

Office of Recreation, Grants & Policy



Justin Hancock
Director
Office of Recreation, Grants & Policy

Office Staff



Office Budget

	State	Restricted	Federal
	FY2018-2019	FY2018-2019	FY2018-2019
Classified Positions	\$193,809	\$0	
Temporary Personnel	\$0	\$0	\$54,000
Operating	\$25,000	\$0	\$98,980
Grants	\$0	\$1,592,000	\$2,328,130
Employer Contributions	\$101,602		\$23,000
Total	\$320,411	\$1,592,000	\$2,504,110

Primary Responsibilities

- **Administer tourism and recreation grant programs that assist with acquisition and development of parks, recreation and tourism projects**
 - **Parks and Recreation Development Fund (PARD)**
 - **Land & Water Conservation Fund (LWCF)**
 - **Recreational Trails Program (RTP)**
 - **Undiscovered SC Enhancement Grant**
 - **Sports Tourism Advertising & Recruitment Grant (STAR)**
 - **Emerging Destinations Marketing Grant**
 - **Destination Specific Marketing Fund (DSM)**
 - **Beach Renourishment Funding Assistance**

Grant Information

The screenshot displays the website's navigation and content for Recreation and Tourism Grants. The top navigation bar includes the South Carolina logo, menu items for Grants, Research, Construction Bids, Film Commission, Partner Login, and a search bar. A secondary blue navigation bar contains dropdown menus for ABOUT, PARKS, RECREATION, TOURISM, and CONTACT. The main content area features a large blue header with the title "Recreation and Tourism Grants" and a descriptive paragraph. Below this are two tabs for "Recreation" and "Tourism". Three grant programs are listed in a grid, each with a title, a descriptive image, and a brief summary.

South Carolina
Just right.

Grants Research Construction Bids Film Commission Partner Login search

ABOUT PARKS RECREATION TOURISM CONTACT

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....

Primary Responsibilities

- **Provide technical assistance to communities on a wide range of tourism, parks and recreation issues**
- **Assist in the development of reports and policy for SCPRT**

Strategic Planning

Strategy 2.3 - Provide Assistance to Destination Marketing Organizations (DMOs) and Local Governments for Tourism and Recreation Development

Objective 2.3.1 - Coordinate and Administer the Recreational Trails Program (RTP) Grants

Objective 2.3.2 - Coordinate and Administer the Parks and Recreation Development (PARD) Funds Grants

Objective 2.3.3 - Coordinate and Administer Land and Water Conservation Fund (LWCF) Grants

Strategic Planning

Objective 2.3.5 - Coordinate and Administer Undiscovered SC Enhancement Grants

Objective 2.3.6 - Coordinate and Administer Sports Tourism Advertising & Recruitment Grants

Objective 2.3.7 - Coordinate and Administer Beach Renourishment Grants

Objective 2.3.9 - Administer recurring funds for Destination Specific Marketing Grants and Regional Tourism Promotion

Strategy 1.4 - Ensure Efficient Agency Operations through Executive Leadership and Administrative Support Services
(i.e., Agency Reporting and Policy Development)

Deliverable 1: Allocate funding to local governments and state agencies for beach renourishment activities

Required by State Proviso 118.16(B)(39.1) (Statewide Revenue) 2016-17 General Appropriations Act, Part 1B;
State Proviso 118.14(B)(2.1) (Statewide Revenue) 2017-18 General Appropriations Act, Part 1B;

Beach Renourishment Funding

FY 16-17	FY 17-18	FY 18-19
\$30,000,000	\$5,000,000	\$11,000,000

Beach Renourishment Funding Assistance

- Eligibility: Any county government or municipality with a State-approved Local Comprehensive Beach Management Plan is eligible to apply for funding.
- State assistance awarded and paid shall not exceed 50% of the total eligible costs for the project.
- The State share must be matched on a one-to-one basis with non-federal, local funds.
- **All local, matching funds must be secured and available prior to submitting a funding application.**
- In addition, any federal assistance necessary for project completion must be secured and documented prior to submitting a funding application.
- Federal funds may not be used to match state funds.
- In-kind services may not be used as match.

Beach Renourishment Funding Assistance

- Only hard costs, including the installation of shoreline stabilization structures, directly associated with the renourishment project are allowed.
- **Applicants should have acquired all necessary permitting prior to submitting an application for grant funding.**
- Project must be completed within twenty-four (24) months of the grant agreement date.
- **Project area must meet the state's definition for public accessibility in order to qualify for grant funding.**

Approved Grant Applications To-Date:

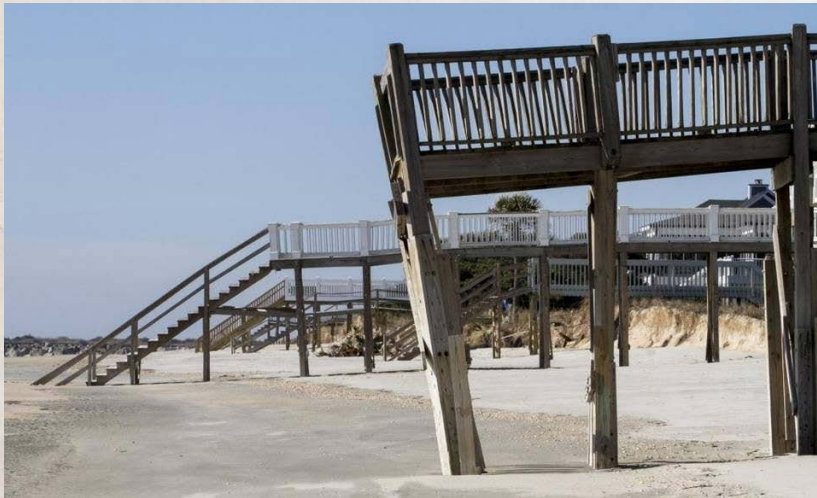
- ✓ Town of Edisto Beach \$6,100,000
- ✓ Edisto Beach State Park \$3,100,000
- ✓ Horry County Reach 3(Surfside & Garden City) \$2,400,000
- ✓ Isle of Palms \$2,900,000
- ✓ Folly Beach (Groin Repair) \$1,500,000
- ✓ Horry County Reach 1 (North Myrtle Beach – Dune Rehab) \$227,000
- ✓ Horry County Reach 2 (Myrtle Beach) \$450,000

Pending Grant Applications:

- Myrtle Beach Reach 2 (North Myrtle Beach) \$673,000
- Arcadian Shores (Horry County) \$4,750,000
- Pawleys Island \$6,200,000
- Hunting Island State Park \$11,000,000
- Folly Beach (Full Renourishment Project) TBD

Deliverable 1: Allocate funding to local governments and state agencies for beach renourishment activities

Greatest Harm: South Carolina's coastal destinations would not have sufficient funding to carry out essential renourishment projects, exposing oceanfront structures to dangerous erosion conditions, creating beach capacity issues and potential public hazards in some cases.



Deliverable 17: Create and administer the Sports Tourism Advertising and Recruitment Grants program

Not specifically mentioned in law, but provided to achieve the requirements of the applicable law: S.C. Code Ann. §51 - 1 - 310. Purpose and General Duties (of the Division of Community Development)

STAR Funding

Sports Tourism Marketing & Recruiting	FY 16-17	FY 17-18	FY 18-19
Funds forward from prior year	\$500,000	\$712,619	\$633,286
Funds Appropriated/Revenue	\$500,000	\$0	\$0
Expenditures	(\$287,381)	(\$79,333)	
Ending Balance	\$712,619	\$633,286	\$633,286
Number of Open Grants at end of FY	2	3	
Commitments	\$42,088	\$111,833	

Sports Tourism Advertising & Recruitment (STAR) Grant

- 1:1 Cash Match
- \$5,000 - \$50,000 Grant Funds (per Event)
- Eligible Bidding & Hosting Expenses
- Applicant must be a county or municipal government with the necessary capacity and infrastructure to host the proposed event
- Each applicant is limited to \$100,000 in total STAR funds (Event Bidding and Event Hosting) per fiscal year.

Sports Tourism Advertising & Recruitment (STAR) Grant

Eligible Projects

Successful bids for sporting events with tourism significance that will attract participants and visitors from outside a 50 mile radius.

Special priority is given to events new to South Carolina.

Events must be viable and demonstrate a history of positive economic impacts on the previous host communities.

Ineligible Projects

- Recurring sports events which are held exclusively in South Carolina
- Non-sports related competitive events
- Camps, try-outs or other non-competitive sports-related events

Sports Tourism Advertising & Recruitment (STAR) Grant

Eligible Expenses

- Bid fees or upfront financial commitments paid directly to the events holder
- Bid Package Presentations/Event-specific recruitment marketing materials
- Non-public site fees or venue rentals
- Rental of furniture, fixtures or equipment
- Event-specific signage
- Event-specific printed marketing materials
- Event-specific paid advertising
- Rights fees/sanction fees/license fees

Sports Tourism Advertising & Recruitment (STAR) Grant

Awarded STAR Grants – FY 16:

- Bassmaster Elite Series Fishing Tournament - Georgetown County
- UCI BMX Supercross World Cup Cycling Race - City of Rock Hill
- Football University's Top Gun Football Camp - York County
- Women's 2017 SEC Basketball Tournament - City of Greenville
- 2016 NAIA Men & Women's Lacrosse Championships – City of Greenville
- FLW College Fishing Championships – Oconee County
- US Quidditch Cup – Lexington County
- Top Gun Sports Baseball Summer Nationals – City of Greenville

Sports Tourism Advertising & Recruitment (STAR) Grant

Awarded STAR Grants – FY 17:

- 2017 NCAA Men's Basketball Tournament – City of Greenville
- 2017 NAIA Men & Women's Lacrosse Championships – City of Greenville
- CAA Men's Basketball Championships – City of North Charleston
- 2017 UCI BMX World Championships – City of Rock Hill
- 2017 USA Karate National Championships – City of Greenville

Awarded STAR Grants – FY 18:

- 2018 Bassmaster Classic – City of Greenville
- 2018 USA Triathlon National Championship – City of Greenville
- 2018 CAA Men's Basketball Championship – City of North Charleston

Deliverable 17: Create and administer the Sports Tourism Advertising and Recruitment Grants program

Greatest Harm: South Carolina destinations competing to recruit major sports tourism events would lose a potential funding stream, which may limit their ability to successfully recruit these events.



2017 UCI BMX World Championships – City of Rock Hill

Deliverable 18: Create and administer the Undiscovered SC Tourism Product Grants program

Not specifically mentioned in law, but provided to achieve the requirements of the applicable law: S.C. Code Ann. §51 - 1 - 310. Purpose and General Duties (of the Division of Community Development)

Undiscovered SC Funding

Undiscovered South Carolina	FY 16-17	FY 17-18	FY 18-19
Prior Year Grant Appropriations	\$250,000	\$384,669	\$857,792
Funds Appropriated/Revenue	\$500,000	\$500,000	\$500,000
Expenditures	(\$365,331)	(\$26,877)	
Ending Balance	\$384,669	\$857,792	\$1,357,792
Number of Open Grants at end of FY	4	5	6
Commitments	\$208,669	\$447,840	\$908,792

Undiscovered SC

- Available for tourism product development
- Local Governments that receive <\$550,000 in Accommodations Tax
- Brick and mortar “shovel-ready” projects
- Must be publicly owned
- Must attract tourists from outside a 50-mile radius
- Dollar for dollar match
- \$100,000 minimum \$200,000 max grant

Undiscovered SC

FY 14-15

Aiken County	\$250,000	Langley Pond Scoring Tower
City of Camden	\$250,000	SC Equine Park Arena

FY 15-16

City of Rock Hill	\$200,000	Criterion Cycle Course
City of Sumter	\$100,000	Sumter Opera House
Town of Bluffton	\$200,000	Historic Garvin House

FY 16-17

City of Walterboro	\$200,000	Wildlife Sanctuary Discovery Center
City of Mauldin	\$125,000	City Auditorium

FY 17-18

City of Manning	\$200,000	Pocotalgio Nature Walk
City of Beaufort	\$100,000	Beaufort Arsenal Renovation

Deliverable 18: Create and administer the Undiscovered SC Tourism Product Grants program

Greatest Harm: Rural tourism product development projects would be delayed until sufficient local funding becomes available or abandoned altogether.



Historic Garvin House Project

Deliverable 19: Distribute Parks and Recreation Development Fund (PARD) proceeds

Required by S.C. Code Ann. §51-23-20. Allocation of proceeds of Parks and Recreation Fund; S.C. Code of Reg. Chapter 133 Section 100; S.C. Code of Reg. Chapter 133 Section 101

PARD Funding

	FY 16-17	FY 17-18	FY 18-19
	Total	Total	Total
Parks and Recreation Development	Funds	Funds	Funds
State Funded Grant Program	\$3,561,312	\$10,108,967	\$9,691,176
Funds forward from prior year	\$8,061,537	\$3,097,893	\$3,000,000*
Revenue	(\$1,513,881)	(\$3,515,685)	(\$1,324,695)
Expenditures	\$10,108,967	\$9,691,176	\$11,366,481
Ending Balance			
Number of Open Grants at end of FY	196	162	
Commitments	\$4,823,394	\$4,110,802	

*Revenue generated in FY 18-19 will be available for distribution in FY 19/20.

Parks and Recreation Development Fund (PARF)

- Created by the General Assembly in 1989
- Planning, development and renovations for parks and recreation facilities
- 80/20 Match
- Taxes on Bingo
- All projects must receive County Legislative Delegation approval

PARD Totals

1989 – June 2018

- Total Number of Projects: 3,807
- Amount Awarded: \$53,343,466
- Grant + Sponsor Match: \$66,679,332

Deliverable 19: Distribute Parks and Recreation Development Fund (PARD) proceeds

Greatest Harm: Local governments would not have sufficient funds to develop new public recreation facilities or upgrade existing facilities.



Greenville County



Sullivan's Island



Aiken County

Deliverable 20: Administer the federal Recreational Trails Program (RTP) grant program

Allowed by 23 U.S.C. § 206 Recreational Trails Program
(Re-authorized by the FAST Act of 2015: Public Law 114-94)

RTP Funding

Recreational Trails Program	FY 16-17	FY 17-18	FY 18-19
Prior Year Grant Appropriations	\$3,001,275	\$3,605,081	\$3,521,452
Funds Appropriated/Revenue	\$1,199,108	\$1,199,108	-
Expenditures	(\$595,303)	(\$1,282,736)	(\$70,691)
Ending Balance	\$3,605,081	\$3,521,452	\$3,450,761
Number of Open Grants at end of FY	35	29	38
Commitments	\$2,001,689	\$1,758,780	\$2,665,781

Recreational Trails Program (RTP)

- Established under the Federal Highway Administration
- Competitive grants for trail construction, rehabilitation, and acquisition
- Government agencies and Non-Profit Organizations
- 80/20 match \$100,000 max grant
- Approximately \$1,200,000 annually

Type of Projects

- 30% Motorized – Off Road Motorcycles, ATVs
- 30% Non-motorized - Hiking, Biking, Equestrian, Kayak/Canoe
- 40% Diverse Trail use - Motorized and Non-motorized (any user mix)

RTP Totals

1993-2017

- Total Number of Projects: 263
- Amount Awarded: + \$17,800,000
- Grant + Sponsor Match: + \$23,882,000

RTP Awards

FY 18 & FY 19

Woods Ferry Trail Project	USDA Forest Service - Enoree Ranger District - Tyger Office Sumter Nat'l Forest	Non Motorized Trails	\$59,200.00
High Hill Creek Bike and Run Park	City of Florence	Non Motorized Trails	\$76,892.00
ACE Basin Greenway - Phase 2	Colleton County	Non Motorized Trails	\$100,000.00
Owens Field Park Pump Track	City of Columbia Parks and Rec. Dept.	Non Motorized Trails	\$95,900.40
Silver Steps Access and Trailhead	SC State Park Service	Non Motorized Trails	\$100,000.00
Pinckney/Kit Hall Trail Segment	Town of McClellanville	Non Motorized Trails	\$100,000.00
Roy Warner Park Walking Track	Aiken County Parks, Recreation & Tourism	Non Motorized Trails	\$100,000.00
Generations Park Walking Trail	City of Aiken	Diverse Trails	\$100,000.00
North Augusta Greenway Phase I Resurfacing	City of North Augusta Parks & Rec. Dept.	Diverse Trails	\$100,000.00
Ross Mountain Passage of the Palmetto Trail	Palmetto Conservation Foundation	Diverse Trails	\$100,000.00
Arts Park Connectivity Trail	City of Greer Parks and Recreation	Diverse Trails	\$100,000.00
Catawba River Trail Extension - Phase III	City of Rock Hill	Diverse Trails	\$100,000.00
Scott Park Trail	City of Camden	Diverse Trails	\$100,000.00
Stono River County Park Access & Amenities Project	Charleston County Parks & Recreation Commission	Diverse Trails	\$100,000.00
Viking Greenway Phase 2	Dillon District 3, Latta School District	Diverse Trails	\$100,000.00
Boardwalks & Observation Deck Rehab/Replacement	Conestee Foundation	Diverse Trails	\$86,960.00
Long Cane OHV 2018/2019	USDA Forest Service - Long Cane Ranger District - Sumter National Forest	Motorized Trails	\$27,500.00
Enoree OHV Trail 2018/2019	USDA Forest Service - Enoree Ranger District, Tyger Office - Sumter National Forest	Motorized Trails	\$86,600.00
Wambaw Cycle Trail 2018 & 2019 Enhancement Project	USDA Forest Service - Wambaw Office - Francis Marion National Forest	Motorized Trails	\$40,000.00

Deliverable 20: Administer the federal Recreational Trails Program (RTP) grant program

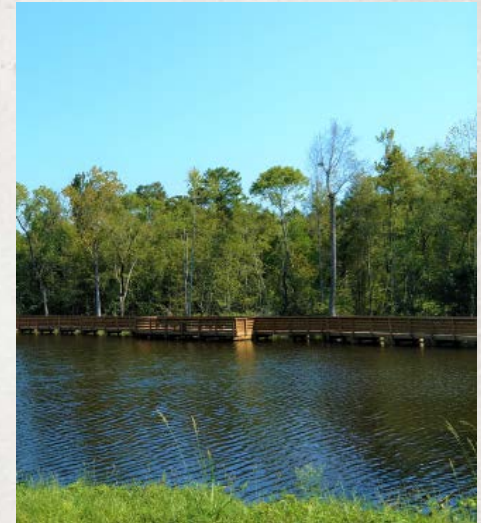
Greatest Harm: Local governments may not be able to develop new recreational trails or upgrade existing trails. Potentially, the State could lose this Federal funding source if funds are not distributed.



Keowee Natural Bridge Trail



Sweet Gum Connector - Camden



Lake City Boardwalk

Deliverable 21: Administer the federal Land and Water Conservation Fund (LWCF) grant program

Allowed by 16 U.S.C. § 460 Land and Water Conservation Provisions

LWCF Funding

Land and Water Conservation Fund	FY 16-17	FY 17-18	FY 18-19
Prior Year Grant Appropriations	\$2,186,903	\$3,125,021	\$5,016,610
Funds Appropriated/Revenue	1,508,721	\$2,478,507	1,500,000
Expenditures	(\$570,602)	(\$586,918)	(\$250,000)
Ending Balance	\$3,125,021	\$5,016,610	\$6,266,610
Number of Open Grants at end of FY	16	12	23
Commitments	\$2,358,418	\$1,976,500	\$5,736,500

Land and Water Conservation Fund (LWCF)

- Created in 1965
- Funded through National Park Service
- Local Governments & State Agencies
- Acquisition & Development
- Requires a Dollar for Dollar Match
- Competitive grant cycle held every 2 years

LWCF

- Sites assisted must be restricted to perpetual public outdoor recreation use
- Sponsor must keep park in good condition
- Mandatory inspections every 5 years
- SCPRT must complete Statewide Comprehensive Outdoor Recreation Plan (SCORP) every 5 years

LWCF Totals

1965-2016

- Total Number of projects: 1,161
- Amount Awarded: + \$61,400,000
- Grant + Sponsor Match: +\$123,000,000

LWCF

FY 18 & 19 Awards

City of Aiken	\$300,000	Virginia Acres Park Improvements
City of Beaufort	\$500,000	Waterfront Park Stabilization
City of Camden	\$500,000	Wateree Riverfront Park
Charleston County	\$500,000	Folly Beach County Park Improvements
City of Folly Beach	\$62,500	Folly River Park Dock Renovations
City of Greenville	\$300,000	Westside, Lakeside & Northside Parks
City of Greer	\$37,500	Turner Park Restroom Building
City of Myrtle Beach	\$60,000	Whithers Swash Observation Pier Rehab
City of Newberry	\$500,000	Newberry Recreation Complex
City of Rock Hill	\$500,000	Manchester Meadows Turf Replacement
SCPRT - State Parks	\$500,000	Gap Creek Acquisition
City of York	\$250,000	City Park Redevelopment

Deliverable 21: Administer the federal Land and Water Conservation Fund (LWCF) grant program

Greatest Harm: Local governments may not have sufficient funding to develop new recreation sites or maintain existing ones.



City of Folly Beach River Park



Glencairn Garden – Rock Hill

Deliverable 28: Administer the Destination Specific Tourism Marketing grant program

Required by State Proviso 49.2 (Statewide Revenue)
2016-17, 2017-18, 2018-19 General Appropriations Act,
Part 1B

Destination Specific Fund Distribution

	FY 16-17 Budget	FY 17-18 Budget	FY 18-19 Budget
Destination Specific Tourism Marketing			
Charleston Area CVB	\$4,100,000.00	\$4,100,000	
Columbia CVB	\$750,000.00	\$750,000	
Greenville CVB	\$1,100,000.00	\$1,100,000	
Hilton Head - Bluffton Area Chamber/VCB	\$1,350,000.00	\$1,350,000	
Myrtle Beach Chamber of Commerce	\$6,700,000.00	\$6,700,000	
Total Awards	\$14,000,000.00	\$14,000,000.00	\$0.00

Destination Specific Marketing Fund

- Established by Proviso in FY 06-07
- The minimum grant award is \$250,000
- **Each state dollar must be matched with two dollars of private funds.**
- An organization receiving a state grant must certify that, as of the date of the application:
 - (i) the private funds are new dollars specifically designated for the purpose of matching state funds;
 - (ii) the private funds have not been previously allocated or designated for tourism-related destination marketing;
 - (iii) the organization has on hand or has an approved line of credit of not less than the amount of private funds needed to provide the required match.

Destination Specific Marketing Fund

- Grants may only be awarded to one qualified destination marketing organization within a tourism region where the organizations private funds are raised.
- An organization receiving a grant must use the public and private funds only for the purpose of destination specific marketing and public relations designed to target international and/or domestic travelers outside the state to destinations within the state.
- Funding of all qualified grants will be on a first come first served basis
- No organization shall receive in the first quarter more than fifty percent of the state dollars allocated to the program.
- If matching funds are still available by the end of the third quarter, with no other organizations meeting the criteria for funding, the funds may be distributed to the organizations that have and can meet all of the requirements of the program.

Deliverable 28: Administer the Destination Specific Tourism Marketing grant program

Greatest Harm: Elimination would limit the marketing abilities of South Carolina's major tourism destinations

Deliverable 38: Administer the Tourism Advertising Grants (TAG) program**

Not specifically mentioned in law, but provided to achieve the requirements of the applicable law: S.C. Code Ann. §51 - 1 - 60. Duties and Powers of SCPRT

Emerging Destinations Grant Funding

FY 16-17	FY 17-18	FY 18-19
\$200,000	\$200,000	TBD

**The Tourism Advertising Grant is administered by the Tourism Sales & Marketing Office; the Emerging Destinations Marketing Grant is a derivative of TAG and is administered by Recreation, Grants & Policy.

Emerging Destinations Marketing Grant

- The Emerging Destination Marketing Grant Program is designed to provide highly-developed, emerging tourism destinations in South Carolina with financial resources that can be leveraged against local, privately collected funds for the purpose of generating new visitation through select tourism advertising activities.
- Grant amounts range from \$100,000 to \$200,000 and are available on a 2 to 1 reimbursable cash match.
- Match funds must be private funds specifically designated for the purpose of matching state funds. In-kind matches are not allowed.

Emerging Destinations Marketing Grant

- The applicant must be a federal non-profit organization 501(c) specifically charged with marketing tourism for a specific city or unincorporated county area in South Carolina that generated more than \$700,000 per year in State Accommodations Tax in the previous fiscal year.
- The destination cannot receive federal appropriations or funding through SCPRT's Destination Specific Marketing Fund or Tourism Advertising Grant program

Deliverable 38: Administer the Tourism Advertising Grants (TAG) program**

Greatest Harm: Eliminating these grants would reduce the amount of funding available to local destinations for paid advertising placement.

Deliverable 23: Administer the Recreation Land Trust Fund grant program

Allowed by S.C. Code Ann. §51-11-15 Grants to local governments for acquisition of recreational land.

Related Deliverable: #25 - Report expenditures from the Recreation Land Trust Fund to the General Assembly (S.C. Code Ann. §51-11-60 General Assembly shall receive reports of expenditures)

Related Deliverable: #24 - Create and file a Statewide Comprehensive Outdoor Recreation Plan (SCORP) with the Secretary of State (S.C. Code Ann. §51-11-40 South Carolina Outdoor Recreation Plan of 1970)

Greatest Harm: None - the Recreation Land Trust Fund is no longer active.

Thank You