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

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Program Budget</th>
<th>FTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 16 - 17</td>
<td>$97,128</td>
<td>1</td>
</tr>
<tr>
<td>FY 17 - 18</td>
<td>$99,605</td>
<td>1</td>
</tr>
</tbody>
</table>
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
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
State Park Service Upgraded its Website with Fresh, New Look

Columbia - The South Carolina State Park Service has upgraded its website with a new design, making it easier for visitors to find information about parks, events, and services.

The new website features a user-friendly interface and improved search functionality. Visitors can easily find information about parks, including hours of operation, admission fees, and trail maps. The website also includes a calendar of events, allowing visitors to plan their visits accordingly.

The project, which began earlier this year, was led by the South Carolina Department of Parks, Recreation, and Tourism. The agency worked with designers to create a fresh, modern look that reflects the state's natural beauty and rich history.

"We are excited to launch this new website," said Director of Parks, Recreation, and Tourism, Kevin Shew. "This upgrade will make it easier for visitors to find the information they need and help us better serve our communities and state parks."
Media Tour of St. Phillips Island
DELIVERABLE #57

Media Tour of St. Phillips Island

Grand Reopening of I-77 State Welcome Center
<table>
<thead>
<tr>
<th>Recreation</th>
<th>Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beach Renourishment Funding</strong></td>
<td><strong>Destination-Specific Tourism Marketing</strong></td>
</tr>
<tr>
<td>Assistance Grant Program</td>
<td>Grant Program</td>
</tr>
<tr>
<td>A grant that provides funding assistance to local governments in South Carolina for beach renourishment...</td>
<td>SC CRT offers destination-specific marketing grants to qualified tourism partners...</td>
</tr>
<tr>
<td><strong>Land and Water Conservation Fund</strong></td>
<td><strong>Emerging Destination Marketing</strong></td>
</tr>
<tr>
<td></td>
<td>Grant Program</td>
</tr>
<tr>
<td></td>
<td>A grant that supports advertising activities for emerging destinations in South Carolina...</td>
</tr>
<tr>
<td><strong>Park and Recreation Development Fund</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recreational Trails Program</strong></td>
<td></td>
</tr>
</tbody>
</table>
Research and Statistics

Explore this section for up-to-date reports on accommodations tax collections, revenue distributors, 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 •
Travel employment was key to job growth when America recovered. It not only grew faster than the rest of the economy, but also fostered a positive cycle of job creation.

Travel Employment Grows Faster Than Best of Private Sector

[Bar chart showing travel employment growth compared to other sectors]
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.
DELIVERABLE #57
Agency E-Newsletter

Tourism Today
South Carolina Department of Parks, Recreation & Tourism

In This Issue
May 31, 2018
- SCOWT Has New International Visitors
- Tourism Foundation Sponsors
- SCOWT Grant Helps Launch at Lauderdale
- Dismal Swamp Outdoors in Sumter
- SCOWT Quarters in Kershaw

Monthly Snapshot
- Tourism Indicators
March 2018 YTD

Statewide Hotel Room Rates $78.60
- 2.7%
- 2.3%

Admissions Tax Collections

State Parks Revenue $3,076,639

Counselors
Learn Hospitality
Dawn Parish
Director, SC Department of Parks, Recreation & Tourism

You might have noticed, there are fewer topics on our website lately. And that’s because the program is going through a year of retooling for this fiscal year.

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

Over the decades of service, our retiring travel counselors helped tourism become a $52.3 billion industry by booking millions of hotel reservations and endless hours of advice. They studied the data about our destinations from the opportunity to the Coast, and gained national exposure for counselor credentials. These travel counselors are key to helping the state celebrate National Tourism Week, and are an asset to our industry.

We thank them for their passion and dedication.

Counselors
Learn Hospitality
Dawn Parish
Director, SC Department of Parks, Recreation & Tourism

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 first quarter of the FY, revenue is ahead of the entire year of FY 2016-17, which itself was a record.

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Depletions
While Charleston International Airport continues to lead the state in total depletions, Myrtle Beach International Airport showed the most growth in March 2018. Overall, depletions are up across South Carolina for March at a 4.4%.

---

 Occupancy Forecast

STI, Inc., predicts a medical increase in occupancy in June before a slight drop-off for the rest of the summer.

<table>
<thead>
<tr>
<th>Month</th>
<th>Actual</th>
<th>Forecast 2018</th>
<th>Forecast 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>56.2%</td>
<td>56.0%</td>
<td>55.0%</td>
</tr>
<tr>
<td>June</td>
<td>55.0%</td>
<td>55.0%</td>
<td>54.0%</td>
</tr>
<tr>
<td>July</td>
<td>54.0%</td>
<td>54.0%</td>
<td>53.0%</td>
</tr>
</tbody>
</table>

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SCPR Names New Manager of International Sales and Marketing

Shannon Isham joined the agency from Big Sky, Montana, where he oversaw hospitality and tourism programs for the Big Sky Community Organization, a nonprofit dedicated to connecting people with recreational opportunities by supporting, preserving and promoting sustainable lifestyles 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 experience coordinator and then General Manager of Charleston NC, 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 10 years of experience in travel sales and marketing, and events and destination 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 salesperson in the hospitality industry.

Contact for 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 resume his duties in mid-June.

“Reel Into Spring” Promotion was a Success

South Carolina’s “Fish SC” campaign continued this April and May with Reel Into Spring, a three-part Facebook Live video series that was shot at state travel parks. Hosted by Captains Miller, a renowned

Lake Murray fishing guide, the program showcased views on how to fish, the general equipment and licenses required and what type of fish can be caught using the live chat. In the Midlands and Upstate, viewers were automatically entered to win one of three grand prizes, which included a weekend fishing trip throughout the state provided by the South Carolina Association of Tourism Operators and prize packs provided by Matt General Store. The month-long giveaway resulted in 427 entries and three very lucky winners.

Dake Energy Cuts Ribbon on New Canoe/Kayak Launch at Landsford

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

The project, which includes a outreach-oriented trail leading to concrete steps at the launch, plus a restroom and parking area, is the result of the comprehensive revitalization agreement (SRA) signed during the Columbia Waterway Restoration Project Steering Committee meetings. The SRA included a commitment to the development of a canoe/kayak launch at Landsford Canal State Park.

Cutting the ribbon (left to right) are Scott Rice, Director of Operations; President for Water Strategy, Hydropower and Lake Business at Dake Energy; Tom Davis, President; and Mike Quinlan, Manager of Landsford Canal State Park. Separate ribbon cutting was held on Wednesday, May 30, to mark the opening of the new canoe/kayak launch.
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.
Estimates for May 8th 2018 Hurricane Tabletop Exercise
Scenario: Cat 4, May 10th Landfall in Beaufort

**Estimated Occupancy and Visitor Volume in Coastal Areas**

<table>
<thead>
<tr>
<th>May 7th</th>
<th>May 8th</th>
<th>May 9th</th>
<th>May 10th</th>
</tr>
</thead>
<tbody>
<tr>
<td>80,000</td>
<td>70,000</td>
<td>60,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

**Potential Lost or Displaced Visitor Spending after Category 4 Hurricane with May 10th Landfall Due to Complete Exclusion of Visitors**

<table>
<thead>
<tr>
<th>Landfall Affecting Berkeley, Charleston &amp; Dorchester Counties</th>
<th>Landfall Affecting Dorchester &amp; Georgetown Counties</th>
<th>Landfall Affecting Beaufort, Colleton, &amp; Jasper Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Lost/Displaced Visitor Spending</td>
<td>Estimated Lost/Displaced Visitor Spending</td>
<td>Estimated Lost/Displaced Visitor Spending</td>
</tr>
<tr>
<td>May $7.2 million</td>
<td>$1.4 million</td>
<td>$12.8 million</td>
</tr>
<tr>
<td>June $7.4 million</td>
<td>$221 million</td>
<td>$16.9 million</td>
</tr>
<tr>
<td>July $16.9 million</td>
<td>$221 million</td>
<td>$16.9 million</td>
</tr>
<tr>
<td>August $16.9 million</td>
<td>$221 million</td>
<td>$16.9 million</td>
</tr>
<tr>
<td>September $16.9 million</td>
<td>$221 million</td>
<td>$16.9 million</td>
</tr>
<tr>
<td>October $16.9 million</td>
<td>$221 million</td>
<td>$16.9 million</td>
</tr>
</tbody>
</table>

* 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 $10-15 million daily and in the Lowcountry they spend $5-6 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 $3.6 billion in lost/displaced visitor spending for this period and for the Lowcountry we estimate $1.5 billion 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 undetermined time. Factors such as these make it difficult to know what the final impact of a hurricane could be. It could possibly...
The Green Book of South Carolina

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.
- 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.
‘The Green Book of South Carolina’ is the Travel App You’ve Been Waiting For

In 2019, 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. The guide provides tourists with a comprehensive map of important monuments and locales.

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 lists more than 300 sites, each accompanied by photos and historical context.

Stop at the site where the Tuskegee Airmen trained during World War II, take a trip through the Graphite Cultural Heritage Center, or experience the Pearl Fryar Topiary Garden, a two-acre horticultural masterpiece by Pearl Fryar, one of the country’s most accomplished amateur 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 defines the state, no matter where you turn.
DELIVERABLE #57

Welcome Center advertisement

Billboard on I-95

South Carolina Artisans Center
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.

www.scprt.com
www.southcarolinaparks.com
www.discoversouthcarolina.com
www.filmsc.com