

## Earmark Disclosure Form – FY 2023

June 3, 2022

Earmark Sponsor – Representative Leon Stavrinakis

Project Name – Office of Tourism Analysis

Amount - \$1,000,000

Recipient – Explore Charleston/College of Charleston

Recipient Type – Non-profit and State Agency

Federal Tax ID - 03-0386059, 57-6000265

Point of Contact – Helen Hill/Paul Patrick

Title – President/Chief of Staff

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### Narrative

The College of Charleston's Office of Tourism Analysis and Explore Charleston have a longstanding, mutually beneficial relationship. The joint effort allows students in the College's Department of Hospitality and Tourism Management to augment theoretical learning with real-world application and allows Explore Charleston and the hundreds of hospitality-related business members access to the latest research and innovations in the tourism and hospitality industry. The COVID-19 pandemic has further highlighted the need for this collaboration as the demands of the travelling public are shifting faster than ever before.

The funds provided here will allow for this partnership to advance to the next level. It will support physical co-location of certain staff members between the two organizations and support new research and pilot programs for the Charleston region. The lessons learned and knowledge gained from these efforts will create a more resilient tourism economy here in the Lowcountry and serve as a model for regions throughout South Carolina and beyond.