



# SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM AGENCY OVERVIEW



House Legislative Oversight Committee  
**Executive Subcommittee Meeting**  
**May 8, 2018**

# SCPRT GENERAL HISTORY - HIGHLIGHTS

- 1934 – SC Forestry Commission charged with developing a State Parks System
- 1936 – Myrtle Beach State Park became the first State Park open to the public
- 1963 – SC Attorney General ordered all SC State Parks closed in response to 1961 Desegregation Federal Order
- 1965 – Land and Water Conservation Fund (Federal Grant Program) established
- 1966 – All SC State Parks reopened
- 1968 – Welcome Center at Little River on Highway 17 became first State Welcome Center opened
- 1967 – SCPRT established; governed by PRT Commission
- 1987 – Parks and Recreation Development Fund (State Grant Program) established
- 1989 – Hurricane Hugo resulted in \$4.5 million in damages at SC State Parks
- 1991 – Recreational Trails Program (Federal Grant Program) established
- 1993 – SCPRT became a Cabinet Agency
- 1994 – Film Office transferred to SCPRT, expanded to include Film, Entertainment and Sports Development
- 1999 – Film Office transferred to SC Department of Commerce
- 2003 – Agency restructured due to budget reductions
- 2006 – Destination Specific Marketing Fund (State Grant Program) established
- 2008 – Film Office transferred to SCPRT
- 2009 – Agency restructured due to budget reductions
- 2014 – SCPRT signed MOU with SCDOT; assumed full operational control of all SC Welcome Centers
- 2016 – Hurricane Matthew resulted in \$8.7 million in damages at SC State Parks
- 2017 – SCPRT purchases St. Phillips Island

# SCPRT HISTORY – AGENCY DIRECTORS

1967 – 1973: Robert Hickman

1973 – 1991: Fred Brinkman

1992 – 1993: John W. “Bill” Lawrence

1993 – 1997: Grace (McKown) Young

1997 – 2000: William “Buddy” Jennings

2000 – 2003: John Durst

2003 – 2011: Chad Prosser

2011 – Present: Duane Parrish

# SCPRT LEGAL DIRECTIVES

## **South Carolina Code of Laws**

### **Section 51-1-60**

To promote, publicize and advertise South Carolina's travel destinations

To promote and develop South Carolina State Parks System

To help communities plan and develop recreational opportunities for local residents

To ensure the continuity of South Carolina's cultural and natural resources for current and future generations

### **Section 51-1-310**

To encourage economic diversity throughout the state through tourism development

### **Section 51-23-30**

To administer a non-competitive grant program (i.e., PARD) for the development of local parks and recreation areas

### **Section 1-30-80**

To recruit motion picture projects that positively impact South Carolina's citizens, destinations and economy

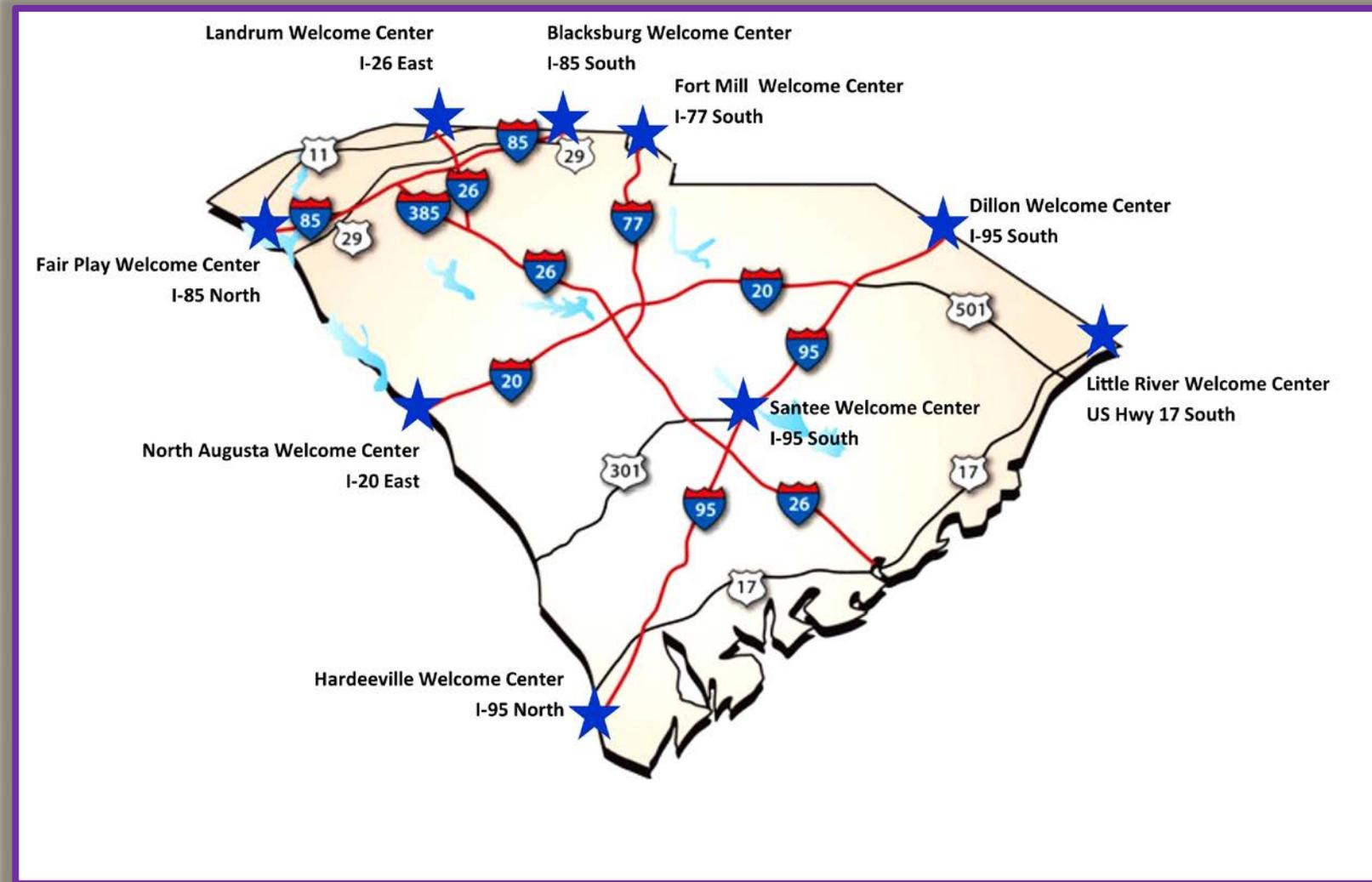
# SCPRT – STATE PARKS MAP



TO MAKE A RESERVATION, PLEASE VISIT  
[SouthCarolinaParks.com](http://SouthCarolinaParks.com)

Or call toll-free  
866.345.PARK (7275)

# SCPRT – WELCOME CENTERS MAP



# SCPRT MISSION & VISION

## Mission

Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.

## Vision

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

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

Sustain the resources. (Protect and preserve.)

Lead the way.

# SCPRT MISSION & VISION



# SCPRT REVENUE & CARRYFORWARD

	<b>Total (All Revenue Sources)</b>
FY 15/16 Carryforward	\$47,606,858
FY 16/17 Revenue Generated/Received	\$166,725,138
FY 16/17 Carryforward	\$75,175,306
FY 17/18 Projected Revenue Generated/Received *	\$172,479,423
FY 17/18 Projected Carryforward	\$31,804,252

\*Includes Previous Carryforward

# SCPRT REVENUE & CARRYFORWARD

	State General Fund Recurring (SCPRT)	State General Fund Recurring (DSM & SCATR)	State General Fund Non-recurring (SCPRT)	State General Fund Non-recurring (Indirect)	Capital Reserve Fund	Indirect Cost & General Fund	Capital Projects – State Appropriated	Capital Projects – Capital Reserve Fund	Capital Projects – Other Fund
FY 15/16 Carryforward	\$5,052,651	\$0	\$300,000	\$550,000	\$0	\$0	\$114,306	\$3,347,787	\$6,507,117
FY 16/17 Revenue Generated/Received*	\$32,116,151	\$16,475,000	\$37,900,000	\$11,850,000	\$6,645,000	\$49	\$2,300,000	\$100,000	\$1,637,362
FY 16/17 Carryforward	\$6,493,865	\$0	\$21,894,749	\$1,775,000	\$639,241	\$0	\$2,364,447	\$2,837,854	\$5,848,143
FY 17/18 Projected Revenue Generated/Received *	\$33,175,565	\$16,475,000	\$29,132,955	\$1,775,000	\$939,241	\$0	\$15,203,481	\$6,737,854	\$12,221,819
FY 17/18 Projected Carryforward	\$1,516,990	\$0	\$4,548,003	\$0	\$0	\$0	\$12,999,792	\$4,156,682	\$4,976,869

\*Includes Previous Carryforward

# SCPRT REVENUE & CARRYFORWARD

	Recreation Land Trust Capital Projects	Federal Awards - Construction	State Parks Operating Revenue	Special Deposits – Welcome Centers	Special Deposits – Lace House	Admissions Tax	State Parks Gift Card Program	Vacation Guide	Grants from State Agencies
FY 15/16 Carryforward	\$0	\$0	\$7,599,207	\$132,381	\$0	\$0	\$115,415	\$586,338	\$79
FY 16/17 Revenue Generated/Received*	\$0	\$19,306	\$28,353,951	\$3,390,277	\$167,669	\$20,777	\$0	\$1,308,814	\$18,945
FY 16/17 Carryforward	\$8,376	\$0	\$7,395,876	\$89,252	\$38,510	\$20,777	\$110,796	\$1,045,150	\$0
FY 17/18 Projected Revenue Generated/Received *	\$8,376	\$0	\$27,458,121	\$3,659,045	\$0	\$45,000	\$0	\$1,831,000	\$0
FY 17/18 Projected Carryforward	\$5,000	\$0	\$498,007	\$345,485	-\$22,000	\$45,000	\$0	\$383,126	\$0

\*Includes Previous Carryforward

# SCPRT REVENUE & CARRYFORWARD

	Inventory Revolving Fund	Litter Control (Palmetto Pride)	Motion Picture Incentive Act	Motion Picture State Parks Service	Motion Picture Marketing	First in Golf	Sale of Assets	Sports Development Office	Recovery Audits
FY 15/16 Carryforward	\$104,858	\$0	\$7,296,159	\$1,191,023	\$0	\$2,829	\$135	\$54,381	\$0
FY 16/17 Revenue*	\$52,404	\$2,528,833	\$17,283,355	\$0	\$0	\$35,880	\$46,575	\$13,562	\$1,990
FY 16/17 Carryforward	\$114,865	\$0	\$9,312,729	\$2,388,202	\$0	\$3,080	\$81	\$67,943	\$0
FY 17/18 Projected Revenue Generated/Received *	\$0	\$0**	\$16,199,932	\$0	\$0	\$75,000	\$45,000	\$50,000	\$0
FY 17/18 Projected Carryforward	\$0	\$0	\$26,434	\$0	\$0	\$35,000	\$5,000	\$0	\$0

\*Includes Previous Carryforward

\*\* Palmetto Pride is an unbudgeted account. Revenue for this account is a percentage of litter-related court fees/fines and is provided through SCPRT on a monthly basis.

# SCPRT REVENUE & CARRYFORWARD

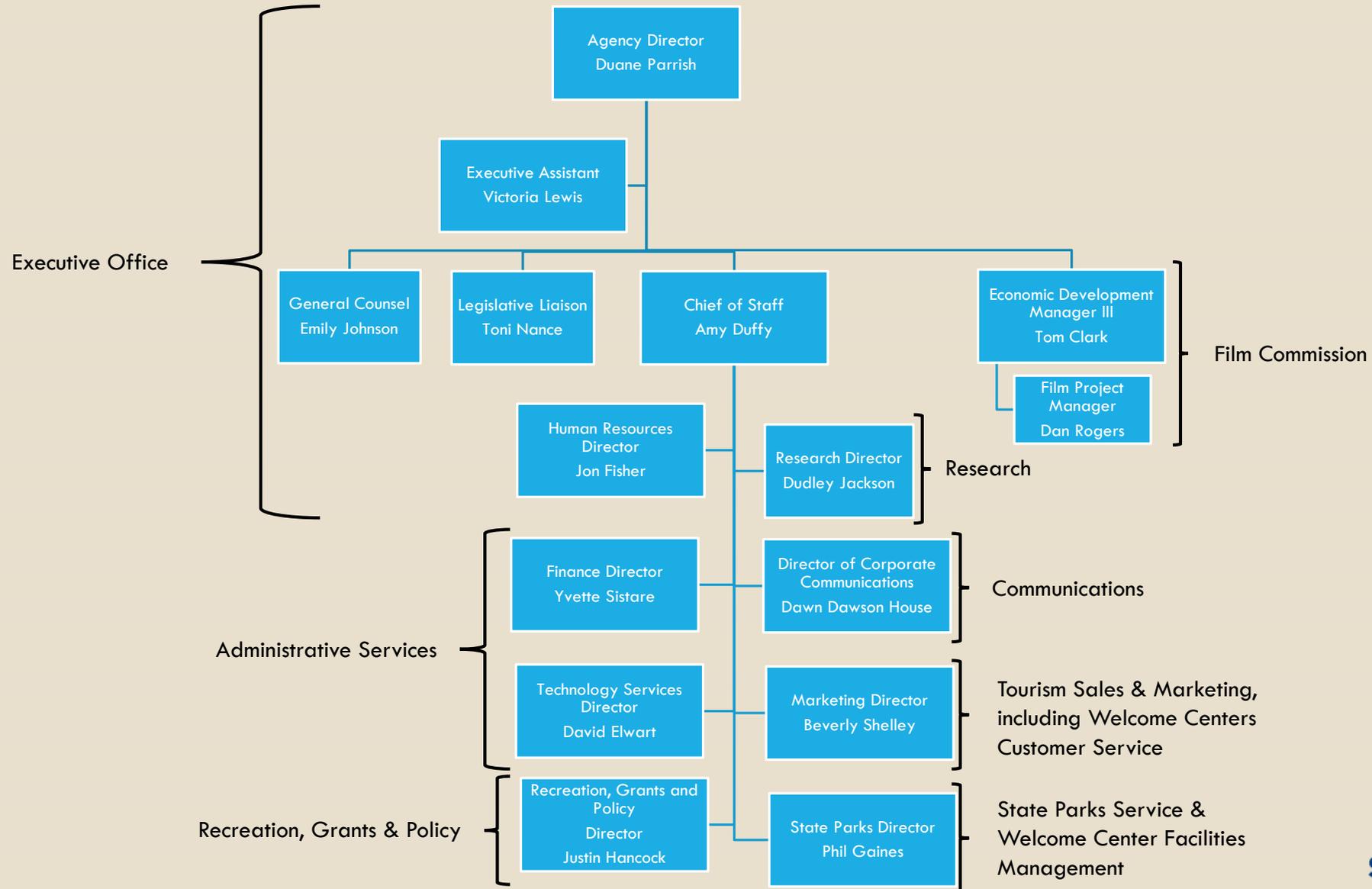
	SCPRT Development Fund	Recreation Land Trust	Gifts & Endowments	War Between the States Heritage Preserve	Welcome Center – Restricted	Federal Awards
FY 15/16 Carryforward	\$3,561,312	\$2,824,699	\$754,753	\$163,646	\$7,406,384	-\$58,603
FY 16/17 Revenue Generated/Received*	\$2,561,537	\$38,845	\$163,659	\$7,618	\$105,360	\$1,582,268
FY 16/17 Carryforward	\$5,577,117	\$2,853,544	\$764,115	\$171,264	\$3,361,531	-\$1,201
FY 17/18 Projected Revenue Generated/Received *	\$1,852,000	\$0	\$0	\$0	\$700,000	\$3,199,020
FY 17/18 Projected Carryforward	\$1,698,000	\$0	\$0	\$0	\$425,000	\$161,864

\*Includes Previous Carryforward

# SCPRT GOVERNING BODY



# SCPRT ORGANIZATIONAL CHART



# SCPRT ORGANIZATIONAL UNITS

Organizational Unit	Purpose of Organizational Unit
Executive Office	The Executive Office include the Director's Office and Human Resources.
Administrative Services	Administrative Services includes Finance and Technology Services.
Office of Recreation, Grants, and Policy	Administers eight tourism or recreation grant programs: LWCF, PARD, RTP, Beach Renourishment, Destination Specific, Emerging Destinations, Sports Tourism Advertising & Recruitment, and Undiscovered SC. Assists in the development of Agency policy.
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.
Welcome Centers - Facilities maintenance	Facilities maintenance for the state's nine Welcome Centers. Note: Welcome Center customer service is under the Tourism Sales and Marketing organizational unit.
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.
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.
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.

# SCPRT HUMAN RESOURCES

Organizational Units	FTEs			Temporary Employees		
	FY16	FY17	FY18	FY16	FY17	FY18
Executive Office	9	9	9	6	6	5
Administrative Services	21	21	18	4	5	8
Office of Recreation, Grants and Policy	0	0	3	0	0	1
Tourism, Sales & Marketing	49	53	53	3	1	1
Welcome Centers - Facilities Maintenance	0	14	14	23	25	26
State Park Service	290	294	297	262	265	303
Communications	2	2	1	1	1	1
Research	2	2	2	1	1	1
Film Commission	3	3	3	2	1	1
<b>TOTALS</b>	<b>376</b>	<b>398</b>	<b>400</b>	<b>302</b>	<b>305</b>	<b>347</b>

# SCPRT ACHIEVEMENTS

- 2017 marked the 5<sup>th</sup> consecutive year of record tourism growth in SC (Statewide Hotel Occupancy increased 14% and RevPAR increased 41% from 2012 - 2017)
- Increased State Parks operational self-sufficiency from 83% in FY 11 to 96% in FY 16
- Completed construction of new Welcome Center facilities at Hardeeville and Fort Mill
- Influenced over 600,000 trips to South Carolina's rural/developing destinations through Undiscovered SC marketing
- Secured RBC title sponsorship for the Heritage Golf Tournament and Volvo title sponsorship for the Family Circle Cup
- Provided effective tourism revenue recovery assistance through redirected marketing efforts (Georgetown Fire, 2015 Flood, Hurricane Matthew)
- Successfully recruited 32 (12 qualified) television series seasons, 21 feature films (6 qualified), and 6 qualified television pilots since 2011.
- In conjunction with the Governor's Office and South Carolina Department of Agriculture, launched SC Chef Ambassador program to elevate SC's culinary profile
- Provided beach renourishment funding assistance to the Town of Edisto Beach, Edisto Beach State Park, Surfside/Garden City, and Folly Beach
- Worked with SCDOR to secure state tax collection agreement from AirBnB