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September 7, 2018

Via Email

Mr. Duane Parrish, Director
South Carolina Department of Parks, Recreation, and Tourism
1205 Pendleton St.
Columbia, South Carolina 29201

RE: Follow up from Subcommittee meeting on September 5, 2018

Dear Director Parrish:

The Executive Subcommittee appreciates the South Carolina Department of Parks, Recreation, and Tourism's (SCPRT) partnership in the oversight process. As follow-up from the agency's August 31, 2018 letter and the meeting on September 5, 2018, the Subcommittee seeks additional information from the agency. Please provide this information by Friday, September 21, 2018.

Tourism, Sales, and Marketing

1. Please provide any information available to the agency which shows how much S.C. spends on marketing in comparison to other states.
2. When the agency creates requests for proposals (RFP) with the Division of Materials Management (MMO), such as the RFP for a marketing vendor, is the agency or MMO responsible for advertising the RFP to ensure as many potential vendors as possible are aware of the opportunity?

Tourism, Sales, and Marketing (cont.)

3. Please provide the following information as it relates to the agency's contract with its marketing company of record, BFG:
 - a. Amount paid to BFG each year of the current contract, broken down into categories of different services obtained;
 - b. Total amount spent to date and amount remaining; and
 - c. A list of vendors from whom BFG obtained services, including the services obtained from them (e.g., media buys, etc.)
4. Please provide a copy of the complete study from which the agency obtained the data it utilized on slide 21 and 22 of its presentation.
5. Please provide the media outlets' coverage, similar to the data provided in slide 23, for each of the last three years.
6. Please provide the following information regarding the ad effectiveness study the agency is conducting:
 - a. Summary of what the agency is reviewing and seeks to accomplish;
 - b. Date the agency anticipates publishing the results of the study;
 - c. Date the last ad effectiveness study was performed; and
 - d. Date the agency anticipates conducting another similar study in the future, if any.

Welcome Centers

7. Please provide an explanation of the similarities and differences in welcome centers and rest areas, along with the number of each across the state, and entity responsible for maintaining each.
8. Please obtain from the applicable parties, and provide, the following information regarding mowing around welcome centers, off-ramps, and interstates in the state:
 - a. Current contract(s) in place;
 - b. List of contractors providing the service(s) and number of years each has provided the services to the state;
 - c. Specific areas for which each contractor is responsible, schedule of when each area is to be mowed, and any specific requirements regarding the mowing (e.g., mow to certain height); and
 - d. Contracts ending this year and a summary of any differences in the requirements being posted in the new RFP(s) as compared to prior contracts.

Research

9. Please explain how the research office logs ad hoc requests it receives for information, amount of time required to log the information, benefits/efficiencies the office has gained since it began logging this type of information, and any recommendations for other agencies who are considering logging requests they receive from the public.
10. Where does S.C. rank among other states in terms of growth in gross tourism spending?

Film Commission

11. Who serves on the Film Advisory Committee, who selects the members of the committee, and how long is each member's term?
12. Has the agency ever discussed with local government associations or other stakeholders, the idea in its August 31, 2018 letter of allowing local governments to implement a local admissions tax, under the condition that a portion of those local admissions taxes must be used for supplemental motion picture incentives? If so, what feedback was provided?

In responding to these questions, please remember the Committee's expectations which are provided in the Committee's Standard Practice 9.

The Subcommittee looks forward to working collaboratively with the agency during the oversight process. Thank you and your team for your service to the citizens of South Carolina.

Sincerely,



Gary E. Clary
Subcommittee Chair

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