



# COMMUNICATIONS



**Dawn Dawson-House**  
Director of Corporate Communications  
South Carolina Department of Parks, Recreation & Tourism

# DELIVERABLE #57

Responsible for communications between the agency, news media and key stakeholders and partners statewide.

Responsible Employee: Dawn Dawson-House, Director of Corporate Communications  
(29 Years State Service)

Strategy 1.4 - Ensure Efficient Agency Operations through Executive Leadership and Administrative Support Services

<b>Fiscal Year</b>	<b>Program Budget</b>	<b>FTEs</b>
FY 16 - 17	\$97,128	1
FY 17 - 18	\$99,605	1

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Communicate agency-related information to the general public, news media and key stakeholders

## Services & Products

- Manage Media Relations (press releases, press conferences and media inquiries)
- Build and maintain SCPRT's public service website with Twitter feed
- Produce Agency E-Newsletter
- Serve as Business Recovery Liaison to Emergency Management Division
- Serve on African American Heritage Commission
- Serve on South Carolina Artisan Center Board

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## Applicable Law

SECTION 51-1-60. Powers and duties of department.

Not specifically mentioned in law, but PROVIDED TO ACHIEVE the requirements of applicable law

## Performance Measures

No Assigned Performance Measures

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## Media Advisories & Press Releases

### SC State Parks Upgrade Website

October 20

## State Park Service Upgraded its Website with Fresh, New Look

Columbia – The South Carolina State Park Service upgraded its website at [www.SouthCarolinaParks.com](http://www.SouthCarolinaParks.com) with a fresh new look and easy-to-navigate design. Using bold graphics and a trendy color scheme, the update features an interactive park finder map, enhanced pages for each of South Carolina's 47 state parks, and program listings and features. It also incorporates the parks' Instagram feed, live webcams and more.

The project also redesigned the sites for the [South Carolina Junior Ranger](#) program and [Discover Carolina](#) curriculum-based education program. Both provide a deeper experience for young park visitors into natural and cultural wonders of parks.

"The new site is a great resource for anyone who wants to know anything about state parks," said director of the South Carolina State Park Service. "It is inviting, engaging, easy to use and hopes to help people to visit state parks."

The upgrade was designed by Bluffton-based BFG Communications, the communications record for the South Carolina Department of Parks, Recreation & Tourism.

For more information, contact Dawn Dawson-House at [ddawson@scprtr.com](mailto:ddawson@scprtr.com) or 803-734-###

### SC College Students Win Tourism Awards

November 1

Columbia – Nov. 1, 2017 – Nine South Carolina college students from hospitality-related programs were given Tourism Student Awards Monday during a ceremony at the Lace House in Columbia. The students were recognized for outstanding academic achievement related to hospitality and tourism in South Carolina, including culinary studies.

The students were:

1. Ollie Burns, who recently graduated in the Parks, Recreation and Tourism Management program at Clemson University;
2. Kara Mari Funk, who is majoring in Hospitality, Resort and Tourism Management at Coastal Carolina University;
3. Hunter Gaffney, who is double majoring in Hospitality and Tourism Management and Business Administration at the College of Charleston;
4. Grayson Foster, who is majoring in Hospitality and Tourism Management at the Culinary Institute of Charleston at Trident Technical College;
5. Sonja Volk, a culinary arts student at Greenville Technical College;
6. Christopher King, a culinary arts student at Horry-Georgetown Technical College;
7. Alison Phelps, a culinary arts student at Spartanburg Community College;
8. Alison Ann Lindsey, who is majoring in Tourism Management at the University of South Carolina;
9. Angela Puleo, who is majoring in Hospitality Management at the University of South Carolina.

Each student received a plaque and a \$1,500 scholarship.

Sponsored by the South Carolina Travel and Tourism Coalition, the Tourism Student Awards recognize students who were recommended by faculty for exemplary work. Scholarships are provided by the Brinkman Memorial Fund, which is funded through a silent auction held annually at the Governor's Conference on Tourism & Travel.

For more information, contact Dawn Dawson-House at [ddawson@scprtr.com](mailto:ddawson@scprtr.com) or 803-734-###

*Pictured left to right are Angela Puleo, USC-B; Alison Ann Lindsey, USC; Alison Phelps, Spartanburg Community College; Christopher King, Horry-Georgetown Tech; Sonja Volk, Greenville Tech; Duane P. Grayson Foster, Trident Tech; Hunter Gaffney, College of Charleston; Kari Mari Funk, Coastal Carolina University; Ollie Burns, Clemson.*

###

### Tourism Continues to Grow in South Carolina

February 21

Hilton Head Island – Tourism in South Carolina is at least a \$21.2 billion industry that supports one in every 10 jobs in the state and generates about \$1.6 billion in state and local taxes, according to figures released today by the South Carolina Department of Parks, Recreation & Tourism.

The new economic impact was announced at the Governor's Conference on Tourism and Travel on Hilton Head Island, and represents business activity for the calendar year 2016, which is up 4.7 percent from 2015. While an analysis for data in 2017 is not yet complete, indicators hint at even greater growth, which would be the fifth consecutive year of tourism expansion in the state, said SCPRT Director Duane Parrish.

Parrish said year-end hotel revenue for 2017 increased 6.2 percent over 2016, outpacing growth averages nationally and in the South Atlantic region. Since 2012, RevPAR (revenue per available room, the most reliable measurement of tourism's impact in South Carolina) has increased by more than 41 percent.

Those increases happened across the state, including in non-traditional tourism destinations in rural or undiscovered areas, he said. Parrish credits the agency's Undiscovered South Carolina marketing initiative anchored by the "Satisfy Your Thirst," Chef Ambassadors and "Fish in SC" campaigns, as well as local efforts that placed a heavy impact on their economies, including:

- The eclipse in August 2017
- The UCI BMX World Championships in Rock Hill
- Post-season NCAA tournaments in Greenville and Columbia
- Golf overall (statistics compiled by Golf Tourism Solutions showed a 4.1 percent increase in the number of rounds played at member courses in the Grand Strand)
- Film production such as the DirectTV series *Mr. Mercedes* and the new *Halloween* movie

Also during this session, Parrish announced the 50th anniversary of the South Carolina welcome center program.

For more information, contact Dawn Dawson-House at [ddawson@scprtr.com](mailto:ddawson@scprtr.com) or 803-467-0202.

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Media Tour of St. Phillips Island

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Media Tour of St. Phillips Island



Grand Reopening of I-77 State Welcome Center



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Media Tour of St. Phillips Island



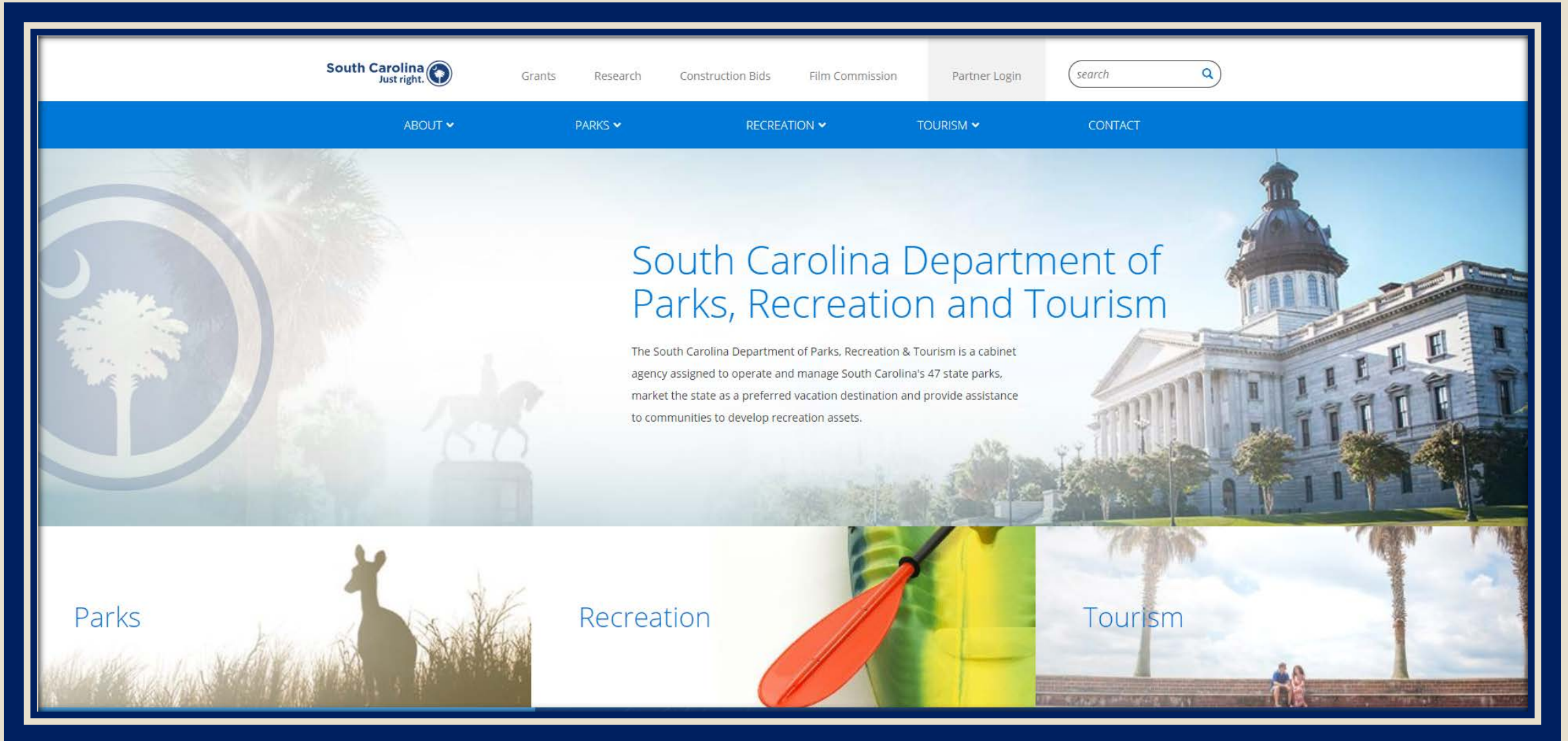
State Welcome Center



2016 Chef Ambassadors' Press Conference



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## Recreation and Tourism Grants

The South Carolina Department of Parks, Recreation and Tourism administers several grant programs ranging from development of public recreational opportunities throughout the state to marketing support for qualified nonprofit organizations.

Recreation

Tourism

### Beach Renourishment Funding Assistance Grant Program

A grant that provides funding assistance to local governments in South Carolina for beach renourishment. ...

### Destination-Specific Tourism Marketing Grant

SCPRT offers destination-specific marketing grants to qualified tourism partners. ...

### Emerging Destination Marketing Grant Program

A grant that supports advertising activities for emerging destinations in South Carolina. ...

### Land and Water Conservation Fund

### Park and Recreation Development Fund

### Recreational Trails Program

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## Research and Statistics

Explore this section for up-to-date reports on accommodations tax collections, revenue distribution, expenditures by fiscal year and detailed information about the economic impact of travel and tourism in South Carolina.

### Most Recently Published

Q3 Indicators

FY17-18  
Q3

Download

State Level Lodging Report

April  
2018

Download

The Economic Contribution of  
Tourism in South Carolina

2016

Download

Monthly Indicators

Quarterly Indicators

Yearly/Infrequent Reports

*select a year* ▼

*select a month* ▼



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**scprt.com**  
A Twitter list by @SCPRT  
Tweets from accounts associated with SC Parks, Recreation and Tourism

**U.S. Travel** @USTravel  
Travel employment was key to #risinggrowth when America needed it most, recovering two years faster than the rest of the economy post-recession.

**Travel Employment Grows Faster Than Rest of Private Sector**

Sector	Employment Growth (2010-2016)
Travel	17%
Rest of Private Sector	13%
Rest of Private Services	13%
Goods Sector	11%

**Our Vision** | [Learn More >](#)

SCPRT's vision is to enhance the economic well-being and improve the quality of life of all South Carolinians. The vision not only guides our operations and provides a benchmark for hundreds of employees to measure their day-to-day contributions, but it also shapes our mission and goals, and helps us continue to support South Carolina's number-one industry — tourism.

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**South Carolina** Just right.

South Carolina Department of Parks, Recreation and Tourism  
1205 Pendleton St.  
Columbia, SC 29201

Report Fraud, Waste and Abuse in state agencies to the Office of the State Inspector General.  
855.SC.FRAUD oig.sc.gov | 855.723.7283 oig@oig.sc.gov

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Sector	Employment Growth (2010-2016)
Travel	17%
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Rest of Private Services	13%
Goods Sector	11%

**Southeast Tourism** @southeasttouris  
I liked a @YouTube video [youtu.be/0uKFYhwgS6w?a](https://youtu.be/0uKFYhwgS6w?a) 2018 Southeast Tourism Society Shining Example Awards

## Our Vision | [Learn More >](#)

SCPRT's vision is to enhance the economic well-being and improve the quality of life of all South Carolinians. The vision not only guides our operations and provides a benchmark for hundreds of employees to measure their day-to-day contributions, but it also shapes our mission and goals, and helps us continue to support South Carolina's number-one industry — tourism.

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## Agency E-Newsletter

### Tourism Today



South Carolina Just Real. South Carolina Department of Parks, Recreation & Tourism

#### In This Issue

May 31, 2018

[SCPRT Hires New International Sales Manager](#)

[Spring Promotion Successful](#)

[Duke Energy Builds Launch at Landsford](#)

[Dominion Energy Donates to Santee](#)

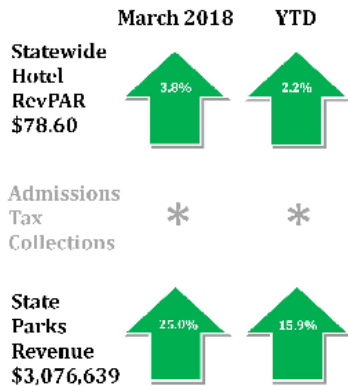
[Welcome Center 50th is Time to Refresh](#)

[Join Our Mailing List!](#)



#### Retiring Travel

### Monthly Snapshot of tourism indicators



RevPAR, YTD is calculated on the revenue from Admissions Tax Collections and State Parks Revenue YTD are calculated on the state fiscal year.

**RevPAR** - RevPAR continues to indicate growth in the industry, up 3.8% for March compared to last year, and up 2.2% year-to-date.

**Admissions Tax** - Admissions Tax report continues to be unavailable while the SC Dept. of Revenue overhauls its reporting system.

#### Counselors Leave Legacy of Hospitality

**Duane Parrish**  
Director, SC Department of Parks, Recreation & Tourism

You might have noticed. There are new faces in our welcome centers lately. And that's because the program is going through a wave of retirements this fiscal year.

These professional travel counselors have collectively contributed about 228 years of service to the state, welcoming travelers to South Carolina with the same high standards of hospitality for which we're renowned.

Over their decades of service, our retiring travel counselors helped tourism become a \$21.2 billion industry by booking millions of hotel reservations and assisting hundreds of millions of visitors. They studied the details about our destinations from the Upcountry to the Coast, and passed national exams for counselor credentials. These are the professionals we rely on to help the state celebrate National Tourism Week, and who assist motorists during evacuations. And they do it all with sunny personalities and generous spirits.

**State Parks Revenue** - The opening of the new campground at Huntington Beach State Park has pushed state park revenue to record levels. In just the third quarter of the FY, revenue is ahead of the entire year of FY 2016-17, which itself was a record.

#### Deplanements

While Charleston International Airport continues to lead the state in total deplanements, Myrtle Beach International Airport showed the most growth for March 2018. Overall, deplanements are up across South Carolina for March at nearly 6.5%.

	Mar 2018 vs Mar 2017	YTD 2018 (Jan-Mar)	YTD % Change	
	Mar 2018	% Change	% Change	
Charleston	184,746	12.5%	423,045	5.3%
Columbia	14,194	0.2%	131,924	2.7%
Greenville	89,291	7.3%	238,974	7.3%
Myrtle Beach	1,024	4.3%	9,401	12.4%
Myrtle Beach	91,131	11.2%	160,189	11.6%
TOTAL	411,086	10.0%	963,533	6.5%
Southwest	122,420	10.7%	275,500	6.6%
Charlotte, NC	222,517	1.1%	508,281	2.0%

#### Occupancy Forecast

STR, Inc., predicts a modest increase in occupancy in June before a slight drop off for the rest of the summer.

	2018		
	June	July	August
Statewide Occupancy Percentage Forecast	75.4%	74.3%	68.5%
Percent Change vs. Same Month in Previous Year	1.5%	-1.1%	-0.8%

#### SCPRT Names New Manager of International Sales and Marketing

Most importantly, though, they are leaving a legacy of service that has placed a direct impact on the economy of South Carolina and created large shoes for the next generation to fill.

Retiring members of the welcome center program, and their years of service to SCPRT, are:

**Joyce Freeman**, Manager, I-20 eastbound in North Augusta – 41 years of service.

**Laverne Jamison**, Manager, I-95 southbound in Santee – 32 years of service.

**Lisa Davis**, Manager, I-26 Eastbound in Landrum – 17.5 years of service.

**Robbin Garvin**, Manager, I-77 southbound in Fort Mill – 32.5 years of service.

**Gwen Hendley**, Manager, I-95 northbound in Hardeeville – 10.5 years of service.

**Angela Hasty**, Manager, I-95 southbound in Dillon – 17.5 years of service.

**Glenda Farmer**, Travel Counselor, I-26 eastbound in Landrum – 15 years of service.

**Debbie Bentley**, Travel Counselor, I-95 northbound in Hardeeville – 32 years of service.



Shannon Odom

SCPRT Welcomes Shannon Odom as the new International Sales and Marketing Manager.

Shannon joins the agency from Big Sky, Montana, where he oversaw marketing and outreach programs for the Big Sky Community Organization, a non-profit dedicated to connecting people with recreational opportunities by acquiring, preserving and promoting sustainable places for all. Prior to moving to Montana three years ago, Shannon worked for many years for the Charleston Area Convention & Visitors Bureau, serving first as a Visitor Inquiry Representative and then General Manager of Charleston Golf, Inc. a destination marketing organization focused on selling the Charleston area golf product. Shannon was instrumental in helping introduce the Charleston golf product to consumers both domestically and internationally.

Shannon has more than 20 years of experience in tourism sales and marketing, and events and organizational management, having worked with many industry partners and special events while in Charleston. A native of Greenville, SC, he holds a bachelor's degree in political science from the University of South Carolina and served for a brief time as a park ranger in his early career.

Excited to be moving back home, Shannon is looking forward to bringing his love for the outdoors and travel to the South Carolina Department of Parks Recreation and Tourism. He will assume his duties in mid-July.

#### "Reel Into Spring" Promotion was a Success

South Carolina's *Fish In SC* campaign continued this April and May with *Reel into Spring*, a three-part Facebook Live video series that was shot at three state parks. Hosted by Captain Mike, a renowned

**Angela Boatwright**, Travel Counselor, I-95 southbound in Dillon – 30 years of service.

Please join me in thanking them for their contributions to South Carolina tourism.

Lake Murray fishing guide, the program showed viewers how to fish, the general equipment and licenses required and what type of fish can be caught along the coast, in the Midlands and Upstate. To date, the three videos have collected more than 198,000 views! Click below to watch:

- [Episode 1 at Myrtle Beach State Park](#)
- [Episode 2 at Dreher Island State Park](#)
- [Episode 3 at Devils Fork State Park](#)

In addition to the live videos, *Reel into Spring* also featured an online sweepstakes. By visiting [ReelintoSpring.com](#) and submitting their e-mail address, viewers were automatically entered to win one of three grand prizes, which include guided fishing trips throughout the state provided by the South Carolina Association of Tourism Regions and prize packs provided by Mast General Store. The month-long sweepstakes reeled in 627 entries and three very lucky winners!

#### Duke Energy Cuts Ribbon on New Canoe/Kayak Launch at Landsford



Cutting the ribbon left to right are Steve Jester, Vice President for Water Strategy, Hydro licensing and Lake Services for Duke Energy; Al James, Manager of Landsford Canal State Park, and Phil Gaines, SC State Park Director.

Duke Energy and the S.C. Department of Parks, Recreation & Tourism (SCPRT) cut ribbon on a new canoe/kayak launch at Landsford Canal State Park located on the Catawba River.

The project, which includes a mulch-covered trail leading to concrete steps at the launch, plus a restroom and parking area, is the result of the comprehensive relicensing agreement (CRA) signed during the Catawba-Wateree Hydroelectric Project federal



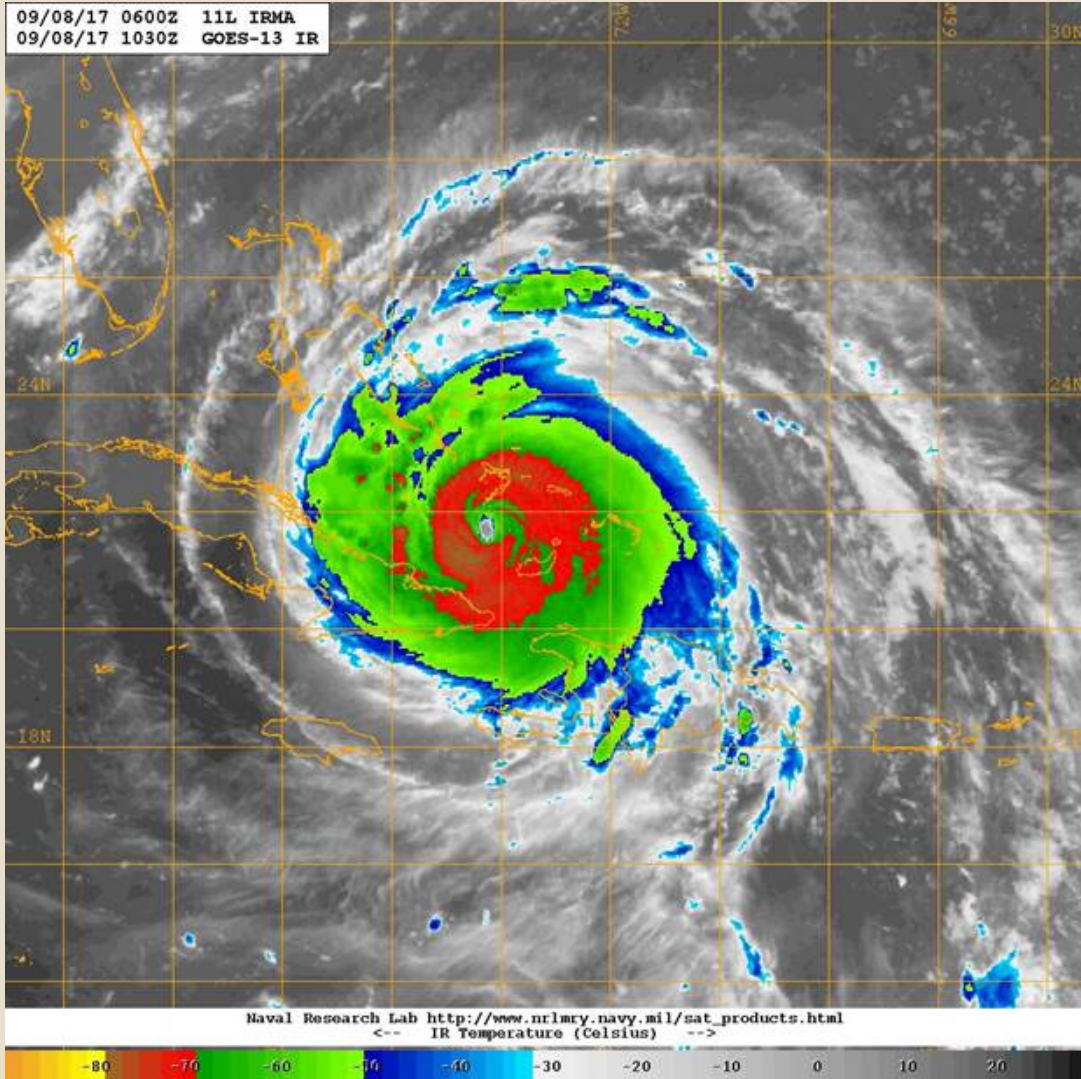
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## Agency E-Newsletter

- Features monthly indicators of tourism business in South Carolina, plus feature stories on SCPRT's promotion and marketing initiatives.
- Distributed to parks, recreation and tourism industry, South Carolina influencers and decision makers, including the legislature and media.
- Distributed on the last business day of every month.
- Averages a 30% open rate from more than 755 subscribers.
- Often generates a business news story.



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## Estimates for May 8th 2018 Hurricane Tabletop Exercise Scenario: Cat 4, May 10<sup>th</sup> Landfall in Beaufort

Estimated Occupancy and Visitor Volume in Coastal Areas

	Estimated Occupancy Source: SCPRT and STR				Estimated Visitor Volume (Includes Owner occupied 2 <sup>nd</sup> homes)			
	May 7 <sup>th</sup>	May 8 <sup>th</sup>	May 9 <sup>th</sup>	May 10 <sup>th</sup>	May 7 <sup>th</sup>	May 8 <sup>th</sup>	May 9 <sup>th</sup>	May 10 <sup>th</sup>
HHI	62%	66%	72%	71%	60,000	65,000	70,000	70,000
Charleston	81%	86%	90%	88%	90,000	100,000	100,000	100,000
Grand Strand	49%	54%	56%	59%	150,000	160,000	170,000	175,000

Note: HHI includes Beaufort County properties. Charleston includes Berkeley, Charleston and Dorchester county properties. Grand Strand includes Horry and Georgetown county properties.

### Potential Lost or Displaced Visitor Spending after Category 4 Hurricane with May 10<sup>th</sup> Landfall Due to Complete Exclusion of Visitors

	Landfall Affecting Berkeley, Charleston & Dorchester Counties		Landfall Affecting Horry and Georgetown Counties		Landfall Affecting Beaufort, Colleton, & Jasper Counties	
	Estimated Lost/Displaced Daily Visitor Spending	Estimated Lost/Displaced Monthly Visitor Spending	Estimated Lost/Displaced Daily Visitor Spending	Estimated Lost/Displaced Monthly Visitor Spending	Estimated Lost/Displaced Daily Visitor Spending	Estimated Lost/Displaced Monthly Visitor Spending
May	\$7.2 million	\$144 million*	\$12.8 million	\$257 million*	\$4.4 million	\$88 million*
June	\$7.4 million	\$221 million	\$16.9 million	\$507 million	\$4.8 million	\$141 million
July	\$7.4 million	\$228 million	\$18.5 million	\$572 million	\$5.1 million	\$158 million
August	\$6.7 million	\$208 million	\$16.0 million	\$495 million	\$4.3 million	\$132 million
September	\$6.7 million	\$201 million	\$13.3 million	\$399 million	\$3.7 million	\$116 million
October	\$6.6 million	\$205 million	\$10.5 million	\$326 million	\$3.3 million	\$122 million

\* Only 20 days remain in May after landfall

- Between May and October, visitors spend an estimated \$6-\$8 million daily in the Charleston area. In the Grand Strand, they spend \$10-\$19 million daily and in the Lowcountry they spend \$3-\$5 million daily.
- We estimate that if visitors were completely absent on the coast from landfall through the end of October, \$1.2 billion in visitor spending would be lost or displaced in the Charleston area. For the Grand Strand we estimate \$2.6 billion in lost/displaced visitor spending for this period and for the Lowcountry we estimate \$758 million in lost/displaced visitor spending.
- Displaced visitors and their spending might be replaced by construction workers that are repairing hurricane damage. Alternately, displaced visitors may rebook their missed nights for later. Damaged businesses might receive insurance money for repairs and improvements. Evacuees would be displaced to hotels across the state for an undermined time. Factors such as these make it difficult to know what the final impact of a hurricane could be. It could possibly

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# DELIVERABLE #57

## The Green Book of South Carolina

[www.GreenBookofSC.com](http://www.GreenBookofSC.com)

- The state's first online guide to African American cultural and heritage attractions in South Carolina.
- Lists more than 300 sites, including historic markers, churches, cemeteries, schools, National Register Designated Historic District and sites, and more.
- Purpose was to grow tourism by developing a product that promoted culture, a significant tourist attraction; and by delivering it in a platform that today's consumers prefer.
- Launched in May 2017.
- Some performance statistics:
  - More than 90 stories in newspaper, magazines, radio, television and on line.
  - The online readership for the outlets where the stories appeared is 2.13 billion.
  - We tracked 1.16 million views on radio and broadcast coverage of the Green Book of SC.
  - The total circulation of the newspapers that covered the Green Book is 430,000.
  - So far, there have been more than 14,000 social shares of stories written by media outlets.
  - And there have been more than 106,000 visits to the website [www.GreenBookofSC.com](http://www.GreenBookofSC.com).

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**NBC NEWS** SECTIONS NIGHTLY NEWS MSNBC MEET THE PRESS MEGYN KELLY DATELINE TODAY

NEWS > NBCCLK

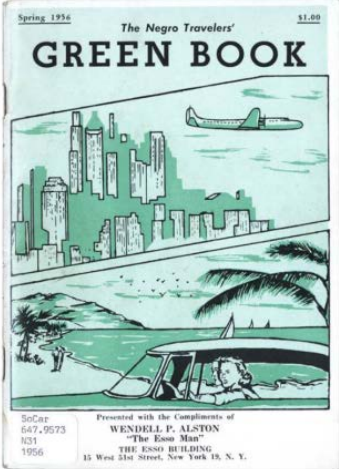
## 'The Green Book of South Carolina' is the Travel App You've Been Waiting For

by MIKELLE STREET

In 1936, the *The Negro Motorist Green Book* was introduced by New York City postman Victor Green as the country's first travel guide for Black travelers.

"It showcased safe places for African Americans to travel during the times of segregation," Dawn Dawson-House, director of corporate communications at the S.C. Department of Parks, Recreation and Tourism and a key adviser to the newly revamped *Green Book of South Carolina* project told NBC News in a recent phone interview.

The book was created for motorists of the time told black people where they could sleep, eat and get gas including private homes, gas stations, clubs, beauty salons and hotels.



Original 1956 *Negro Travelers' Green Book*. © Corina Geer and Kate Boyd

After an almost 30-year run with editions being issued for all 50 states, that publication ceased production, but recently it has been given new life as a mobile platform — *The Green Book of South Carolina* — for modern day Palmetto state travelers by the state's African-American Heritage Commission.

During 2014, according to the South Carolina Department of Parks, Recreation and Tourism, a total of 2,000 copies of the book were distributed.



**GARDEN & GUN**

## History at Hand

African American History Month starts next week, but may we suggest visiting The Green Book as soon as possible? The deeply researched, mobile-friendly site from the South Carolina African American Heritage Commission serves as both a virtual tour guide and a real-time mobile travel map, highlighting more than 300 historical sites across South Carolina that are of special relevance to African American history and heritage.

Stop at the air field where the Tuskegee Airmen trained during World War II; take a trip through the Gullah Geechee Cultural Heritage Corridor; or experience the Pearl Fryar Topiary Garden, a two-acre horticultural masterpiece by Pearl Fryar, one of the country's most accomplished topiary artists. If you're planning a visit to, or even a drive through, South Carolina, it's a seamless way to engage with the history that suffuses the state, no matter where you turn.



**5. MAPPING OUR HISTORY**

In May the South Carolina African American Heritage Commission launched the *Green Book of South Carolina*, a mobile Web app that directs visitors to more than 300 historically significant African-American sites in the Palmetto State. The guide provides tourists with a comprehensive map of important monuments and locales.



# DELIVERABLE #57



**SHOP ART!**

**S.C. ARTISANS CENTER**  
"SC's Official Folk Art & Craft Center"



**EXITS 53 & 57**

**ASK FOR OUR BROCHURE**



**South Carolina**  
Just right.

DiscoverSouthCarolina.com

Welcome Center advertisement

Billboard on I-95



South Carolina  
Artisans Center





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## Greatest Potential Harm

Tourism related organizations, businesses and local governments would not be aware of opportunities available through agency programs and services. SCPRT's position on issues impacting the state's tourism industry would not be known.

## Recommendations to Avoid Potential Harm

Provide a centralized platform for all state agencies to share agency information and opportunities (agency metrics, educational workshops, grant program openings, etc).

# South Carolina Just right.



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