature films in FY 22: "Harvest Moon" (Miramax), "Girlfriend's Getaway" (GG Films), and "If I Had Legs I'd Kick You (A24 Films). Combined, these five productions will generate an estimated \$141.3 million in total spending in South Carolina and result in the hiring of an estimated 1,930 South Carolina cast and crew.

In an effort to continue growing South Carolina’s film industry, the South Carolina Film Commission announced a new partnership with the University of South Carolina (UofSC) in FY 22. Through this partnership, the SC Film Commission and UofSC funded Local Cinema Studio’s low-budget feature, HERO, a coming-of-age dramedy that was filmed in Columbia. Students from UofSC, Benedict College, and others were provided paid internship opportunities on the crew, giving them real-world experience working with a professional production team.

**RISK ASSESSMENT & MITIGATION STRATEGIES**

Tourism is critical to the state’s economy and quality of life, generating billions of dollars in economic activity and providing employment for one in ten South Carolinians. As the State’s tourism agency, SCPRT serves the critical function of coordinating statewide marketing and advertising efforts, providing local destinations with a comprehensive brand for tourism marketing and assistance through tourism marketing partnership initiatives and grant funding. If SCPRT was unable to achieve its tourism mission and goals, the state’s tourism business communities would experience a loss in revenue to competitor destinations (domestically and internationally).

South Carolina State Parks serve two critical roles for the state: generating visitation and visitor spending in both established and rural destinations across the state and providing South Carolinians with opportunities for recreation and education. If SCPRT was unable to adequately provide services at SC State Parks, this would result in the loss of tourism revenue – not only for the State Parks, but also for nearby business communities. In addition, South Carolinians and visitors to the state would not have the opportunity to learn about the state’s history and ecology through the experiences provided by SC State Parks. Ultimately, this would negatively impact the quality of life for current and future generations of South Carolinians and impede conservation efforts by the State to protect and preserve green space for future generations.

SCPRT provides broad support for local economies through its grant programs and film incentives. Recreation and tourism grants encourage new product development that yield revenue generating products and improve the quality of life for local communities. Similarly, film incentives help the state to secure film projects that generate employment opportunities for local film crew and spending with SC-based businesses. Without these types of projects, local communities would experience revenue losses and employment opportunities that help to ensure a high quality of life.

In order to avoid these risks, the State must ensure the following:

1. Sufficient funding for SCPRT’s Statewide Marketing & Advertising Program
2. Sufficient funding for State Parks acquisition and development projects to allow SC State Parks to increase visitation capacities and ensure quality visitor experiences
3. Sufficient funding for SCPRT’s tourism/recreation grant programs and film incentives to generate revenue for local economies

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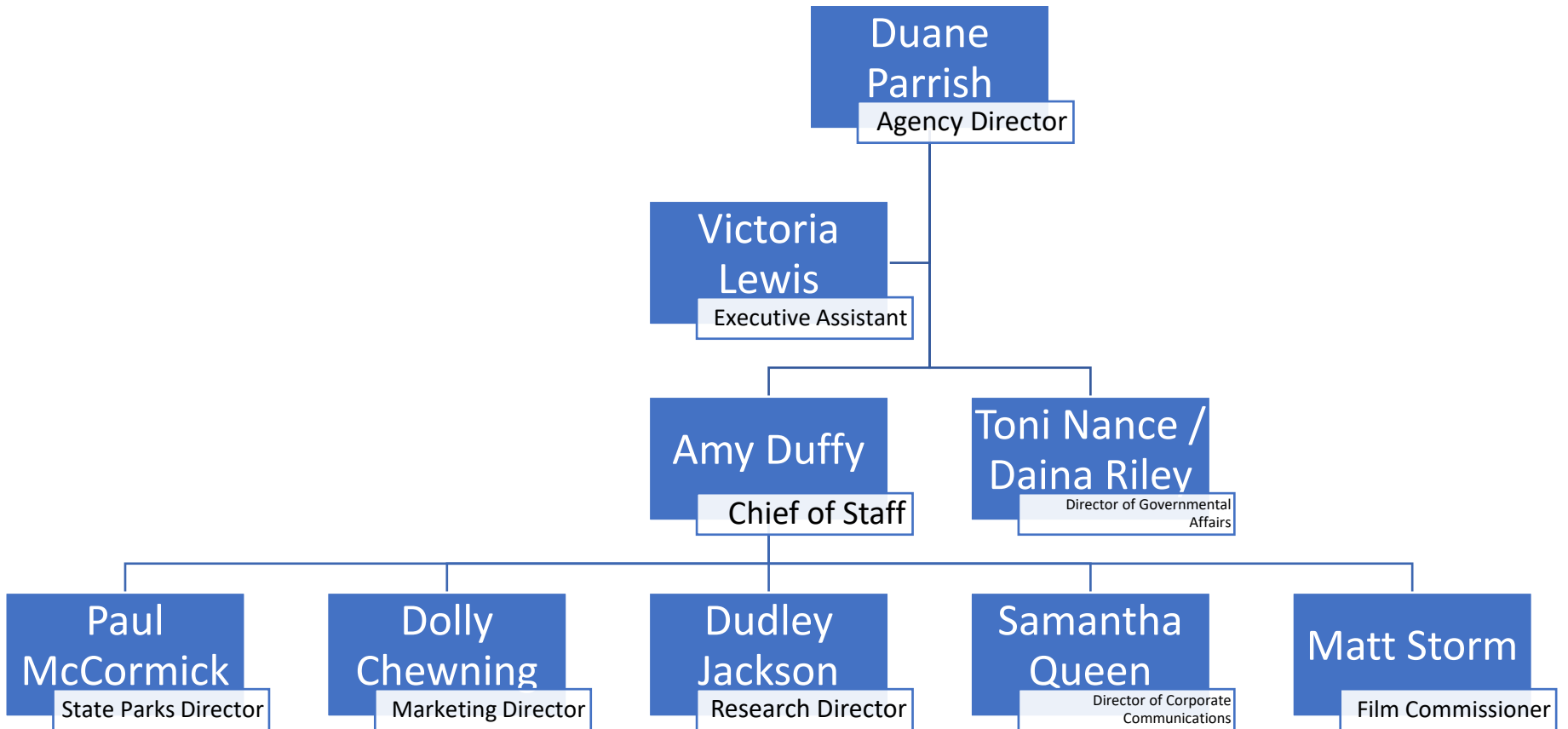
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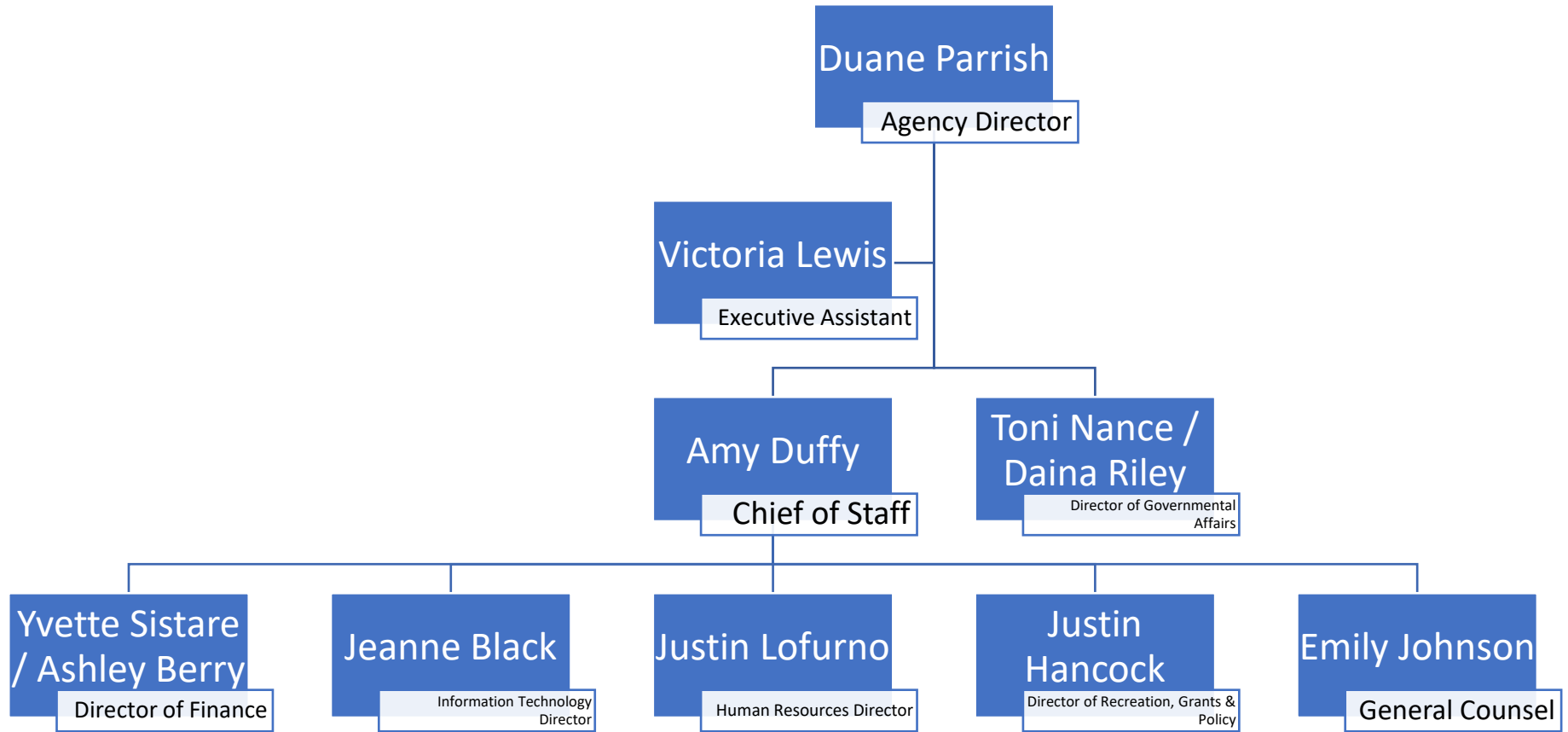
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# FY2022

## Reorganization and Compliance

as submitted for the Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

#### Primary Contact

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

#### Secondary Contact

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

Agency Mission	Adopted in:
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.	2012

Agency Vision	Adopted in:
Grow the state. (the economy, jobs, the product base, etc.)	2012

#### Recommendations for reorganization requiring legislative change:

None

#### Agency intentions for other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in the succeeding fiscal year:

None

#### Significant events related to the agency that occurred in FY2022

Description of Event	Start	End	Agency Measures Impacted	Other Impacts
State Parks regions reorganized. Fifth region added.	June		State Parks Operational Self-Sufficiency	The reorganization of the State Parks regions and addition of a fifth region will improve workflow processes for State Parks.
State Parks regions reorganized. Fifth region added.	June		State Parks Total Earned Revenue	The reorganization of the State Parks regions and addition of a fifth region will improve workflow processes for State Parks.
State Parks regions reorganized. Fifth region added.	June		State Parks Admission Revenue	The reorganization of the State Parks regions and addition of a fifth region will improve workflow processes for State Parks.
State Parks regions reorganized. Fifth region added.	June		State Parks Cabin Occupancy	The reorganization of the State Parks regions and addition of a fifth region will improve workflow processes for State Parks.
State Parks regions reorganized. Fifth region added.	June		State Parks Campsite Occupancy	The reorganization of the State Parks regions and addition of a fifth region will improve workflow processes for State Parks.

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

Reason agency is out of compliance: (if applicable)

<b>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).</b>	Yes
<b>Does the law allow the agency to promulgate regulations?</b>	No
<b>Law number(s) which gives the agency the authority to promulgate regulations:</b>	
<b>Has the agency promulgated any regulations?</b>	No
<b>Is the agency in compliance with S.C. Code Ann. § 1-23-120 (J), which requires an agency to conduct a formal review of its regulations every five years?</b>	Yes
(End of Reorganization and Compliance Section)	

# FY2022

## Strategic Plan Results

as submitted for the Accountability Report by:

P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

- Goal 1 Stewardship of Agency Resources
- Goal 2 Encourage Business Development and Economic Growth
- Goal 3 Effectively Market South Carolina as a Travel Destination
- Goal 4 Provide Educational Opportunities for SC Residents

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number	Responsible	Notes
<b>1.1 Operate State Parks with Standard Business Management Practices</b>													<b>State Objective: Government and Citizens</b>		
1.1.1	State Parks Operational Self-Sufficiency	125.00%	100.00%	113.00%	Percent	Maintain	State Fiscal Year (July 1 - June 30).	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.2	State Parks Total Earned Revenue	45,375,085.00	45,000,000.00	49,417,331.10	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.3	State Parks Admission Revenue	10,994,917.00	10,000,000.00	11,382,039.10	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.4	State Parks Cabin Occupancy	71.00%	75.00%	71.00%	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.5	State Parks Lodge Room Occupancy	26.00%	30.00%	26.00%	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.6	State Parks Campsite Occupancy	62.00%	60.00%	57.00%	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.7	State Parks Camper Cabin Occupancy	76.00%	75.00%	67.00%	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.8	State Parks Golf Rounds	39,533	33,000	41,220	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.9	State Parks Total Volunteer Hours	152,443	100,000	159,274	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
<b>1.2 Protect and Preserve Natural &amp; Cultural Resources</b>													<b>State Objective: Government and Citizens</b>		
1.2.1	Number of Red Cockaded Woodpecker Clusters	24	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	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.2	Number of Red Cockaded Woodpecker Fledglings	42	42	56	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	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
1.2.3	Number of Sea Turtle Nests	360	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	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.4	Annual Forest Restoration Acreage	1621	6412	2670	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	Protection of wildlife habitats	State Parks Visitors	5000.650100.000		
1.2.5	Total Forest Restoration Acreage	10,805	11,226	8,917	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	Protection of wildlife habitats	State Parks Visitors	5000.650100.000	The baseline number of acres under active restoration was adjusted after reviewing archived data.	
<b>1.3 Provide Cooperative Advertising Opportunities for Local Destinations</b>													<b>State Objective: Government and Citizens</b>		
1.3.1	Cooperative Advertising Sales Total	173,705.00	200,000.00	123,252.00	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	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.2	Welcome Center Advertising Sales Total	92,155.00	90,000.00	76,950.00	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	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	Welcome Center advertising sales were limited due to construction activities at the Dillon Welcome Center	
1.3.3	Visitors Guide Advertising Sales Total	449,798.00	500,000.00	495,124.00	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	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.4	Leisure Website Advertising Sales Total	78,500.00	75,000.00	41,250.00	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	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.5	State Parks Website Advertising Total	53,550.00	50,000.00	52,750.00	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	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
<b>2.1 Grow the Economy through Film Project Recruitment</b>													<b>State Objective: Public Infrastructure and Economic Development</b>		
2.1.1	Total Number of SC Film Hires	889	1000	252	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	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	This data pertains to only one production recruited in FY 22. The final audit for all other recruited productions has not yet been completed at the time of this report.	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	30,810,745.00	70,000,000.00	4,332,281.00	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	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	This data pertains to only one production recruited in FY 22. The final audit for all other recruited productions has not yet been completed at the time of this report.	

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
2.1.3	Total Number of Film-Related Hotel Nights	7,751	18,500	1,800	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	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina-based film crew and vendors	5000.850000.000	This data pertains to only one production recruited in FY 22. The final audit for all other recruited productions has not yet been completed at the time of this report.
<b>2.2 Provide Assistance to Local Governments &amp; DMOs</b>														
<b>State Objective: Public Infrastructure and Economic Development</b>														
2.2.1	Number of Recreational Trail Grants	11	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	Providing financial resources for the development of recreational trails	State Government Agencies, Units of Local Government, Non-Profit Organizations that own or operate recreational trails	5000.870100.000	
2.2.2	Number of Parks and Recreation Development Fund New Projects	113	115	71	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	Providing financial resources for the development of recreational facilities	Units of Local Government	5000.870100.000	Proviso 49.10 eliminates the 3-year sunset for the PARD program, allowing Counties to carry over funds until assigned to a specific project.
2.2.3	Number of Land and Water Conservation Fund Grants	0	15	10	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	Providing financial resources for the development of outdoor recreational facilities	State Government Agencies, Units of Local Government	5000.870100.000	
2.2.4	Number of Tourism Advertising Grants	72	70	63	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	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	5000.250100.000	
2.2.5	Number of Undiscovered SC Enhancement Grants	3	3	4	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	Providing financial resources for the development of tourism attractions	Units of Local Government	5000.870100.000	
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	17	17	25	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	Providing financial assistance for the recruitment of sports events to South Carolina	Destination Marketing Organizations, Units of Local Government	5000.870100.000	
<b>2.3 Grow South Carolina's Tourism Economy</b>														
<b>State Objective: Public Infrastructure and Economic Development</b>														
2.3.1	Total State Accommodations Tax Collections	75,862,442.37	75,000,000.00	111,179,303.40	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.2	Total State Admissions Tax Collections	29,828,692.52	41,000,000.00	52,937,430.78	Dollar Amount	equal to or greater than	State Fiscal Year (July 1 - June 30).	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.3	Statewide Hotel Occupancy Rate	45.00%	63.00%	59.70%	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	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.4	Statewide Hotel revenue per available room.	44.31	74.00	77.10	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	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
<b>3.1 Engage Consumers through SCPRT's Leisure Marketing Program</b>														
<b>State Objective: Public Infrastructure and Economic Development</b>														
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	39.00%	39.00%	40.00%	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	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	



Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
3.1.2	Number of Undiscovered Trips Generated by Advertising	301,000	600,000	933,000	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	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	
<b>3.2 Provide Travel Assistance to Welcome Center Visitors</b>											<b>State Objective: Public Infrastructure and Economic Development</b>			
3.2.1	Number of Guests Assisted	631,306	1,000,000	1,116,041	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	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.2	Number of Assisted Accommodations Reservations	1,708	10,000	4,611	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	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.3	Number of Assisted Attractions Reservations	735	3000	1561	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	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.92	4.5	4.9	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	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
<b>3.3 Engage Existing and New State Parks Visitors through Marketing</b>											<b>State Objective: Public Infrastructure and Economic Development</b>			
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	2478	3000	2991	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	
<b>4.1 Develop the State's Film Industry through Training</b>											<b>State Objective: Education, Training, and Human Development</b>			
4.1.1	Number of Production Fund Grants Awarded	2	2	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	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.2	Number of Educational/Training Workshops Conducted	6	3	5	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	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.3	Number of Workshop Participants	308	50	249	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	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
<b>4.2 Provide Educational Opportunities at State Parks</b>											<b>State Objective: Education, Training, and Human Development</b>			

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
4.2.1	Discover Carolina Family Program Attendance	1,632.25	573,528.00	906,619.00	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	Providing educational opportunities for South Carolina residents and families	South Carolina Residents and Families	5000.650100.000	
4.2.2	Discover Carolina Educational Program Attendance	5,067	15,620	8,619	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	Providing educational opportunities for K-12 students in South Carolina	K-12 Students	5000.650100.000	Discover Carolina attendance was impacted by continued COVID restrictions. Many schools did not allow for fieldtrips until April-June 2022. In three months, staff were able to reach 55% of this years goal.

# FY2023

## Strategic Plan Development

as submitted for the Accountability Report by:

P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

- Goal 1 Stewardship of Agency Resources
- Goal 2 Encourage Business Development and Economic Growth
- Goal 3 Effectively Market South Carolina as a Travel Destination
- Goal 4 Provide Educational Opportunities for SC Residents

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
<b>I.1 Operate State Parks with Standard Business Management Practices</b>													<b>State Objective: Government and Citizens</b>	
1.1.1	State Parks Operational Self-Sufficiency	113.00%	100.00%	Percent	Equal to or greater than	State Fiscal Year	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.2	State Parks Total Earned Revenue	49,417,331.10	45,000,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.3	State Parks Admission Revenue	11,382,039.10	10,000,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.4	State Parks Cabin Occupancy	71.00%	72.00%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.5	State Parks Lodge Room Occupancy	26.00%	27.00%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.6	State Parks Campsite Occupancy	57.00%	57.00%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.7	State Parks Camper Cabin Occupancy	67.00%	72.00%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.8	State Parks Golf Rounds	41220	41220	Count	Equal to or greater than	State Fiscal Year	Number of golf-Rounds	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.9	State Parks Total Volunteer Hours	159,274	100,000	Count	Equal to or greater than	State Fiscal Year	Number of volunteer hours	State Park Staff	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
<b>I.2 Protect and Preserve Natural &amp; Cultural Resources</b>													<b>State Objective: Government and Citizens</b>	
1.2.1	Number of Red Cockaded Woodpecker Clusters	24	24	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.2	Number of Red Cockaded Woodpecker Fledglings	56	50	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.3	Number of Sea Turtle Nests	360	360	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
1.2.4	Annual Forest Restoration Acreage	2670	2000	Count	Equal to or greater than	State Fiscal Year	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	Protection of wildlife habitats	State Parks Visitors	5000.650100.000	
1.2.5	Total Forest Restoration Acreage	8917	10917	Count	Equal to or greater than	State Fiscal Year	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	Protection of wildlife habitats	State Parks Visitors	5000.650100.000	
<b>1.3 Provide Cooperative Advertising Opportunities for Local Destinations</b>													<b>State Objective: Government and Citizens</b>
1.3.1	Cooperative Advertising Sales Total	123,252.00	150,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	
1.3.2	Welcome Center Advertising Sales Total	76,950.00	60,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	
1.3.3	Visitors Guide Advertising Sales Total	495,124.00	500,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	
1.3.4	Leisure Website Advertising Sales Total	41,250.00	75,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	
1.3.5	State Parks Website Advertising Total	52,750.00	50,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000	
<b>2.1 Grow the Economy through Film Project Recruitment</b>													<b>State Objective: Public Infrastructure and Economic Development</b>
2.1.1	Total Number of SC Film Hires	252	1000	Count	Equal to or greater than	State Fiscal Year	Number of hires	Reported to SCPRT by Production Company at Project Completion. Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	4,332,281.00	70,000,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	Reported to SCPRT by Production Company at Project Completion. Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
2.1.3	Total Number of Film-Related Hotel Nights	1800	18500	Count	Equal to or greater than	State Fiscal Year	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	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	
<b>2.2 Provide Assistance to Local Governments &amp; DMOs</b>												<b>State Objective: Public Infrastructure and Economic Development</b>	
2.2.1	Number of Recreational Trail Grants	11	10	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational trails	State Government Agencies, Units of Local Government, Non Profit Organizations that own or operate recreational trails	5000.870100.000	
2.2.2	Number of Parks and Recreation Development Fund New Projects	71	75	Count	Maintain range	State Fiscal Year	Number of projects	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational facilities	Units of Local Government	5000.870100.000	
2.2.3	Number of Land and Water Conservation Fund Grants	10	15	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of outdoor recreational facilities	State Government Agencies, Units of Local Government	5000.870100.000	
2.2.4	Number of Tourism Advertising Grants	63	65	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Marketing Office	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	5000.250100.000	
2.2.5	Number of Undiscovered SC Enhancement Grants	4	4	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of tourism attractions	Units of Local Government	5000.870100.000	
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	25	20	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial assistance for the recruitment of sports events to South Carolina	Destination Marketing Organizations, Units of Local Government	5000.870100.000	
<b>2.3 Grow South Carolina's Tourism Economy</b>												<b>State Objective: Public Infrastructure and Economic Development</b>	
2.3.1	Total State Accommodations Tax Collections	111,179,303.40	116,700,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.2	Total State Admissions Tax Collections	52,937,430.78	55,500,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.3	Statewide Hotel Occupancy Rate	59.70%	60.00%	Percent	Equal to or greater than	Calendar Year	Occupancy = Total Number of Booked Rooms/Total Number of Available Rooms	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
2.3.4	Statewide Hotel revenue per available room.	77.10	80.95	Dollar Amount	Equal to or greater than	Calendar Year	RevPAR = Average Daily Rate * Occupancy Rate	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
<b>3.1 Engage Consumers through SCPRT's Leisure Marketing Program</b>													<b>State Objective: Public Infrastructure and Economic Development</b>
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	40.00%	39.00%	Percent	Maintain range	State Fiscal Year	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	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	
3.1.2	Number of Undiscovered Trips Generated by Advertising	933,000	500,000	Count	Equal to or greater than	State Fiscal Year	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	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	
<b>3.2 Provide Travel Assistance to Welcome Center Visitors</b>													<b>State Objective: Public Infrastructure and Economic Development</b>
3.2.1	Number of Guests Assisted	1,116,041	1,000,000	Count	Equal to or greater than	State Fiscal Year	Number of guests	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.2	Number of Assisted Accommodations Reservations	4611	5000	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.3	Number of Assisted Attractions Reservations	1561	1500	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.9	4.5 -5.0	Acceptable Range	Maintain range	State Fiscal Year	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	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
<b>3.3 Engage Existing and New State Parks Visitors through Marketing</b>													<b>State Objective: Public Infrastructure and Economic Development</b>
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	2991	3500	Count	Equal to or greater than	State Fiscal Year	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	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
<b>4.1 Develop the State's Film Industry through Training</b>													<b>State Objective: Education, Training, and Human Development</b>	
4.1.1	Number of Production Fund Grants Awarded	3	2	Count	Equal to or greater than	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000		
4.1.2	Number of Educational/Training Workshops Conducted	5	3	Count	Equal to or greater than	State Fiscal Year	Number of events	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000		
4.1.3	Number of Workshop Participants	249	100	Count	Equal to or greater than	State Fiscal Year	Number of participants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000		
<b>4.2 Provide Educational Opportunities at State Parks</b>													<b>State Objective: Education, Training, and Human Development</b>	
4.2.1	Discover Carolina Family Program Attendance	906,619	583,087	Count	Equal to or greater than	State Fiscal Year	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for South Carolina residents and families	South Carolina Residents and Families	5000.650100.000		
4.2.2	Discover Carolina Educational Program Attendance	8619	16271	Count	Equal to or greater than	State Fiscal Year	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for K-12 students in South Carolina	K-12 Students	5000.650100.000		

# FY2022

## Budget Data

as submitted for the Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General2	(Projected) Other	(Projected) Federal4	(Projected) Total
0100.050200X000	First in Golf	First in Golf speciality license Plate fees.	\$ -	\$ 23,770.00	\$ -	\$ 23,770.00	\$ -	\$ 75,000.00	\$ -	\$ 75,000.00
0100.050300X000	Sports Development Fund	Fees for NASCAR speciality license plates.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 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.	\$ 1,069,586.00	\$ -	\$ -	\$ 1,069,586.00	\$ 1,172,951.00	\$ -	\$ -	\$ 1,172,951.00
0102.050000.000	Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,841,293.00	\$ -	\$ -	\$ 2,841,293.00	\$ 3,430,208.00	\$ 35,000.00	\$ -	\$ 3,465,208.00
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.	\$ 680,634.00	\$ -	\$ -	\$ 680,634.00	\$ 768,594.00	\$ 105,000.00	\$ -	\$ 873,594.00
5000.250500X000	Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 3,025,000.00	\$ -	\$ -	\$ 3,025,000.00	\$ 3,625,000.00	\$ -	\$ -	\$ 3,625,000.00
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.	\$ 13,580,919.00	\$ -	\$ 2,317,587.00	\$ 15,898,506.00	\$ 1,324,793.00	\$ 1,800,000.00	\$ -	\$ 3,124,793.00
5000.251600X000	Destination-Specific Advertising	Destination Specific Marketing Grant Program	\$ 29,000,000.00	\$ -	\$ -	\$ 29,000,000.00	\$ 29,000,000.00	\$ -	\$ -	\$ 29,000,000.00
5000.254100X000	Sports Marketing Grant Program	Funding for Sports Tourism related Legislative Grant projects.	\$ -	\$ -	\$ -	\$ -	\$ 2,000,000.00	\$ -	\$ -	\$ 2,000,000.00
5000.300000.000	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	\$ 1,658,789.00	\$ 3,980,771.00	\$ -	\$ 5,639,560.00	\$ 1,637,316.00	\$ 4,026,240.00	\$ -	\$ 5,663,556.00
5000.620700X000	Palmetto Pride	Passthrough funding for Palmetto Pride	\$ -	\$ 1,903,966.00	\$ -	\$ 1,903,966.00	\$ -	\$ 2,000,000.00	\$ -	\$ 2,000,000.00
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.	\$ 2,991,897.00	\$ 38,578,488.00	\$ 310,559.00	\$ 41,880,944.00	\$ 4,090,281.00	\$ 33,670,958.00	\$ -	\$ 37,761,239.00
5000.700000.000	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 87,262.00	\$ -	\$ -	\$ 87,262.00	\$ 114,083.00	\$ -	\$ -	\$ 114,083.00
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.	\$ 159,864.00	\$ -	\$ -	\$ 159,864.00	\$ 179,255.00	\$ -	\$ -	\$ 179,255.00
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.	\$ 15,000,000.00	\$ 10,619,071.00	\$ -	\$ 25,619,071.00	\$ 7,000,000.00	\$ 24,931,639.00	\$ -	\$ 31,931,639.00
5000.870100.000	Recreation, Grants & Policy	This office administers eight tourism or recreation-related grant programs.	\$ 218,773.00	\$ -	\$ 1,616,893.00	\$ 1,835,666.00	\$ 244,203.00	\$ -	\$ 4,479,110.00	\$ 4,723,313.00
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.	\$ 379,937.00	\$ -	\$ -	\$ 379,937.00	\$ 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.	\$ 500,000.00	\$ 1,421,359.00	\$ -	\$ 1,921,359.00	\$ 500,000.00	\$ 3,092,000.00	\$ -	\$ 3,592,000.00



State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General2	(Projected) Other	(Projected) Federal4	(Projected) Total
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.	\$ 471,833.00	\$ -	\$ -	\$ 471,833.00	\$ 500,000.00	\$ -	\$ -	\$ 500,000.00
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.	\$ 219,289.00	\$ 228,371.00	\$ -	\$ 447,660.00	\$ 160,000.00	\$ 327,000.00	\$ -	\$ 487,000.00
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.	\$ 3,468,609.00	\$ 5,555,421.00	\$ 25,041.00	\$ 9,049,071.00	\$ 4,018,199.00	\$ 5,169,727.00	\$ 26,000.00	\$ 9,213,926.00
9800.120000X000	Advertising-Statewide	Additional funding for statewide advertising by SCPRT.	\$ 1,499,880.00	\$ -	\$ -	\$ 1,499,880.00	\$ 7,500,120.00	\$ -	\$ -	\$ 7,500,120.00
9800.980000X000	Morris Island Lighthouse	Passthrough funds for the Morris Island Lighthouse	\$ 350,000.00	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -
9800.990000X000	State Park Maintenance Needs	Funding for State Parks deferred maintenance projects.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.860000X000	IT Security Audit & PCI Compliance	Funding for Security Audit and PCI Compliance, which help to ensure the integrity of customer data collected by SC State Parks.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.930000X000	Special Olympics	Passthrough funds for the Special Olympics	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.950000X000	SC Association Of Tourism Regions	Additional funding the state's eleven tourism regions	\$ 600,000.00	\$ -	\$ -	\$ 600,000.00	\$ 11,000,000.00	\$ -	\$ -	\$ 11,000,000.00
9803.890000X000	PRT Revitalizations	Passthrough funding for recreation related Legislative Grant projects.	\$ -	\$ 150,000.00	\$ -	\$ 150,000.00	\$ -	\$ 3,117,171.00	\$ -	\$ 3,117,171.00
9803.920000X000	Saluda River Greenway	Passthrough funds for the Saluda River Greenway	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9803.940000X000	SC Aquarium	Passthrough funds for the SC Aquarium	\$ 2,000,000.00	\$ -	\$ -	\$ 2,000,000.00	\$ -	\$ -	\$ -	\$ -
9804.850000X000	Beach Renourishment - SCD Statewide Items	Non-recurring funds for the Beach Renourishment Grant program administered by SCPRT.	\$ 15,665.00	\$ -	\$ -	\$ 15,665.00	\$ -	\$ -	\$ -	\$ -
9805.420000X000	Sports Development Fund	Passthrough funding for recreation related Legislative Grant projects.	\$ 260,290.00	\$ -	\$ -	\$ 260,290.00	\$ 489,210.00	\$ -	\$ -	\$ 489,210.00

# FY2022

## Legal Data

as submitted for the Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
1-30-80	State	Statute	Film Office moved from SC Department of Commerce to SCPRT	Not related to agency deliverable		No Change
1-30-10	State	Statute	SCPRT designated as a department within the Executive Branch of State Government.	Not related to agency deliverable		No Change
12-21-6510	State	Statute	Tourism Infrastructure Admissions Tax Act - Short Title	Requires a manner of delivery		No Change
12-21-6520	State	Statute	Definitions of Article	Requires a manner of delivery		No Change
12-21-6530	State	Statute	Portion of tax paid to county or municipality where tourism establishment located	Requires a manner of delivery		No Change
12-21-6540	State	Statute	Portion of tax transferred to State Treasurer for special tourism infrastructure development fund; established grants and grant guidelines	Requires a service	Consultation with South Carolina Coordinating Council on Economic Development for use of funds for infrastructure benefiting tourism	No Change
12-21-6550	State	Statute	Certification application procedures	Requires a service	Certification of tourism or recreation facility for Tourism Infrastructure Admissions Tax benefits	No Change
12-21-6560	State	Statute	Qualification Factors for Eligibility of Major Tourism or Recreation Area or Facility	Requires a manner of delivery		No Change
12-21-6570	State	Statute	Designation of Development Areas	Requires a manner of delivery		No Change
12-21-6580	State	Statute	Facilities expansion or improvement eligibility requirements	Requires a manner of delivery		No Change
12-21-6590	State	Statute	Establishment of Extraordinary Retail Certification	Requires a service	Establishment of Extraordinary Retail Certification	No Change
12-21-4200	State	Statute	Disbursement of Bingo Tax Revenues - a portion of which goes to the Parks and Recreation Development Fund (PARD). PARD is a legislative grant program administered by SCPRT.	Funding agency deliverable(s)		No Change
1-11-425	State	Statute	SCPRT exempted from providing cost information for printed publications intended for public relations purposes	Requires a manner of delivery		No Change
12-62-10	State	Statute	Motion Picture Incentive Act - Citation of Chapter	Not related to agency deliverable		No Change
12-62-100	State	Statute	Allows Film Commission to adopt rules and regulations	Not related to agency deliverable		No Change
12-62-20	State	Statute	Motion Picture Incentive Act Definitions	Not related to agency deliverable		No Change
12-62-30	State	Statute	Exemption from State and Local Taxes	Requires a manner of delivery		No Change
12-62-40	State	Statute	Certification of Exemption	Requires a service	Sales and Use Tax Exemption Certification	No Change
12-62-50	State	Statute	Tax Rebate for Employment of SC Residents	Distribute funding to another entity		No Change
12-62-55	State	Statute	Assignment of Rebate Payments to Trustee	Requires a manner of delivery		No Change
12-62-60	State	Statute	Distribution of Admissions Taxes; Supplier Rebate; Educational Requirements	Distribute funding to another entity		No Change
12-62-70	State	Statute	Temporary Use of Underutilized State Property	Requires a service	Assistance to production companies to identify and temporarily use underutilized state property	No Change
12-62-80	State	Statute	Allows for establishment of Film Foundation to accept donations	Requires a manner of delivery		No Change
12-62-90	State	Statute	Credit Roll Requirements and Refusal Rights	Requires a manner of delivery		No Change
12-62-95	State	Statute	Inapplicability of works appealing to prurient interest	Requires a manner of delivery		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
13-11-120	State	Statute	SCPRT authorized to transfer all real property acquired through the 1973 General Obligation Bond designated for the I-77 project	Requires a service	Transfer of Property for I-77 project	No Change
13-11-20	State	Statute	SCPRT Director to serve on New Horizons Development Authority Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
13-1-1710	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		No Change
133-100	State	Regulation	General program information for Parks and Recreation Development Fund	Requires a manner of delivery		No Change
133-101	State	Regulation	Administration of Parks and Recreation Development Fund	Requires a manner of delivery		No Change
133-102	State	Regulation	Guidelines for Planning Assistance	Requires a manner of delivery		No Change
133-103	State	Regulation	Guidelines for Development Assistance	Requires a manner of delivery		No Change
133-104	State	Regulation	Guidelines for Renovation Assistance	Requires a manner of delivery		No Change
16 U.S.C. § 460 Land and Water Conservation Provisions	Federal	Statute	Established Land and Water Conservation Fund; Designated State Allocations and Provisions of Administration; Requires States to Complete a Statewide Comprehensive Outdoor Recreation Plan in order to receive funding.	Requires a service	Provide Land and Water Conservation Fund grants	No Change
20 U.S.C. § 107a(a)(5) The Randolph Sheppard Act	Federal	Statute	Mandates a priority to blind persons to operate vending facilities on Federal property, including State Rest Areas and Welcome Centers located on Federal Interstate Highways.	Not related to agency deliverable		No Change
23 U.S.C. § 120 Intermodal Surface Transportation Efficiency Act	Federal	Statute	Established Recreational Trails Program	Requires a service	Provide Recreational Trail Program grants	No Change
27-8-100	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for beach conservation at SC State Parks	Not related to agency deliverable		No Change
27-8-110	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		No Change
37-29-130	State	Statute	SCPRT designated as pass-through agency for Palmetto Pride Funds	Distribute funding to another entity		No Change
43-21-120	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		No Change
48-49-70	State	Statute	SCPRT to identify the protected mountain ridge crests in each county	Report our agency must/may provide		No Change
48-59-30	State	Statute	SCPRT designated as eligible recipient of Conservation Bank Trust Funds	Not related to agency deliverable		No Change
48-59-40	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		No Change
49-6-30	State	Statute	SCPRT representative to serve on Aquatic Plant Management Council	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-1-10	State	Statute	Established Agency	Requires a manner of delivery		No Change
51-11-10	State	Statute	Established Recreation Land Trust Fund	Requires a manner of delivery		No Change
51-11-15	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		No Change
51-11-20	State	Statute	Sets restrictions on use of trust funds	Requires a manner of delivery		No Change
51-11-30	State	Statute	Transfers funds from Tricentennial Fund	Not related to agency deliverable		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
51-11-40	State	Statute	Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	Report our agency must/may provide		No Change
51-11-50	State	Statute	Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	Requires a manner of delivery		No Change
51-11-60	State	Statute	Requires SCPRT to submit a report of all Recreation Land Trust Fund expenditures to the General Assembly by January 15 each year	Report our agency must/may provide		No Change
51-1-20	State	Statute	Provides SCPRT Director the ability to hire employees	Requires a manner of delivery		No Change
51-1-30	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		No Change
51-1-300	State	Statute	Establishes the Division of Community Development	Requires a service	Providing economic development assistance to local communities	Repealed
51-1-310	State	Statute	Provides purposes and duties for Division of Community Development	Requires a manner of delivery		Repealed
51-1-40	State	Statute	Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	Requires a service	Charging admissions to State Parks; selling retail items	No Change
51-1-50	State	Statute	Allows SCPRT to hire staff for State Welcome Centers	Requires a manner of delivery		No Change
51-1-60	State	Statute	Lists powers and duties of SCPRT	Requires a service	Tourism marketing for the State of South Carolina	Amended
51-1-70	State	Statute	Transfers funds from various state park departments to SCPRT	Funding agency deliverable(s)		No Change
51-17-50	State	Statute	SCPRT Director to serve on Heritage Trust Advisory Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-1-80	State	Statute	Allows SCPRT to enter into certain contracts with political subdivisions within the State	Requires a manner of delivery		No Change
51-18-60	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		No Change
51-1-90	State	Statute	Transfers functions from State Recreation Commission to SCPRT	Requires a manner of delivery		No Change
51-19-10	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		No Change
51-23-10	State	Statute	Definitions of Chapter	Requires a manner of delivery		No Change
51-23-20	State	Statute	Allocation of proceeds from Parks and Recreation Fund	Funding agency deliverable(s)		No Change
51-23-30	State	Statute	Requires SCPRT to develop a grant program for administration of funds	Requires a service	Development of PARD grant program	No Change
51-23-40	State	Statute	Allows SCPRT to use up to five percent of funds for administration costs	Requires a manner of delivery		No Change
51-3-10	State	Statute	Control and maintenance of State Parks by SCPRT	Not related to agency deliverable		Amended
51-3-100	State	Statute	Grants SCPRT necessary and incidental powers to further State Parks	Not related to agency deliverable		No Change
51-3-110	State	Statute	Allows SCPRT to expend unobligated funds from land leases and sales	Not related to agency deliverable		No Change
51-3-120	State	Statute	Allows revenues to be used for acquisition, management and development of State Parks	Not related to agency deliverable		No Change
51-3-130	State	Statute	Requires land acquisition obligations be paid for by revenues generated by State Parks	Not related to agency deliverable		No Change
51-3-140	State	Statute	Makes defacement of State Parks property unlawful	Not related to agency deliverable		No Change
51-3-145	State	Statute	Lists unlawful acts at State Parks	Not related to agency deliverable		No Change
51-3-146	State	Statute	Stipulates penalties for unlawful acts at State Parks	Not related to agency deliverable		No Change
51-3-147	State	Statute	Grants park staff authority as state constables	Not related to agency deliverable		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
51-3-150	State	Statute	Stipulates penalties for trespassing at State Parks	Not related to agency deliverable		No Change
51-3-160	State	Statute	Allows Dept. of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	Requires a manner of delivery		No Change
51-3-20	State	Statute	Limited Use of State Parks Facilities for Public	Not related to agency deliverable		Repealed
51-3-30	State	Statute	Penalties for violating 51-3-10 and 51-3-20	Not related to agency deliverable		Repealed
51-3-40	State	Statute	Closed Edisto Beach State Park; Limited activities at Santee State Park	Not related to agency deliverable		Repealed
51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	Not related to agency deliverable		Amended
51-3-60	State	Statute	Allows persons over the age of 65, persons with disabilities, blind persons and veterans free admission to State Parks and reduced campsite rental fees	Requires a service	Free admissions and discount camping for persons over the age of 65, persons with disabilities, blind persons and veterans	No Change
51-3-65	State	Statute	Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Requires a manner of delivery		No Change
51-3-70	State	Statute	Allows SCPRT to set rules and regulations for State Parks	Not related to agency deliverable		No Change
51-3-80	State	Statute	Allows SCPRT to acquire land donations and other contributions for State Parks	Not related to agency deliverable		No Change
51-3-90	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		No Change
51-7-10	State	Statute	Allows SCPRT to develop Hunting Island State Park	Requires a service	Development of Hunting Island State Park	No Change
51-7-100	State	Statute	Prevents revenue obligations from becoming debts of the State	Not related to agency deliverable		No Change
51-7-110	State	Statute	Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	Not related to agency deliverable		No Change
51-7-20	State	Statute	Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	Requires a manner of delivery		Repealed
51-7-30	State	Statute	Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	Requires a manner of delivery		Amended
51-7-40	State	Statute	Allows SCPRT to establish recreation centers at Hunting Island	Requires a manner of delivery		No Change
51-7-50	State	Statute	Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	Funding agency deliverable(s)		No Change
51-7-60	State	Statute	Sets terms of revenue obligations	Not related to agency deliverable		No Change
51-7-70	State	Statute	Lists abilities of SCPRT to pay revenue obligations	Not related to agency deliverable		Amended
51-7-80	State	Statute	Grants rights of holders of revenue obligations	Not related to agency deliverable		No Change
51-7-90	State	Statute	Makes revenue obligations tax-exempt	Not related to agency deliverable		No Change
51-9-10	State	Statute	Requires SCPRT to acquire Fort Watson area on Lake Marion	Requires a service	Required SCPRT to acquire Fort Watson Memorial Area	No Change
51-9-20	State	Statute	Designated this area as Fort Watson Memorial	Not related to agency deliverable		No Change
51-9-30	State	Statute	Requires SCPRT to maintain Fort Watson Memorial area	Requires a service	Maintenance of Fort Watson Memorial Area	No Change
53-3-100	State	Statute	Establishes committee to select South Carolina Family of the Year; SCPRT to provide funding for expenses	Requires a service	Designation of South Carolina Family of the Year	No Change
53-3-90	State	Statute	Designation of Family Week; SCPRT to develop promotion plan	Requires a service	Marketing South Carolina Family Week	No Change
56-3-5200	State	Statute	First in Golf - administer the funds associated with the First in Golf license plates	Distribute funding to another entity		No Change
56-3-8710	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	Distribute funding to another entity		No Change
57-23-50	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		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
57-25-810	State	Statute	Establishment of Tourism Oriented Directional Signage Program	Requires a service	Established Tourism Oriented Directional Signage	No Change
57-25-820	State	Statute	Gives SCPRT authority to develop eligibility criteria for tourism businesses; SCPRT Director serves on oversight committee.	Requires a service	SCPRT to develop eligibility criteria for Tourism Oriented Directional Signage	No Change
57-3-650	State	Statute	SCPRT to provide staffing for State Welcome Centers	Requires a service	SCPRT must provide staffing for State Welcome Centers	No Change
58-33-140	State	Statute	SCPRT designated as party to certification proceedings for Major Utility Facilities	Not related to agency deliverable		No Change
60-11-150	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		Repealed
60-11-410	State	Statute	SCPRT to cooperate and coordinate marketing materials for South Carolina Civil War Heritage Trails	Requires a service	Cooperate in the marketing of South Carolina Civil War Heritage Trails	No Change
63-339	State	Regulation	Guidelines for Tourism-Oriented Directional Signage Certification	Requires a manner of delivery		No Change
Proviso 117.103 2022-23 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	Funding agency deliverable(s)		No Change
Proviso 118.16(B)(39.1) 2016-17 S.C. Appropriations Act Part 1B	State	FY 2016-17 Proviso	Beach Renourishment Grant Funding	Requires a service	Provide local governments with financial assistance for beach renourishment	No Change
Proviso 49.1 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allocation of funds to SC Association of Tourism Regions	Distribute funding to another entity		No Change
Proviso 49.2 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Guidelines for Destination Specific Marketing program	Distribute funding to another entity		No Change
Proviso 49.3 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	Funding agency deliverable(s)		No Change
Proviso 49.4 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	Funding agency deliverable(s)		No Change
Proviso 49.5 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	Requires a manner of delivery		No Change
Proviso 49.6 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	Requires a manner of delivery		No Change
Proviso 49.7 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	PARD interest must be used for the program and carry forward.	Funding agency deliverable(s)		No Change
Proviso 49.8 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows SCPRT to carry forward and use any uncommitted Film Commission funds remaining at year end for the film program.	Funding agency deliverable(s)		No Change
Proviso 49.9 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	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		No Change
Proviso 49.10 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Funding agency deliverable(s)		No Change
Proviso 49.11 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Clarifies 51-1-40	Requires a manner of delivery		No Change
Proviso 49.12 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows the State Park Service to procure/manage vending services.	Requires a manner of delivery		No Change
Proviso 49.13 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	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)		No Change
Proviso 49.14 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Motion Picture Incentive Act funds may be used without distinction of the source of funds.	Requires a manner of delivery		Amended Proviso Number Only
Proviso 49.15 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows SCPRT to pay employees for actual hours worked during a State of Emergency	Not related to agency deliverable.		Amended Proviso Number Only
Proviso 49.17 2021-2022 S.C. Appropriations Act Part 1B	State	FY21-22 Proviso	Allows SCPRT to use funds previously allocated for the Medal of Honor Museum for state parks maintenance needs	Funding agency deliverable(s)		No Change
Proviso 49.17 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	SCPRT Director allowed to reduce Destination Specific Tourism Marketing grant program match requirement	Funding agency deliverable(s)		Amended Proviso Number Only
Proviso 49.18 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Allows for deduction of State Park housing from State Park employee compensation.	Not related to agency deliverable.		Amended Proviso Number Only
Proviso 49.17 2021-2022 S.C. Appropriations Act Part 1B	State	FY21-22 Proviso	Allowed PARD funds scheduled to expire in FY 2020-2021 to be extended to FY 2021-2022	Funding agency deliverable(s)		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2022
Proviso 49.21 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Transfers funds designated for the Columbia Convention Center Renovation to Aid to Subdiciions - State Treasurer	Not related to agency deliverable.		Added

# FY2022

## Services Data

as submitted for the 2022 Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2022	Summary of changes to services
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	



Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2022	Summary of changes to services
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	
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	No Change	

# FY2022

## Partnerships Data

as submitted for the 2022 Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Private Business Organization	9 Rooftops	Ad Agency of Record for all SCPRT marketing activities	No Change
Federal Government	Brand USA	Cooperative International Marketing/Advertising Purchases	No Change
Federal Government	Federal Highway Administration	Funding and Guidance for Recreational Trails Program grants	No Change
Federal Government	National Park Service	Funding and Guidance for Land & Water Conservation Fund grants	No Change
State Government	SC American Revolution Sestercentennial Commission	Promotion of Revolutionary War sites in SC	No Change
Local Government	SC Association of Tourism Regions	General Leisure Tourism Marketing efforts	No Change
State Government	SC Commission for the Blind	Vending Services at Welcome Centers	No Change
State Government	SC Conservation Bank	Land Conservation and Acquisitions for State Parks	No Change
State Government	SC Department of Agriculture	SC Chef Ambassador Program	No Change
State Government	SC Department of Commerce	Business Recruitment efforts	No Change
State Government	SC Department of Natural Resources	Natural Resource Management at State Parks	No Change
State Government	SC Department of Revenue	Posting of tourism-related tax collection data for public information	No Change
State Government	SC Department of Revenue	Processing film incentives for projects occurring in SC	No Change
State Government	SC Forestry Commission	Prescribed burns for forest preservation and restoration	No Change
State Government	SC Office of Resiliency	Flooding/Extreme Weather Preparedness and Recovery	No Change
Professional Association	SC Recreation & Parks Association	COVID-19 Response and Re-opening Guidelines	No Change
Professional Association	SC Restaurant & Lodging Association	COVID-19 Response and Re-opening Guidelines	No Change
Non-Governmental Organization	SC-Based Destination Marketing Organizations	General Leisure Tourism Marketing efforts	No Change
Non-Governmental Organization	Travel South USA	Cooperative International Marketing	No Change
Higher Education Institute	Trident Technical College	Film Production Fund Grants and Workshops	No Change
Higher Education Institute	University of South Carolina	Film Production Fund Grants and Workshops	Add

# FY2022

## Reports Data

as submitted for the Accountability Report by:

### P280 - DEPARTMENT OF PARKS, RECREATION & TOURISM

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
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-21	Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online	<a href="https://scprt.widen.net/s/cjnl8tflk/fy21-scrpt-accountability-report">https://scprt.widen.net/s/cjnl8tflk/fy21-scrpt-accountability-report</a>	No Change	
Bank Account Transparency Report	117.8	Report of agency bank accounts containing public funds that are independent of normal state oversight	September-21	Annually	South Carolina state agency or agencies	Available on another website	<a href="https://cg.sc.gov/fiscal-transparency/bank-account-transparency-and-accountability">https://cg.sc.gov/fiscal-transparency/bank-account-transparency-and-accountability</a>	No Change	
Comprehensive Permanent Improvement Plan	§2-47-55	5 year plan of capital improvement projects for the agency	July-21	Annually	South Carolina state agency or agencies	Available on another website	<a href="https://www.admin.sc.gov/sites/default/files/budget/2021%20Comprehensive%20Permanent%20Improvement%20Plan%20-%20Statewide.pdf">https://www.admin.sc.gov/sites/default/files/budget/2021%20Comprehensive%20Permanent%20Improvement%20Plan%20-%20Statewide.pdf</a>	No Change	
Debt Collection Report	117.33	Report Agency Debt	February-22	Annually	South Carolina state agency or agencies	Available on another website	<a href="https://treasurer.sc.gov/media/82161/annual-state-debt-report-fy21.pdf">https://treasurer.sc.gov/media/82161/annual-state-debt-report-fy21.pdf</a>	No Change	
Energy Report	§48-52-620	Energy information regarding facilities	August-21	Annually	South Carolina state agency or agencies	Available on another website	<a href="https://energy.sc.gov/files/view/State%20Energy%20Use%20Report%202021.pdf">https://energy.sc.gov/files/view/State%20Energy%20Use%20Report%202021.pdf</a>	No Change	
Expenditures of Annual Accommodations Tax Revenues	§6-4-35	Expenditures of 2% State Accommodations Tax revenues by local governments	September-21	Annually	South Carolina state agency or agencies	Available on agency's website	<a href="https://embed.widenet.net/pdf/plus/scprt/mui3mhndpy/Expenditures%20of%20FY1819.pdf?u=kceaj9">https://embed.widenet.net/pdf/plus/scprt/mui3mhndpy/Expenditures%20of%20FY1819.pdf?u=kceaj9</a>	No Change	
Fees & Fines Report	117.71	Report Fee and Fine Collections	September-21	Annually	South Carolina state agency or agencies	Available on agency's website	<a href="https://scprt.widen.net/s/8gkjb6dz6z/fy2021-2022-fees-and-fines-report">https://scprt.widen.net/s/8gkjb6dz6z/fy2021-2022-fees-and-fines-report</a>	No Change	
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-21	Annually	Legislative entity or entities	Provided to LSA for posting online	Alesha Cushman, <a href="mailto:acushman@scprt.com">acushman@scprt.com</a> , 803-734-0185	No Change	
Info Sec and Privacy Data Collection	§1-11-435	Cyber Security Framework to Identify, protect, detect, respond, recover maturity levels	July-21	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, <a href="mailto:jblack@scprt.com">jblack@scprt.com</a> , 803-734-1305	No Change	
IT Data Collection Workbook	§1-11-435	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	July-21	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, <a href="mailto:jblack@scprt.com">jblack@scprt.com</a> , 803-734-1305	No Change	
IT Plan	§1-11-435	Any IT projects costing \$50,000 or more	July-21	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, <a href="mailto:jblack@scprt.com">jblack@scprt.com</a> , 803-734-1305	No Change	
Minority Business Report	§11-35-5240	Small and Minority Business Contracting & Certification	April-22	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Ashley Berry, 803-734-1759, <a href="mailto:aberry@scprt.com">aberry@scprt.com</a>	No Change	
Real Property Report	§1-11-58	Real Property updates on acreage owned	July-21	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Matt Elswick, <a href="mailto:melswick@scprt.com">melswick@scprt.com</a> , 803-734-0288	No Change	

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
Recycling Report	§44-96-140	Recycling Information	September-21	Annually	South Carolina state agency or agencies	Available on another website	<a href="https://scdhec.gov/environment/recycling-waste-reduction/state-agency-recycling-responsibilities">https://scdhec.gov/environment/recycling-waste-reduction/state-agency-recycling-responsibilities</a>	No Change	
Schedule of Federal Financial Assistance	2 CFR 200	Annual Audit of Federal Programs	August-21	Annually	South Carolina state agency or agencies	Hard copy available upon request	Ashley Berry, 803-734-1759, <a href="mailto:aberry@scprpt.com">aberry@scprpt.com</a>	No Change	
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-22	Annually	Legislative entity or entities	Available on agency's website	<a href="https://scprpt.widen.net/s/bsbpzlpn/2021-numbers-for-website">https://scprpt.widen.net/s/bsbpzlpn/2021-numbers-for-website</a>	No Change	
State Auditor's Report	§11-7-2020	Review of SCPRPT's Financial Activities		Annually	South Carolina state agency or agencies	Available on another website	<a href="https://treasurer.sc.gov/media/82161/annual-state-debt-report-fy21.pdf">https://treasurer.sc.gov/media/82161/annual-state-debt-report-fy21.pdf</a>	Remove	The State Auditor's Office determines when to engage State Agencies. SCPRPT's last engagement was for a State Auditor's Report for FY 20.
Request for Information About Committee Recommendations and Internal Changes	§2-2-20	Updates on House Legislative Oversight Recommendations for SCPRPT	December-21	Annually	Legislative entity or entities	Available on agency's website	<a href="https://www.scstatehouse.gov/CommitteeInfo/HouseLegislativeOversightCommittee/AgencyPHPFiles/ParksRecreationandTourism.php">https://www.scstatehouse.gov/CommitteeInfo/HouseLegislativeOversightCommittee/AgencyPHPFiles/ParksRecreationandTourism.php</a>	Add	