



South Carolina Department of
Parks, Recreation & Tourism

Henry McMaster
Governor

Duane N. Parrish
Director

September 21, 2018

The Honorable Gary E. Clary
Executive Subcommittee Chair
House Legislative Oversight Committee
PO Box 11867
Columbia, SC 29211

Re: Follow-up from Subcommittee Letter Dated September 5, 2018

Dear Chairman Clary:

Thank you for the opportunity to provide additional information to the Executive Subcommittee regarding Tourism Sales & Marketing, Welcome Centers, Research and the SC Film Commission. For your reference and convenience, the information in this letter and the enclosures (or attachments) are in the same order as the information requested in the September 5, 2018 letter.

Tourism Sales & Marketing

1. Please find enclosed a Summary Report of Total Marketing Budgets from the US Travel Association's most recent Survey of State Tourism Offices. The budget totals for each state listed in this report reflect only funds spent directly for marketing and do not include staff salaries and other overhead costs. As indicated in this report, South Carolina's total marketing budget is somewhat higher than Georgia's but relatively close to the budgets reported by North Carolina and Virginia.
2. In accordance with the State Procurement Code, SCPRT develops and advertises all RFPs in coordination with the state's Materials Management Office (MMO). All RFPs and Solicitations for Bid over \$10,000 are advertised through MMO on the South Carolina Business Opportunities (SCBO) website. When SCPRT is contacted by companies interested in doing business with the agency, SCPRT keeps a record of that company's contact information and provides a link to the RFP advertisement in SCBO once the advertisement is posted. Additionally, the agency provides basic information regarding state procurement opportunities on its corporate website: <https://www.scpert.com/about/procurement-opportunities>. Once an RFP or Solicitation for Bid is advertised on SCBO, the assigned staff person at MMO is exclusively responsible for all communication with potential or actual bidders responding to the RFP or Solicitation.
3.
 - a. Please find enclosed a report of all SCPRT expenditures with BFG Marketing from FY 13 through FY 19. This report provides a breakdown of expenditures by service or program category for each fiscal year.
 - b. To-date, SCPRT has spent \$49,104,272.06 with BFG Communications. The remaining balance for FY 19 is \$9,970,559.33.

- c. Please find enclosed a report of all vendors utilized by BFG Marketing from FY 13 through FY 18. This report includes each vendors name, a description of the service and the years in which those services were obtained.
4. Please find enclosed with this letter a copy of the Advertising Effectiveness Studies for FY 16 and FY 17. Because these reports include detailed information on the agency's advertising strategy, the research used to inform the agency's strategy, and the results of the agency's marketing efforts, SCPRT respectfully requests that these reports not be posted publicly.
5. The table below provides a total of consumer reach, impressions and views in earned media generated by SCPRT's Public Relations efforts. These numbers reflect total impressions, which includes Circulation + UVPM (Unique Visitors per Month).

YEAR	Total Reach/Impressions/Views from earned media coverage
FY 15 – 16	328,167,153
FY 16 – 17	265,532,571
FY 17 – 18	340,262,171
*FY 18 – 19 (YTD)	111,922,789

Upon review of the information provided in slide 23 of the Tourism Sales & Marketing presentation, SCPRT discovered that the "Unique Monthly Visitors" number provided (2,882,264,442) was based on an incorrect set of data. The Agency wishes to correct this information with the data provided in the table above.

6.
 - a. Through the Advertising Effectiveness Studies, SCPRT is able to review and determine the level of advertising awareness among consumers in target markets, the effectiveness of SCPRT's advertising to motivate consumers to travel to South Carolina, consumer travel behaviors, and consumer attitudes toward SCPRT's advertising. This allows the agency to determine the effectiveness of the agency's advertising placement strategies, the appeal of its advertising creative execution, and how well the advertising aligns with consumer expectations and behaviors.
 - b. As stated during the Executive Subcommittee meeting on September 5, SCPRT does not publicly publish its Advertising Effectiveness studies. Openly providing detailed information on the effectiveness of the state's tourism advertising strategy would provide an unfair advantage to competitor states. The agency is unaware of any states that make their advertising effectiveness studies publicly available.
 - c. The most recent Advertising Effectiveness Study was completed in November 2017 and covered the agency's advertising campaigns in FY 16-17.

- d. The agency anticipates completing the FY 17-18 Advertising Effectiveness Study in November 2018.

Welcome Centers

7. The South Carolina Department of Parks, Recreation & Tourism manages, operates and maintains the Palmetto state's nine Welcome Centers. These Welcome Centers include a staffed visitor center with tourism and travel information, full restroom facilities, vending, storage buildings, parking areas, picnic shelters, etc. The centers generate millions of dollars annually in additional travel revenue by simplifying the travel planning experience and offering complimentary services and proactive one-on-one marketing by our highly trained staff. The South Carolina Welcome Centers make complimentary accommodation and attraction reservations for travelers at no cost to our industry partners. The intent is to offer quality customer service and to "close the sale" in an effort to maximize tourism expenditures in the state. These facilities also serve as rest areas as part of the Federal Highway System.

The South Carolina Department of Transportation manages, maintains, and operates the state's rest areas. Rest areas provide restrooms, vending, picnic areas, storage, and parking areas. One difference between Welcome Centers and rest areas is the location. With the exception of Santee, all Welcome Centers are on the borders of the state and the rest areas are on the interior. The primary difference between the two entities is the purpose and the existence of onsite visitor centers and staff.

Technically, SCDOT owns the Welcome Center properties, as they do with all rest areas, safety areas, truck pull-offs, park-n-rides, and other related facilities along the Federal Highway System in the state. Prior to July 2014, SCDOT managed and maintained the properties, grounds and facilities of the Welcome Centers. During that time, SCPRT managed only the visitor center staff on the complexes.

In 2014, Proviso 117.124 of the South Carolina Appropriations Act for 2015 directed SCDOT and SCPRT to enter into an agreement to transfer control of all South Carolina Welcome Centers from SCDOT to SCPRT and grants SCPRT about \$3.5 million in funds to maintain the sites. The agreement expires in June 2019 unless it is renewed.

8. SCPRT has reached out to staff at SCDOT regarding the information requested in Item #8. SCDOT is working to pull this information together and has agreed to provide this information as soon as possible, but has also indicated that there may be a delay in providing this information due to the circumstances surrounding Hurricane Florence. Once SCPRT receives the requested information from SCDOT, we will provide this information to the Subcommittee in a follow-up letter. The information provided below pertains only to SCPRT landscaping contracts.

a-c. Currently, there is one vendor, Landscaping and Mower, Inc., that has the landscaping contract for all nine Welcome Centers. The table below provides an overview of current contract end dates and costs.

Welcome Center	Monthly Cost	Contract End Date
Dillon	\$ 2,300.00	12/12/2019
Fair Play	\$ 2,950.00	12/12/2019
Landrum	\$ 1,600.00	12/12/2019
North Augusta	\$ 2,500.00	10/31/2020
Santee	\$ 1,800.00	10/31/2020
Little River	\$ 3,000.00	10/31/2020
Hardeeville	\$ 4,000.00	10/31/2020
Fort Mill	\$ 1,900.00	3/2/2021
Blacksburg	\$ 2,300.00	3/2/2021

The current landscaping contracts for the state's nine welcome centers may be found at the links listed below. These links may also be used to access the solicitations and specifications for scope of work, including clear zone mowing specifications.

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014984>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014983>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014175>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014176>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014184>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400014159>

When SCPRT conducted the Welcome Center landscaping bid solicitations in 2016, there were several vendors who were awarded contracts for individual Welcome Centers; however, one contract was terminated by SCPRT after one year due to vendor non-compliance and the other vendors decided to terminate their contracts after the first year. The 2016 solicitations and contracts may be accessed via the links below.

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400011887>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400011585>

The links below may be used to access the contracts that were in place when SCPRT acquired full operational control of the Welcome Centers from SCDOT. Since these contracts were awarded by SCDOT, the scope of work includes Rest Areas maintained by SCDOT as well as Welcome Centers.

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400008162>

<http://webprod.cio.sc.gov/SCSolicitationWeb/contractSearch.do?solicitnumber=5400005983>

- d. SCPRT has no landscaping contracts ending this year.

Research

- After a request for information has been answered, SCPRT enters information about the request into the request log, a Microsoft Access database, created internally by SCPRT staff. The name and contact information of the requester, the date the request was answered, and a summary of the request and the response are logged. This process takes, at most, a couple of minutes for each request. Logging requests creates a permanent record of the requests. This is beneficial because it makes it possible to quantify the volume of requests as well as to see patterns about who is requesting data, what is being

requested and if there are seasonal patterns to requests. It also provides context about how certain questions have been answered in the past, which may be helpful for crafting future responses.

10. According to the US Travel Association, California ranked first nationally in terms of visitor expenditures (\$133.5 billion) in 2016. The list below provides the ranking and visitor expenditure totals for South Carolina and its competitor states in the Southeast.

Florida	2nd	\$94.0 billion
Georgia	7th	\$28.5 billion
North Carolina	11th	\$23.9 billion
Tennessee	14th	\$19.5 billion
South Carolina	23rd	\$13.9 billion

Film Commission

11. The Film Advisory Committee is an internal agency review committee selected by the Agency Director. Committee membership was developed to ensure a variety of experience and professional perspective in the Film Project review process. There are no set term limits. The Film Advisory Committee includes the following SCPRT staff members:


- Beverly Shelley, Director of Tourism Sales & Marketing
- Dawn Dawson House, Director of Corporate Communications
- Yvette Sistare, Director of Finance
- Emily Johnson, General Counsel
- Justin Hancock, Director of Recreation, Grants & Policy

All Motion Pictures projects applying for incentives are subject to final approval by the Agency Director.

12. The agency has not formally discussed with local governments, local government associations or other stakeholders the idea of allowing local governments to implement a local admissions tax provided that a portion of these tax collections be use for supplemental motion picture incentives. The idea of local motion picture incentives has been informally discussed with stakeholders in the Beaufort area in response to questions concerning ways Beaufort may recruit more film activity. In this discussion, Film Office staff referenced the additional incentive provided by the City of Savannah, which was established by the city to supplement Georgia's motion picture rebates.

I hope that this information and the enclosed reports and documents will adequately satisfy the needs of the Subcommittee. If I may provide any additional information or clarification about any of the information provide in this letter or accompanying documents, please do not hesitate to contact me.

Sincerely,


Duane Parrish

Enclosures

cc: The Honorable Laurie Slade Funderburk
The Honorable Wm. Weston J Newton
The Honorable Robert Q. Williams

State Tourism Offices' Total Marketing Funding (Actual vs Budget)

State	FY 2016-2017a	FY 2017-2018p	% Change
Alabama	\$8,115,055.00	\$9,199,881.00	13.00%
Alaska	\$2,482,720.00	\$4,848,809.00	95.00%
Arizona	\$10,956,969.00	\$11,227,720.00	3.00%
Arkansas	\$12,191,546.00	\$13,151,494.00	8.00%
California	\$101,394,628.28	\$106,339,771.43	5.00%
Colorado	\$18,674,900.00	\$18,847,000.00	1.00%
Connecticut	\$6,597,251.00	\$6,177,800.00	-6.00%
Delaware	\$735,000.00	\$635,000.00	-14.00%
Florida	\$64,539,191.50	\$63,859,323.00	-1.00%
Georgia	\$7,642,269.00	\$7,642,269.00	0.00%
Hawaii	\$75,262,000.00	\$82,372,843.00	9.00%
Idaho	\$4,889,913.00	\$5,937,405.00	21.00%
Illinois	\$30,440,862.05	\$16,909,167.00	-45.00%
Indiana	\$3,889,326.00	\$2,825,231.00	-27.00%
Kansas	\$2,816,279.00	\$2,526,048.00	-10.00%
Kentucky	\$7,204,204.34	\$9,063,300.00	26.00%
Louisiana	\$8,533,637.00	\$11,621,676.00	36.00%
Maine	\$10,983,426.00	\$12,424,000.00	13.00%
Maryland	\$5,486,184.00	\$5,469,984.00	0.00%
Massachusetts	\$1,460,000.00	\$1,460,000.00	0.00%
Michigan	\$29,573,594.00	\$31,169,975.00	5.00%
Minnesota	\$9,659,712.00	\$9,839,772.00	2.00%
Mississippi	\$3,024,589.55	\$2,877,101.09	-5.00%
Missouri	\$16,854,773.37	\$7,921,883.10	-53.00%
Montana	\$12,403,057.47	\$14,250,920.00	15.00%
Nebraska	\$3,678,389.61	\$3,987,503.00	8.00%
Nevada	\$12,141,194.01	\$15,192,247.00	25.00%
New Jersey	\$5,119,000.00	\$7,910,000.00	55.00%
New Mexico	\$9,449,577.00	\$9,423,500.00	0.00%
North Carolina	\$10,799,604.00	\$11,253,729.00	4.00%
North Dakota	\$4,660,897.50	\$4,006,601.00	-14.00%
Ohio	\$7,409,485.00	\$8,566,000.00	16.00%
Oklahoma	\$7,631,357.82	\$8,976,176.12	18.00%
Oregon	\$13,426,829.42	\$19,596,521.00	46.00%
Pennsylvania	\$2,535,848.00	\$2,472,569.00	-3.00%
Rhode Island	\$4,603,000.00	\$5,100,000.00	11.00%
South Carolina	\$9,550,453.54	\$11,377,459.00	19.00%
South Dakota	\$11,595,000.00	\$12,895,000.00	11.00%
Tennessee	\$14,911,522.00	\$14,694,000.00	-2.00%
Texas	\$38,470,643.00	\$17,203,230.00	-55.00%
Utah	\$15,517,015.00	\$16,821,657.00	8.00%
Vermont	\$2,193,689.21	\$2,271,000.00	4.00%
Virginia	\$10,219,683.33	\$9,944,063.00	-3.00%
Washington	\$104,600.00	\$57,630.00	-45.00%
West Virginia	\$5,303,064.00	\$7,386,750.00	39.00%

Wisconsin	\$11,035,600.00	\$11,118,100.00	1.00%
Wyoming	\$9,507,257.00	\$9,812,790.00	3.00%

	FY 2016-2017a	FY 2017-2018p	% Change
TOTAL (Selected States)	\$665,674,797.00	\$668,664,897.70	0.00%
AVERAGE (Selected States)	\$14,163,293.60	\$14,226,912.70	0.00%
MEDIAN (Selected States)	\$9,449,577.00	\$9,423,500.00	0.00%
	FY 2016-2017a	FY 2017-2018p	% Change
TOTAL (All Reporting States)	\$665,674,797.00	\$668,664,897.70	0.00%
AVERAGE (All Reporting States)	\$14,163,293.60	\$14,226,912.70	0.00%
MEDIAN (All Reporting States)	\$9,449,577.00	\$9,423,500.00	0.00%

a – Actual Spending

p – Provisional Budget

FY 13

<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 661,645.16
BFG COMMUNICATIONS	BFG Program Funds 12-13	-\$ 512,844.87
TOTAL		-\$ 1,174,490.03

FY 14		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 239,000.00
BFG COMMUNICATIONS	Promote Meetings And Reunions	-\$ 20,304.91
BFG COMMUNICATIONS	Collateral Printing Small Format	-\$ 70,261.55
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Brand Mgt	-\$ 8,110.00
BFG COMMUNICATIONS	RESEARCH THROUGH BFG	-\$ 213,343.12
BFG COMMUNICATIONS	Creative & Production	-\$ 1,074,841.61
BFG COMMUNICATIONS	BFG SPECIAL EVENTS	-\$ 20,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 3,070,284.30
BFG COMMUNICATIONS	Media Schedule	-\$ 76,400.00
BFG COMMUNICATIONS	Media Sch Rev	-\$ 479,042.00
BFG COMMUNICATIONS	Media Schedule	-\$ 196,800.00
BFG COMMUNICATIONS	Pr Programming	-\$ 116,456.73
BFG COMMUNICATIONS	Not assigned	-\$ 82,563.95
BFG COMMUNICATIONS	Not assigned	-\$ 330,191.79
BFG COMMUNICATIONS	German Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 130,000.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 85,700.00
BFG COMMUNICATIONS	DIGITAL ASSET MGT	-\$ 250,000.00
BFG COMMUNICATIONS	Web Develop New Site	-\$ 499,075.00
BFG COMMUNICATIONS	INT'L/COASTAL PARTNERSHIP	-\$ 200,000.00
TOTAL		-\$ 8,733,374.96

FY 15		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Creative & Production	-\$ 766,920.01
BFG COMMUNICATIONS	Film Office PR and Marketing	-\$ 137,628.29
BFG COMMUNICATIONS	Brand Mgt	-\$ 170,763.40
BFG COMMUNICATIONS	FAMILY CIRCLE CUP	-\$ 50,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 3,545,067.11
BFG COMMUNICATIONS	Media Sch Rev	-\$ 438,807.00
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 280,000.00
BFG COMMUNICATIONS	Hickory Knob	-\$ 3,297.33
BFG COMMUNICATIONS	Hickory Knob Ed & Event	-\$ 3,925.38
BFG COMMUNICATIONS	Promote Meetings And Reunions	-\$ 2,590.75
BFG COMMUNICATIONS	Atalaya Festival Promotions	-\$ 9,996.50
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 220,000.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 73,083.04
BFG COMMUNICATIONS	FAMILY CIRCLE CUP	-\$ 200,000.00
BFG COMMUNICATIONS	Seo And Sem	-\$ 249,417.28
BFG COMMUNICATIONS	Pr Programming	-\$ 104,490.98
BFG COMMUNICATIONS	Web Develop New Site	-\$ 112,225.51
BFG COMMUNICATIONS	Travel South International Representation	-\$ 45,000.00
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 30,000.00
BFG COMMUNICATIONS	German Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 156,000.00
BFG COMMUNICATIONS	BUSA - Inspiration guide	-\$ 24,000.00
BFG COMMUNICATIONS	German Product Devel	-\$ 30,400.00
BFG COMMUNICATIONS	Brazil	-\$ 13,750.00
BFG COMMUNICATIONS	UK/Ireland Package Travel	-\$ 15,200.00
BFG COMMUNICATIONS	Canada	-\$ 11,850.00
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 57,500.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 128,800.00
BFG COMMUNICATIONS	Welcome Center technology	-\$ 156,305.00
BFG COMMUNICATIONS	Contingency	-\$ 209,350.94
BFG COMMUNICATIONS	Web Develop New Site	-\$ 40,000.00
TOTAL		-\$ 8,857,368.52

FY 16		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Creative & Production	-\$ 820,789.37
BFG COMMUNICATIONS	Heritage Golf	-\$ 17,536.86
BFG COMMUNICATIONS	Media Schedule	-\$ 3,649,905.86
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 165,166.00
BFG COMMUNICATIONS	Media Sch Rev	-\$ 632,900.00
BFG COMMUNICATIONS	Media Schedule	-\$ 18,000.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 88,517.15
BFG COMMUNICATIONS	Web Develop New Site	-\$ 521,616.53
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 220,000.00
BFG COMMUNICATIONS	Pr Programming	-\$ 213,823.92
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 428,414.00
BFG COMMUNICATIONS	Parks Creative & Production	-\$ 109,225.42
BFG COMMUNICATIONS	Pricing Sheet	-\$ 41,853.66
BFG COMMUNICATIONS	Atalaya Festival Promotions	-\$ 4,817.03
BFG COMMUNICATIONS	Media Schedule - Golf	-\$ 390,327.04
BFG COMMUNICATIONS	Strategic Marketing Partnerships	-\$ 268,198.75
BFG COMMUNICATIONS	Brand Mgt	-\$ 51,300.00
BFG COMMUNICATIONS	Travel South International Representatio	-\$ 65,000.00
BFG COMMUNICATIONS	UK/Ireland Direct Sales	-\$ 19,900.00
BFG COMMUNICATIONS	Joint Market Direct Sales	-\$ 50,000.00
BFG COMMUNICATIONS	Travel South Sales Mission	-\$ 9,500.00
BFG COMMUNICATIONS	Brazil WTM	-\$ 3,750.00
BFG COMMUNICATIONS	Travel Trade Fam - Heritage	-\$ 5,000.00
BFG COMMUNICATIONS	Travel South Membership	-\$ 50,000.00
BFG COMMUNICATIONS	German Media Placement	-\$ 93,378.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 61,694.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 127,000.00
BFG COMMUNICATIONS	International collateral	-\$ 32,450.00
BFG COMMUNICATIONS	German Product Devel	-\$ 33,600.00
BFG COMMUNICATIONS	Brazil	-\$ 14,450.00
BFG COMMUNICATIONS	UK/Ireland Package Travel	-\$ 36,910.00
BFG COMMUNICATIONS	France	-\$ 19,100.00
BFG COMMUNICATIONS	Canada	-\$ 27,600.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 218,018.00
BFG COMMUNICATIONS	Film Office PR and Marketing	-\$ 25,949.00
BFG COMMUNICATIONS	Media Schedule	-\$ 270,839.50
BFG COMMUNICATIONS	Data Management Contract	-\$ 102,600.00
BFG COMMUNICATIONS	Strategic Marketing Partnerships	-\$ 45,000.00
BFG COMMUNICATIONS	Data Management Contract	-\$ 9,533.19
BFG COMMUNICATIONS	Data Management Contract	-\$ 127,550.00
TOTAL		-\$ 10,522,213.28

FY 17		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 477,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 133,273.96
BFG COMMUNICATIONS	Web Develop New Site	-\$ 19,800.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 54,999.99
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 954,000.00
BFG MARKETING LLC	Creative & Production	-\$ 429,368.98
BFG MARKETING LLC	Media Schedule - Golf	-\$ 397,570.84
BFG MARKETING LLC	Brand Mgt	-\$ 216,669.31
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 122,547.79
BFG MARKETING LLC	Media Schedule	-\$ 3,813,950.68
BFG MARKETING LLC	Media Sch Rev	-\$ 553,293.57
BFG MARKETING LLC	Web Develop New Site	-\$ 306,554.63
BFG MARKETING LLC	International Representation	-\$ 4,999.81
BFG MARKETING LLC	Travel South International Representatio	-\$ 85,000.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 18,650.00
BFG MARKETING LLC	Joint Market Direct Sales	-\$ 60,000.00
BFG MARKETING LLC	Receptive Mission	-\$ 2,500.00
BFG MARKETING LLC	International Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Sales Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Membership	-\$ 105,000.00
BFG MARKETING LLC	German Media Placement	-\$ 93,378.00
BFG MARKETING LLC	UK/Ireland Media Placement	-\$ 61,694.00
BFG MARKETING LLC	BUSA - Inspiration guide	-\$ 27,350.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 22,013.99
BFG MARKETING LLC	German Product Devel	-\$ 41,000.00
BFG MARKETING LLC	Brazil	-\$ 18,240.00
BFG MARKETING LLC	UK/Ireland Package Travel	-\$ 50,280.00
BFG MARKETING LLC	France	-\$ 22,920.00
BFG MARKETING LLC	Brand USA Partnership	-\$ 225,138.00
BFG MARKETING LLC	Parks Media Schedule	-\$ 344,816.58
BFG MARKETING LLC	Ctl On Going Marketing	-\$ 16,000.00
BFG MARKETING LLC	Parks Creative & Production	-\$ 39,656.75
BFG MARKETING LLC	Pricing Sheet	-\$ 10,000.00
BFG MARKETING LLC	Atalaya Festival Promotions	-\$ 5,000.00
BFG MARKETING LLC	Social Networking & Web Support	-\$ 242,037.48
BFG MARKETING LLC	Pr Programming	-\$ 96,188.24
BFG MARKETING LLC	Data Management Contract	-\$ 14,440.00
BFG MARKETING LLC	Lace House Programming	-\$ 63,811.41
BFG MARKETING LLC	Data Management Contract	-\$ 74,996.26
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 32,026.60
TOTAL		-\$ 9,266,166.87

FY 18		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG MARKETING LLC	Parks Media Schedule	-\$ 308,932.13
BFG MARKETING LLC	Ctl On Going Marketing	-\$ 15,612.10
BFG MARKETING LLC	Parks Creative & Production	-\$ 66,643.28
BFG MARKETING LLC	Atalaya Festival Promotions	-\$ 5,000.00
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 1,431,000.00
BFG MARKETING LLC	Media Schedule	-\$ 4,167,719.25
BFG MARKETING LLC	Media Sch Rev	-\$ 20,921.65
BFG MARKETING LLC	Media Sch Rev	-\$ 422,874.00
BFG MARKETING LLC	Media Schedule - Golf	-\$ 399,103.76
BFG MARKETING LLC	Creative & Production	-\$ 433,891.57
BFG MARKETING LLC	Brand Mgt	-\$ 6,871.26
BFG MARKETING LLC	Heritage Golf	-\$ 51,339.68
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 476,660.39
BFG MARKETING LLC	Pr Programming	-\$ 302,250.73
BFG MARKETING LLC	Social Networking & Web Support	-\$ 300,099.11
BFG MARKETING LLC	Web Develop New Site	-\$ 306,280.67
BFG MARKETING LLC	Data Management Contract	-\$ 93,100.66
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 35,763.30
BFG MARKETING LLC	Travel South Showcase	-\$ 111,000.00
BFG MARKETING LLC	International Representation	-\$ 5,000.00
BFG MARKETING LLC	Travel South International Representatio	-\$ 72,550.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 18,650.00
BFG MARKETING LLC	Joint Market Direct Sales	-\$ 25,000.00
BFG MARKETING LLC	Travel South Sales Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Membership	-\$ 114,000.00
BFG MARKETING LLC	Brand Mgt	-\$ 3,857.00
BFG MARKETING LLC	German Media Placement	-\$ 113,547.00
BFG MARKETING LLC	UK/Ireland Media Placement	-\$ 254,596.00
BFG MARKETING LLC	BUSA - Inspiration guide	-\$ 25,500.00
BFG MARKETING LLC	Brand USA Partnership	-\$ 139,500.00
BFG MARKETING LLC	Lace House Programming	-\$ 97,695.33
BFG MARKETING LLC	CTL Venue Marketing	-\$ 152.48
BFG MARKETING LLC	CTL Event Venue Marketing	-\$ 56,569.38
TOTAL		-\$ 9,886,680.73

FY 19 (YTD)			
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>	<u>Remaining Balance</u>
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 357,750.00	\$ 1,073,250.00
BFG MARKETING LLC	Creative & Production	-\$ 44,794.95	\$ 422,905.05
BFG MARKETING LLC	Media Schedule	-\$ 95,723.73	\$ 3,510,675.27
BFG MARKETING LLC	Media Sch Rev		\$ 1,000,000.00
BFG MARKETING LLC	Web Develop New Site	-\$ 18,721.20	\$ 381,278.80
BFG MARKETING LLC	Media Schedule - Golf		\$ 500,000.00
BFG MARKETING LLC	Data Management Contract	-\$ 17,279.00	\$ 182,721.00
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 15,750.00	\$ 484,250.00
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 2,575.00	\$ 97,425.00
BFG MARKETING LLC	Pr Programming	-\$ 50,726.04	\$ 409,273.96
BFG MARKETING LLC	Social Networking & Web Support	-\$ 4,832.77	\$ 135,167.23
BFG MARKETING LLC	Parks Media Schedule	-\$ 4,840.14	\$ 295,159.86
BFG MARKETING LLC	Ctl On Going Marketing		\$ 16,000.00
BFG MARKETING LLC	Parks Creative & Production	-\$ 1,983.89	\$ 68,016.11
BFG MARKETING LLC	Pricing Sheet		\$ 10,000.00
BFG MARKETING LLC	Atalaya Festival Promotions		\$ 6,500.00
BFG MARKETING LLC	CTL Event Venue Marketing	-\$ 8,989.95	\$ 71,010.05
BFG MARKETING LLC	Social Networking & Web Support	-\$ 36,666.00	\$ 183,334.00
BFG MARKETING LLC	Lace House Programming	-\$ 3,345.00	\$ 116,655.00
BFG MARKETING LLC	Travel South Showcase		\$ 165,000.00
BFG MARKETING LLC	International Representation		\$ 11,000.00
BFG MARKETING LLC	Travel South International Representatio		\$ 55,000.00
BFG MARKETING LLC	UK/Ireland Direct Sales		\$ 20,000.00
BFG MARKETING LLC	Joint Market Direct Sales		\$ 25,000.00
BFG MARKETING LLC	Travel South Sales Mission		\$ 25,000.00
BFG MARKETING LLC	Travel South Membership		\$ 155,000.00
BFG MARKETING LLC	German Media Placement		\$ 160,130.00
BFG MARKETING LLC	UK/Ireland Media Placement		\$ 154,350.00
BFG MARKETING LLC	France media		\$ 53,750.00
BFG MARKETING LLC	China media		\$ 77,083.00
BFG MARKETING LLC	BUSA - Inspiration guide		\$ 27,900.00
BFG MARKETING LLC	Canada		\$ 21,450.00
BFG MARKETING LLC	Brand USA Partnership		\$ 56,275.00
TOTAL (YTD)		-\$ 663,977.67	\$ 9,970,559.33

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
20/20 Facilities, LLC	Research/Focus Groups Vendor	X					
2014 NCSTD Mercury Awards	Event/Production Supplies Vendor		X				
4Infoinc	Media/Social Media Vendor				X		
AARP	Media/Social Media Vendor					X	X
Access Intelligence, LLC	Events/Sponsorship Vendor		X				
Accurate Lithography Inc	Printing Vendor				X	X	X
Accuweather	Media/Social Media Vendor					X	X
Adam Edwards Kirby	Freelance/Contractor					X	
Adams Outdoor Advertising	Media/Social Media Vendor	X	X	X	X	X	X
Adara	Media/Social Media Vendor			X			
Adrian Awards Competition	Event/Production Supplies Vendor		X	X			
Adversity Outdoor Advertising LLC	Media/Social Media Vendor		X	X			
AIA Corp	Event/Production Supplies Vendor	X	X	X	X	X	X
Alliance Technology Partners	Technology				X	X	
Allie Katz Promotions LLC	Staffing Vendor					X	
Allison Entrekin	Freelance/Contractor				X		
Almeida, Rogerio Moreira de	Freelance/Contractor		X				
Aloompa, LLC	Technology/Software/APPs			X	X	X	X
Alpha Media	Media/Social Media Vendor		X	X			
am3 adsource	Event/Production Supplies Vendor		X	X			X
Amanda Henry's Popcorn Parlor	Event/Production Supplies Vendor			X			
Amazing Event Rentals	Events/Sponsorship Vendor				X	X	X
Amazon.com	Event/Production Supplies Vendor		X	X	X	X	X
American Film Market	Event/Production Supplies Vendor	X					
Andrew Nix	Photography/Videography Vendor						X
AOL Advertising Inc	Media/Social Media Vendor	X	X	X			
Arf & Co	Media/Social Media Vendor	X					
Argonaut Audio LLC	Photography/Videography Vendor				X	X	X
Aristotle, Inc	Technology	X					
Atlanta Food & Wine Festival	Events/Sponsorship Vendor		X	X	X	X	X
Attendify	Event/Production Supplies Vendor			X			
Avangate Telestream	Technology			X			
Avis Rent A Car System, Inc	Event/Production Supplies Vendor	X		X	X		
B & H Photo-Video	Photography/Videography Vendor	X					X
Backpacker Online	Media/Social Media Vendor				X		
Ballantines PR LLC	Public Relations		X	X			
Beaufort Regional Chamber of Commerce	Events/Sponsorship Vendor	X					
Beautiful Places Alliance	Events/Sponsorship Vendor		X				
Berger, Matthew	Freelance/Contractor	X					
Bill Barley & Associates, Inc	Photography/Videography Vendor			X	X	X	
Billboard Connection	Media/Social Media Vendor		X				
Black's Smokehouse	Event/Production Supplies Vendor		X				
BLiNQ Media, LLC	Media/Social Media Vendor	X	X				
Bob Doster's Backstreet Studio Ltd	Event/Production Supplies Vendor		X				
Borrow Lenses	Photography/Videography Vendor	X					
Bottom Line Products	Event/Production Supplies Vendor			X	X	X	X
Boutique Editions Ltd	Media/Social Media Vendor	X					
Bowens Island Restaurant LLC	Events/Sponsorship Vendor						X
Brad Blake	Photography/Videography Vendor					X	
Brand USA	SCPRT Int'l Mktg & Advertising Activity	X	X	X	X	X	

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Brandfarmers, LLC	Event/Production Supplies Vendor		X			X	
Brian Waters	Freelance/Contractor					X	
Brunson Photo Design	Photography/Videography Vendor			X			
Bulldog Tours	Event/Production Supplies Vendor			X	X	X	
Camel City Posters	Printing Vendor		X	X		X	
Captivate Network	Media/Social Media Vendor				X		
Carbon Media Group	Media/Social Media Vendor		X	X			
Caricatures By Catherine	Event/Production Supplies Vendor					X	
Carolina Plantation Rice	Event/Production Supplies Vendor			X			
Charleston Area Convention and Visitors Bureau	Media/Social Media Vendor			X	X	X	X
Charleston Magazine	Media/Social Media Vendor				X	X	X
Charleston Place LLC	Event/Production Supplies Vendor	X	X	X	X	X	X
Charleston Sign LLC	Event/Production Supplies Vendor		X				
Charleston Wine + Food Festival	Events/Sponsorship Vendor			X	X	X	X
CharlestonCityPaper.com	Print Ads					X	
Chris M Rogers Photography, Inc	Photography/Videography Vendor	X	X	X	X	X	X
Chute Corporation	Event/Production Supplies Vendor					X	
Cision US Inc	Media/Social Media Vendor			X	X	X	
Clark Berry Photographers, LLC	Photography/Videography Vendor				X		
Clear Channel - Atlanta	Media/Social Media Vendor		X		X	X	
Cleverbridge.net	Event/Production Supplies Vendor	X					
CMT Agency, Inc	Staffing Vendor					X	
CMYK Proof Imaging	Photography/Videography Vendor	X	X				
Coastal Focus LLC	Research/Focus Groups Vendor	X					
Coastal Outdoor	Media/Social Media Vendor		X	X	X	X	
Coastal South Carolina USA	Event/Production Supplies Vendor		X				
Coastal Talent - OLD	Staffing Vendor						X
Cocobon Chocolatier	Event/Production Supplies Vendor			X			
Collinson Media and Events	Event/Production Supplies Vendor						X
Columbia Bridal Associates	Events/Sponsorship Vendor						X
Columbia Business Monthly	Print Ads					X	
Columbia Flag & Sign Company, LLC	Event/Production Supplies Vendor				X	X	X
Conde Nast	Media/Social Media Vendor				X	X	X
Corbis Corp	Event/Production Supplies Vendor			X			
Crantford Research	Research/Focus Groups Vendor			X			
Crazy Sisters	Event/Production Supplies Vendor					X	
Creative Edge Parties Caterers Inc	Event/Production Supplies Vendor						X
Cru Catering	Event/Production Supplies Vendor			X			
Cumulus - Charleston	Media/Social Media Vendor		X	X			
Cumulus - Chattanooga	Media/Social Media Vendor			X			
Cumulus - Myrtle Beach	Media/Social Media Vendor			X			
Custom Magnets Direct	Event/Production Supplies Vendor		X	X			
Cypress	Event/Production Supplies Vendor			X			
David Vincent Young	Photography/Videography Vendor					X	
Deluxe Media Creative Services, Inc	Media/Social Media Vendor	X					
Devlin Video Intl LLC	Photography/Videography Vendor	X					
DGA	Media/Social Media Vendor	X					
DiGennaro Communications, LLC	Public Relations	X	X				
Direct Promotionals.com	Event/Production Supplies Vendor					X	
Directions Talent Agency	Staffing Vendor				X		

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Directors Guild of America	Freelance/Contractor				X	X	X
DISH TV, Comcast/DISH- I Atlanta, GA	Media/Social Media Vendor				X		
Displays 2 Go	Event/Production Supplies Vendor	X			X	X	X
Dotties Toffee	Event/Production Supplies Vendor			X	X	X	
Duane D. Raver	Freelance/Contractor				X		
Earth Networks, Inc	Media/Social Media Vendor			X			
Easy Canvas Prints	Event/Production Supplies Vendor					X	
ECIV-TV	Media/Social Media Vendor		X	X			X
EGXA-TV	Media/Social Media Vendor						X
Electric City Printing	Printing				X	X	X
Elizabeth Wiersema	Freelance/Contractor			X	X	X	X
Elliott House Inn	Event/Production Supplies Vendor		X				
Elrom Inc	Photography/Videography Vendor	X			X		
Email on Acid	Technology		X	X	X	X	X
Enterprise Rent-a-Car	Media/Social Media Vendor				X	X	X
EPS-Doublet	Printing Vendor	X	X	X	X	X	
Etsy.com	Event/Production Supplies Vendor		X			X	
EventHaus Inc	Event/Production Supplies Vendor			X			
ExactTarget, Inc	Technology				X		X
Executive Shuttle Network, LLC	Event/Production Supplies Vendor					X	
Expand International of America, Inc	Event/Production Supplies Vendor					X	X
Extreme Reach, Inc	Event/Production Supplies Vendor		X	X	X	X	X
Eye Productions Inc	Event/Production Supplies Vendor		X				
Facebook Advertising	Media/Social Media Vendor		X				X
Fairway Outdoor	Media/Social Media Vendor	X	X	X	X	X	X
Family Circle Cup	Events/Sponsorship Vendor	X		X			
Farm to Table Event Company LLC	Events/Sponsorship Vendor					X	
FastSigns	Printing Vendor		X				
FedEx	Shipping	X	X	X	X	X	X
First in Focus Research, Inc	Research/Focus Groups Vendor		X				
Five Points Foundation	Events/Sponsorship Vendor						X
Flagship Sign & Design	Event/Production Supplies Vendor				X		
Florence Convention & Visitors Bureau	Event/Production Supplies Vendor			X			
Flowers by Sue	Event/Production Supplies Vendor						X
Food for the Southern Soul, LLC	Event/Production Supplies Vendor			X			
Food Network Magazine LLC	Media/Social Media Vendor	X	X				
Formstack	Event/Production Supplies Vendor			X	X		
Fox 24 WTAT-TV	Media/Social Media Vendor		X				
Fox 28 WTGS-TV	Media/Social Media Vendor		X				
Fox 43 WTNZ	Media/Social Media Vendor		X				
Fox 54 WFXG-TV	Media/Social Media Vendor		X				
Fox 61 WDSI-TV	Media/Social Media Vendor		X				
Fox 8 WGHP-TV	Media/Social Media Vendor		X				
Fox WACH-TV	Media/Social Media Vendor		X				
Fox WHNS-TV	Media/Social Media Vendor		X				
Fulton Lane Inn	Event/Production Supplies Vendor		X				
G&G Mercantile + Co	Event/Production Supplies Vendor		X				
Gannett/USA Today	Media/Social Media Vendor					X	X
Garden & Gun Magazine LLC	Media/Social Media Vendor	X	X	X	X	X	X
Garfield Signs & Graphics	Event/Production Supplies Vendor					X	

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Gary's Chop Shop, Inc	Media/Social Media Vendor	X					
Genesis Creative	Photography/Videography Vendor	X	X	X	X	X	
Georgetown County Chamber of Commerce	Events/Sponsorship Vendor						X
GetTimely	Event/Production Supplies Vendor		X				
Gillies and Zaiser, Inc	Events/Sponsorship Vendor			X			
Golf Channel, The	Media/Social Media Vendor		X				
Golf Magazine	Media/Social Media Vendor			X	X	X	X
Golf Vacations of Columbia, LLC	Events/Sponsorship Vendor					X	
Golf.com	Media/Social Media Vendor				X	X	X
Goodway Group	Media/Social Media Vendor		X	X	X	X	X
Google, Inc	Media/Social Media Vendor		X	X	X	X	X
Grace Outdoor	Media/Social Media Vendor	X	X	X	X	X	X
Great Frame-Up, The	Event/Production Supplies Vendor	X					
Greenville News, The	Media/Social Media Vendor	X					
Gulfstream Communications	Event/Production Supplies Vendor	X		X			X
Harbourtown Golf Shop	Event/Production Supplies Vendor	X					
Hectic NY	Media/Social Media Vendor	X	X				
Heidi's Corner Restaurant Group, Inc.	Event/Production Supplies Vendor						X
HelloWorld, Inc (formerly ePrize)	Events/Sponsorship Vendor	X					
Heritage Classic Foundation	Events/Sponsorship Vendor	X	X	X	X	X	X
High Output Inc	Media/Social Media Vendor		X				
Hilton Garden Inn Hilton Head	Event/Production Supplies Vendor	X	X	X	X	X	X
Hilton Head Island Concours d'Elegance, Inc	Events/Sponsorship Vendor				X	X	
Hilton Head Moving & Storage Co, Inc	Event/Production Supplies Vendor		X				
Holt Audio Visual & Video, Inc.	Photography/Videography Vendor					X	
Home Team Events	Event/Production Supplies Vendor				X		
Hulu	Media/Social Media Vendor				X	X	
iHeartMedia	Media/Social Media Vendor		X	X			
iHeartMedia - Myrtle Beach	Media/Social Media Vendor		X	X	X		
iHeartMedia Florence	Media/Social Media Vendor		X	X			
Image 360 Columbia NE	Photography/Videography Vendor			X			
IMG College LLCWorldwide Inc	Media/Social Media Vendor	X	X				
IMG Media Ltd	Media/Social Media Vendor	X					
In A Pinch Courier Service, LLC	Printing Vendor			X			
In the Kitchen with Chef Bob Waggoner	Event/Production Supplies Vendor						X
IngleDodd Media	Media/Social Media Vendor	X	X			X	X
Interior Foliage Design Inc.	Event/Production Supplies Vendor						X
Interactive Voices, Inc	Event/Production Supplies Vendor		X				
J M Smith Corporation	Events/Sponsorship Vendor				X		
Jakprints, Inc.	Printing Vendor					X	X
Jason Sound	Event/Production Supplies Vendor		X	X			
Jonathan Sharpe, LLC	Photography/Videography Vendor				X		
Joshua Aaron Photography, LLC	Photography/Videography Vendor						X
Karambelas Enterprises	Event/Production Supplies Vendor		X		X		
Katherine Jumper Caldwell	Freelance/Contractor		X		X		
Kathy G. and Company Inc.	Event/Production Supplies Vendor					X	
KDKA-TV	Media/Social Media Vendor				X	X	X
Kegerris Outdoor	Media/Social Media Vendor				X	X	X
Kennickell Print & Communications	Printing Vendor	X	X	X	X	X	
Kerry Egan	Freelance/Contractor		X	X	X	X	X

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Kiawah Island Golf Resort	Events/Sponsorship Vendor			X			
Kiki's Chicken and Waffles LLC	Event/Production Supplies Vendor						X
Killer Tracks	Photography/Videography Vendor	X	X	X	X	X	
Kumpfortes, LLC	Event/Production Supplies Vendor					X	
Lakeview Productions Inc	Events/Sponsorship Vendor	X					
Lamar Companies	Media/Social Media Vendor	X	X	X	X	X	X
Legacy Glenn, LLC	Event/Production Supplies Vendor					X	X
Lettrs	Event/Production Supplies Vendor		X				
Lightspeed Research LLC	Research/Focus Groups Vendor	X	X				
Lingo Films, Inc	Media/Social Media Vendor	X					
Links Grill	Event/Production Supplies Vendor			X			
LINKS Magazine- Digital	Media/Social Media Vendor			X	X	X	X
Linotype.com	Event/Production Supplies Vendor		X				
ListEngage Inc	Event/Production Supplies Vendor			X	X	X	X
Litchfield Group LLC	Event/Production Supplies Vendor					X	
LMG Compass	Media/Social Media Vendor					X	
Local Boys Do Good	Events/Sponsorship Vendor		X	X	X	X	X
Locale Palate Magazine	Media/Social Media Vendor			X	X	X	X
Lowcountry Parent	Media/Social Media Vendor					X	
Lowcountry Shelving & Glass Co Inc	Event/Production Supplies Vendor						X
Lynn Page Ivey	Freelance/Contractor		X	X	X		
Lynn Seldon, Inc	Freelance/Contractor			X	X	X	
Madden Media	Media/Social Media Vendor			X			
Madden Preprint Media, LLC	Media/Social Media Vendor	X				X	
Maptote	Event/Production Supplies Vendor				X	X	
Marco Promotions Products	Event/Production Supplies Vendor				X	X	
Mariah Media Network LLC	Media/Social Media Vendor					X	X
Marie Johannemann	Freelance/Contractor		X	X	X	X	X
Market Approach Consulting, LLC	Media/Social Media Vendor						X
Market Insight, Inc	Research/Focus Groups Vendor		X				
Market Street Munchies	Event/Production Supplies Vendor			X			
Masters Tournament Guide	Media/Social Media Vendor				X		
MD Design Charleston	Event/Production Supplies Vendor						X
Meadors Construction Corporation	Media/Social Media Vendor		X		X	X	X
MediaPost Awards	Event/Production Supplies Vendor			X			
Meredith Corp	Media/Social Media Vendor	X	X	X			
Michael David Hails	Freelance/Contractor				X	X	X
Michael F Koska, III	Event/Production Supplies Vendor					X	X
Michael Glover	Event/Production Supplies Vendor						X
Michael Martin Ganzert Jr.	Photography/Videography Vendor						X
Microsoft Corp	Technology						X
Midlands Market Research	Research/Focus Groups Vendor			X			
Midlands Printing, Inc	Printing Vendor		X	X	X	X	
Millennial Media, Inc	Media/Social Media Vendor		X				
Mills House Wyndham Grand Hotel	Event/Production Supplies Vendor		X				
MNI Targeted Media Inc	Media/Social Media Vendor		X	X			
Moontide Media	Media/Social Media Vendor				X	X	X
Morris Media Network dba Augusta Magazine	Media/Social Media Vendor					X	X
Morris Publishing Group	Media/Social Media Vendor		X	X			
Morris, Moira "Casie"	Event/Production Supplies Vendor		X	X			

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Movers & Shakers Mix LLC	Staffing Vendor				X		
National Federation of Press Women	Events/Sponsorship Vendor	X					
Navigate Media, Inc	Media/Social Media Vendor			X			
Naylor, LLC	Media/Social Media Vendor						X
NCC	Media/Social Media Vendor	X	X	X			
Neutron Media	Media/Social Media Vendor				X		
New Relic	Technology		X	X	X	X	X
NewStripe	Event/Production Supplies Vendor		X				
Nigel Groce-Wright	Photography/Videography Vendor						X
North Creative, LLC	Photography/Videography Vendor			X			
Odessa Steps - Digital Content Creation LLC	Photography/Videography Vendor				X		X
Off Menu Ltd dba Bourbon	Event/Production Supplies Vendor				X		X
Olde Colony Bakery	Event/Production Supplies Vendor		X	X			
Omni Contests	Event/Production Supplies Vendor			X			
One Hot Mama's Hilton Head LLC	Event/Production Supplies Vendor						X
Ordinary, The	Event/Production Supplies Vendor		X	X			
Osprey Production Group LLC	Event/Production Supplies Vendor		X			X	
Outbrain	Media/Social Media Vendor				X	X	X
Outdoor Group	Media/Social Media Vendor			X			
Outfront Media	Media/Social Media Vendor	X	X	X	X	X	
Outside Hilton Head	Event/Production Supplies Vendor	X		X			
Outside Magazine	Media/Social Media Vendor		X	X			
Palmetto Apparel & Embroidery LLC	Event/Production Supplies Vendor		X	X			
Palmetto Commercial Services of the Midlands	Event/Production Supplies Vendor				X		
Palmetto Graphics Inc	Event/Production Supplies Vendor	X	X				
Palmetto Moon	Event/Production Supplies Vendor	X					
Palmetto Parent Magazine	Media/Social Media Vendor	X			X		
Palmetto Partners	Media/Social Media Vendor			X			
Palmetto Pottery	Event/Production Supplies Vendor		X	X			
Palmetto Sound Works, LLC	Event/Production Supplies Vendor		X				
Pandora Media Inc	Media/Social Media Vendor			X		X	X
PaperPresentation.com	Event/Production Supplies Vendor				X		
Parents	Media/Social Media Vendor				X	X	
Pawleys Island Billboard, LLC	Media/Social Media Vendor			X	X	X	
PGA Tournament Corporations, Inc.	Events/Sponsorship Vendor					X	
Phase 3 Media LLC	Events/Sponsorship Vendor				X		
Phoenix, The	Media/Social Media Vendor	X					
Pinatubo, Inc	Photography/Videography Vendor	X	X	X	X		X
Pineapple Public Relations, Inc.	Media/Social Media Vendor						X
Plaza Research	Research/Focus Groups Vendor	X	X				
Polite in Public, Inc	Photography/Videography Vendor					X	
Pond5	Event/Production Supplies Vendor				X	X	X
Post & Courier	Media/Social Media Vendor	X		X	X	X	X
PR Newswire	Media/Social Media Vendor					X	
Presents of Mine Inc	Event/Production Supplies Vendor			X			
Preston Pottery	Event/Production Supplies Vendor						X
Producers Guild of America	Media/Social Media Vendor	X	X				
Production Design Associates, Inc	Event/Production Supplies Vendor				X		
Professional Printers	Printing Vendor	X	X	X	X	X	X
Promotion Management Center, Inc.	Event/Production Supplies Vendor						X

BFG Marketing, LLC
Vendor Activity for SCPRT
Obtained services from 2013 through July 2018

Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
Q1Media, Inc.	Media/Social Media Vendor						X
Rackspace Hosting	Web Services			X			
Rapid Press, Inc	Printing Vendor		X		X		
Raymond Travaglione	Events/Sponsorship Vendor						X
Realtime Media, LLC	Media/Social Media Vendor					X	
Reclaim Workshop LLC	Event/Production Supplies Vendor			X			
Redux Pictures LLC	Photography/Videography Vendor	X					
Renaissance Charleston Hotel	Event/Production Supplies Vendor			X			
Renaissance Hotels	Event/Production Supplies Vendor			X			
Rewined LLC	Event/Production Supplies Vendor		X				
Richard S Hutchinson Management, Inc	Freelance/Contractor	X					
River Runner Outdoor Center	Event/Production Supplies Vendor	X					
Robert Basha	Photography/Videography Vendor			X	X		
Robert J Gillespie, Jr	Freelance/Contractor		X	X	X	X	X
RR Donnelley	Event/Production Supplies Vendor	X	X	X	X	X	X
RubberStampChamp.com	Event/Production Supplies Vendor		X				
S Robards & Company Media Group LLC	Photography/Videography Vendor			X	X	X	X
Salesforce.com Inc	Technology				X	X	X
Saltus River Grill	Event/Production Supplies Vendor			X			
Say Media	Media/Social Media Vendor		X	X	X		
SC Dept of Commerce	Event/Production Supplies Vendor	X					
SC National Heritage Corridor	Events/Sponsorship Vendor			X			
SC Newspaper Network	Media/Social Media Vendor	X	X	X			
SC Park Service	Event/Production Supplies Vendor	X					
SC State Museum	Events/Sponsorship Vendor			X			
SC.Gov	Event/Production Supplies Vendor		X				X
Schneider Publishing	Events/Sponsorship Vendor			X			
ScoreGolf Television	Event/Production Supplies Vendor		X				
Scripps Network	Media/Social Media Vendor	X	X			X	X
Sean Mendes	Freelance/Contractor					X	
Seawell's Food Caterers, Inc.	Event/Production Supplies Vendor						X
Shutterstock, Inc	Printing Vendor	X	X	X	X		
Sign Bracket Store	Event/Production Supplies Vendor				X		
Sign D' Sign	Event/Production Supplies Vendor				X	X	X
Signarama	Event/Production Supplies Vendor					X	
Signs by Tomorrow (SC)	Printing Vendor		X				
Signs for Minds	Event/Production Supplies Vendor	X					
SignsDirect	Event/Production Supplies Vendor		X		X		
Simon, Kimberly	Freelance/Contractor	X					
Sizmek Technologies	Media/Social Media Vendor	X	X	X	X	X	X
Skyline Post, Inc	Media/Social Media Vendor	X					
Smith-Dahmer Associates LLC	Research/Focus Groups Vendor	X	X				
Smoak Stack Studios, LLC	Photography/Videography Vendor						X
Sobys on the Side LLC (Table 301)	Photography/Videography Vendor		X				
Social Toaster	Media/Social Media Vendor		X	X	X	X	X
Society for Features Journalism	Media/Social Media Vendor				X		
Sojern, Inc	Media/Social Media Vendor			X			X
Sonesta Resort Hilton Head Island	Events/Sponsorship Vendor				X	X	X
Sound, The	Printing Vendor		X				
South Carolina Living	Media/Social Media Vendor				X	X	X

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Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
South Carolina Outdoors Inc	Media/Social Media Vendor			X			
South Shore Media	Media/Social Media Vendor				X		
Southeast Tourism Society	Media/Social Media Vendor		X	X	X	X	X
Southern Bride Magazine	Media/Social Media Vendor					X	X
Southern Living National	Media/Social Media Vendor	X	X	X	X	X	X
Southern Valet, LLC	Media/Social Media Vendor			X		X	
Southern Way Inc	Event/Production Supplies Vendor				X		X
Southwest Planning LLC	Event/Production Supplies Vendor		X				
Specific Media, LLC	Media/Social Media Vendor		X	X			
Spice & Tea Exchange, The	Event/Production Supplies Vendor		X				
Sportzone	Event/Production Supplies Vendor		X				
SpotGenie Partners, LLC	Event/Production Supplies Vendor	X	X				
Staples	Event/Production Supplies Vendor		X				
Stars Rooftop & Grill Room	Event/Production Supplies Vendor			X			
State Media Company	Media/Social Media Vendor					X	X
Stephanie Grace	Photography/Videography Vendor				X		
Stevenson Color, Inc	Printing Vendor	X					X
Stewart Road Partners	Media/Social Media Vendor				X	X	
Sticker Giant	Event/Production Supplies Vendor			X	X	X	
Sticker Mule	Event/Production Supplies Vendor			X		X	X
Stripe-It, LLC	Event/Production Supplies Vendor		X	X	X	X	
Suddeutsche Zeitung GmbH	Media/Social Media Vendor			X			
SuperShuttle	Event/Production Supplies Vendor			X			
Sureline LLC	Event/Production Supplies Vendor						X
Surfside Beach Resort	Event/Production Supplies Vendor			X			
Survey Monkey	Event/Production Supplies Vendor			X			
SweetPea's Designs, LLC	Event/Production Supplies Vendor					X	
Takoma Media	Media/Social Media Vendor		X	X	X	X	X
Taste of the Master Chefs, Inc.	Events/Sponsorship Vendor					X	
Terra	Event/Production Supplies Vendor		X				
The Chart Group	Media/Social Media Vendor			X	X		
The Convention Store, Inc.	Event/Production Supplies Vendor					X	
The James Beard Foundation	Events/Sponsorship Vendor				X		X
The Knot	Media/Social Media Vendor						X
The Links at Stoney Point	Events/Sponsorship Vendor			X		X	
The Music Bed LLC	Photography/Videography Vendor						X
The Northeast Newspaper	Media/Social Media Vendor				X		
The Sun News	Media/Social Media Vendor			X	X	X	
Thomas Media Group, LLC	Media/Social Media Vendor			X		X	
Thomas, Harold	Freelance/Contractor		X				
TI Shared Services Inc	Media/Social Media Vendor	X	X	X			
Timeline Productions	Photography/Videography Vendor		X				
Touchpoint Communications, LLC	Media/Social Media Vendor			X	X	X	X
TPM, Inc	Event/Production Supplies Vendor		X		X		
TransPerfect Translations, Inc	Event/Production Supplies Vendor		X	X	X		
Travel South USA	Events/Sponsorship Vendor	X	X	X	X	X	X
Travel Spike	Media/Social Media Vendor		X	X			
TravelClick, Inc	Media/Social Media Vendor			X	X		
Traveler of Charleston	Media/Social Media Vendor			X	X		
TripAdvisor	Media/Social Media Vendor		X	X	X	X	X

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Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
TVP Studios Inc	Photography/Videography Vendor		X				
Turnstile Media Group	Media/Social Media Vendor					X	
U.S. Civil Rights Trail Marketing Alliance	Media/Social Media Vendor					X	X
Upcycle Life Inc	Event/Production Supplies Vendor			X			
UPS	Shipping	X	X	X	X	X	X
US Travel Association	Event/Production Supplies Vendor				X	X	X
User Testing Inc	Research/Focus Groups Vendor			X			
Verifone Media, LLC	Media/Social Media Vendor		X				
Viant US LLC	Media/Social Media Vendor				X	X	X
Video Copy Services Inc	Photography/Videography Vendor		X	X	X		
Vision Screenprinting & Graphics Inc.	Event/Production Supplies Vendor			X	X	X	
Voices.com	Event/Production Supplies Vendor		X	X	X	X	
WACH-TV	Media/Social Media Vendor		X	X	X	X	
WAGT-TV	Media/Social Media Vendor		X	X			
Walgreens	Event/Production Supplies Vendor		X				
Walmart	Event/Production Supplies Vendor	X	X				
Warner/Chappell Production Music, Inc	Photography/Videography Vendor	X					
Warren, Ashley	Freelance/Contractor	X					
WATE	Media/Social Media Vendor				X	X	X
WAVY	Media/Social Media Vendor				X	X	X
WBRE	Media/Social Media Vendor				X	X	X
WBTW-TV	Media/Social Media Vendor		X	X	X	X	X
WCBD-TV	Media/Social Media Vendor		X	X	X	X	X
WCCB Charlotte	Media/Social Media Vendor		X				
WCHS	Media/Social Media Vendor						X
WCMH-TV	Media/Social Media Vendor						X
WCNC-TV	Media/Social Media Vendor						X
WCOS-FM	Media/Social Media Vendor				X		
WCPO	Media/Social Media Vendor				X	X	X
WCSC-TV	Media/Social Media Vendor		X	X	X	X	
WCYB	Media/Social Media Vendor				X	X	X
WDKY-TV	Media/Social Media Vendor					X	X
WDRR-FM	Media/Social Media Vendor		X				
WECT	Media/Social Media Vendor				X	X	
Weddingpages Inc	Media/Social Media Vendor				X	X	
Weidner, Michael	Freelance/Contractor	X					
WFMY-TV	Media/Social Media Vendor		X	X			
WFXB	Media/Social Media Vendor		X	X			
WFXG-TV	Media/Social Media Vendor		X	X		X	X
WFXR-TV	Media/Social Media Vendor				X	X	X
WGHP-TV	Media/Social Media Vendor			X	X	X	X
WGRZ-TV	Media/Social Media Vendor						X
WGXA-TV	Media/Social Media Vendor					X	X
WHHD-FM	Media/Social Media Vendor			X			
WHNS-TV	Media/Social Media Vendor			X	X	X	
Widen Enterprises, Inc	Media/Social Media Vendor		X	X	X	X	X
William H. Cribb	Freelance/Contractor					X	
WILM-TV	Media/Social Media Vendor		X	X		X	X
WIS-TV	Media/Social Media Vendor		X	X	X	X	
WIVB-TV	Media/Social Media Vendor		X				X

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Vendor	Vendor Company Type	2013	2014	2015	2016	2017	2018
WJBF-TV	Media/Social Media Vendor			X	X	X	X
WJCL-TV	Media/Social Media Vendor			X	X	X	X
WJHL	Media/Social Media Vendor				X	X	X
WKBW-TV	Media/Social Media Vendor						X
WKRC	Media/Social Media Vendor						X
WKYT	Media/Social Media Vendor				X	X	X
WLEX-TV	Media/Social Media Vendor				X	X	
WLEX-TV	Media/Social Media Vendor						X
WLOS-TV	Media/Social Media Vendor		X	X		X	X
WLTX-TV	Media/Social Media Vendor		X	X	X	X	X
WMBF-TV	Media/Social Media Vendor		X	X	X	X	
WMGT-TV	Media/Social Media Vendor				X	X	X
WMYV	Media/Social Media Vendor		X				
WNCN	Media/Social Media Vendor			X	X	X	X
WNYO-TV	Media/Social Media Vendor						X
WOLF	Media/Social Media Vendor						X
WOLO-TV	Media/Social Media Vendor		X	X	X	X	X
Woobox	Event/Production Supplies Vendor	X	X	X	X	X	X
World Market	Event/Production Supplies Vendor		X				
WPDE-TV	Media/Social Media Vendor		X	X	X	X	X
WPEG-FM	Media/Social Media Vendor			X			
WPGH	Media/Social Media Vendor		X				X
WRAL-TV	Media/Social Media Vendor		X	X		X	X
WRAZ	Media/Social Media Vendor		X			X	X
WRDW-TV	Media/Social Media Vendor			X			
WRIC	Media/Social Media Vendor						X
WRLH	Media/Social Media Vendor						X
WSAV-TV	Media/Social Media Vendor		X	X	X	X	X
WSET	Media/Social Media Vendor						X
WSFX-TV	Media/Social Media Vendor		X	X		X	X
WSLS-TV	Media/Social Media Vendor				X	X	X
WSPA-TV	Media/Social Media Vendor		X	X	X	X	X
WSYX-TV	Media/Social Media Vendor						X
WTAE-TV	Media/Social Media Vendor				X	X	X
WTAT-TV	Media/Social Media Vendor		X	X		X	X
WTGS-TV	Media/Social Media Vendor		X	X		X	X
WTKR-TV	Media/Social Media Vendor				X	X	
WTNZ-TV	Media/Social Media Vendor				X	X	X
WTOC-TV	Media/Social Media Vendor		X	X	X	X	X
WTTE-TV	Media/Social Media Vendor						X
WTVB-TV	Media/Social Media Vendor		X		X	X	
WTVR-TV	Media/Social Media Vendor				X	X	X
WUTV	Media/Social Media Vendor						X
WVAH	Media/Social Media Vendor						X
WVBT-TV	Media/Social Media Vendor				X	X	X
WVLT-TV	Media/Social Media Vendor				X	X	X
WWBT LLC	Media/Social Media Vendor				X	X	X
WXII-TV	Media/Social Media Vendor						X
WXIX-TV	Media/Social Media Vendor				X	X	X
WXLV-TV	Media/Social Media Vendor			X		X	X

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WYFF-TV	Media/Social Media Vendor		X	X	X	X	
Wyndham	Event/Production Supplies Vendor		X				
WYOU	Media/Social Media Vendor				X	X	X
Xad	Media/Social Media Vendor				X	X	
York, Joseph	Photography/Videography Vendor	X	X				
Young America, LLC	Event/Production Supplies Vendor		X				
Young Plantations	Event/Production Supplies Vendor			X			
ZDirect, Inc	Technology			X			
Zero George Street	Event/Production Supplies Vendor			X			