



SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION & TOURISM

Director Duane Parrish

Amy Duff, Chief of Staff

Ashley Berry, Finance Director

Emily Frierson, Director of Governmental Affairs

Tonisha James, Governmental Liaison and State Grants Coordinator

ABOUT US

SCPRT operates 50 state parks, 9 welcome centers, markets the state as a tourist destination, oversees the film commission, and provides grants for parks, recreation, and tourism development.



OUR TEAM

200 FTE positions funded by the State

217 FTE positions funded by SCPRT Revenue

733 Seasonal positions funded by SCPRT Revenue

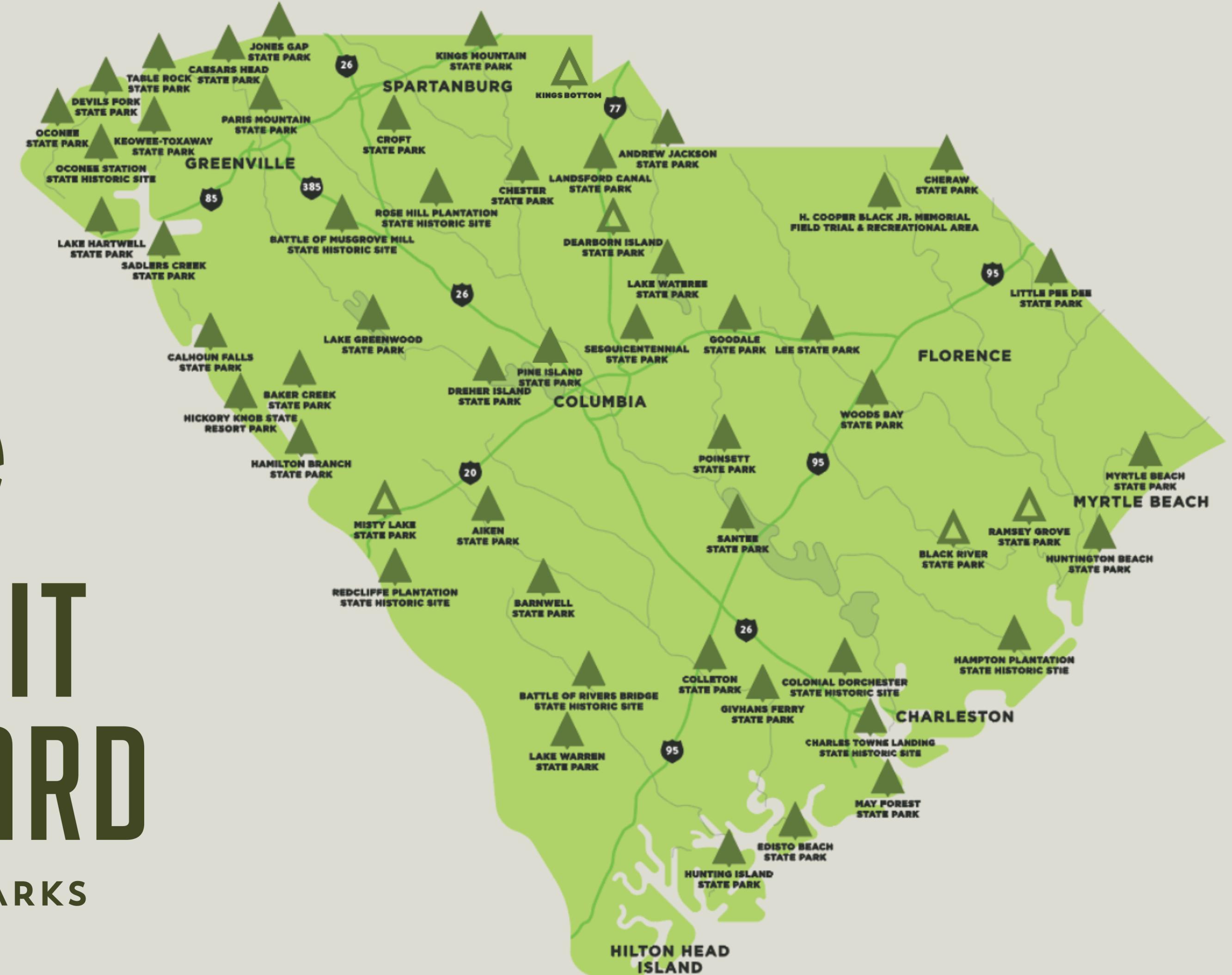
32 Vacant positions from State and SCPRT Revenue





PLAY IT FORWARD

STATE  PARKS



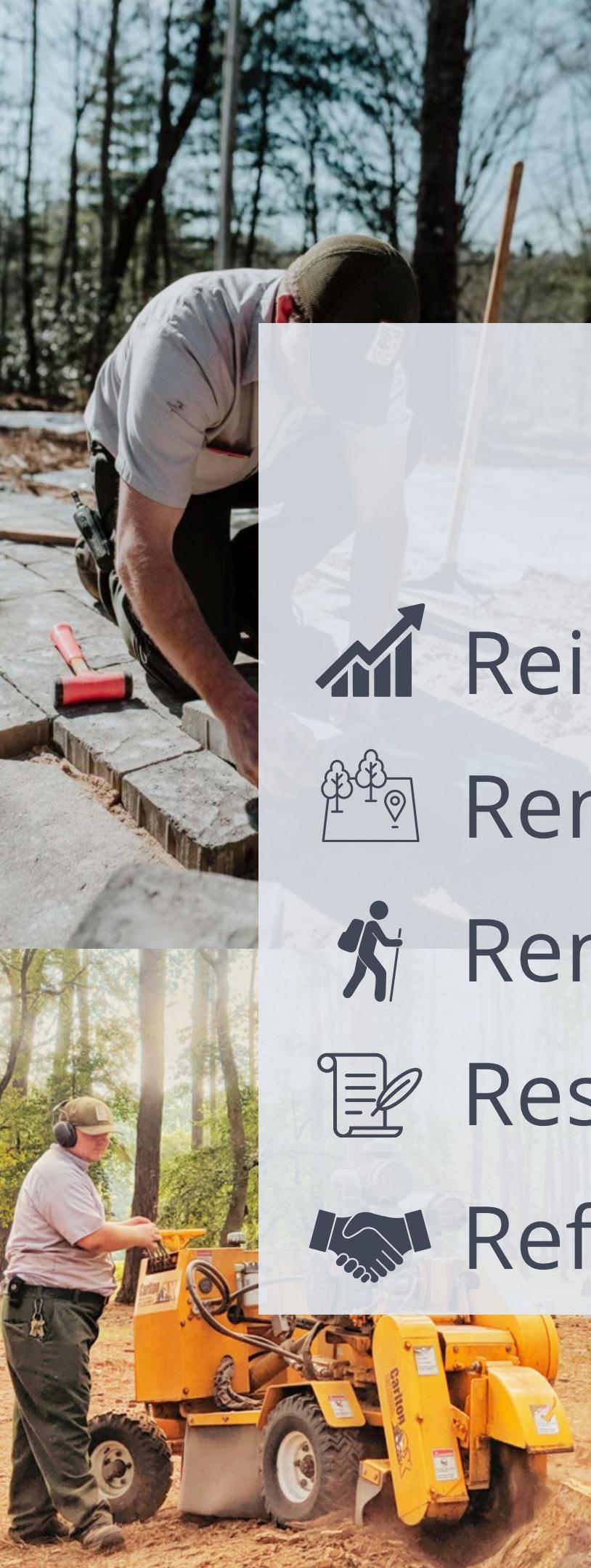


PLAY IT FORWARD

STATE  PARKS

- ⌚ 90 years
- 📍 50+ State Parks
- 🥾 90,000 acres
- 🏡 3,500 facilities
- 🏕 3,000 campsites
- 💰 \$53 million in annual revenue

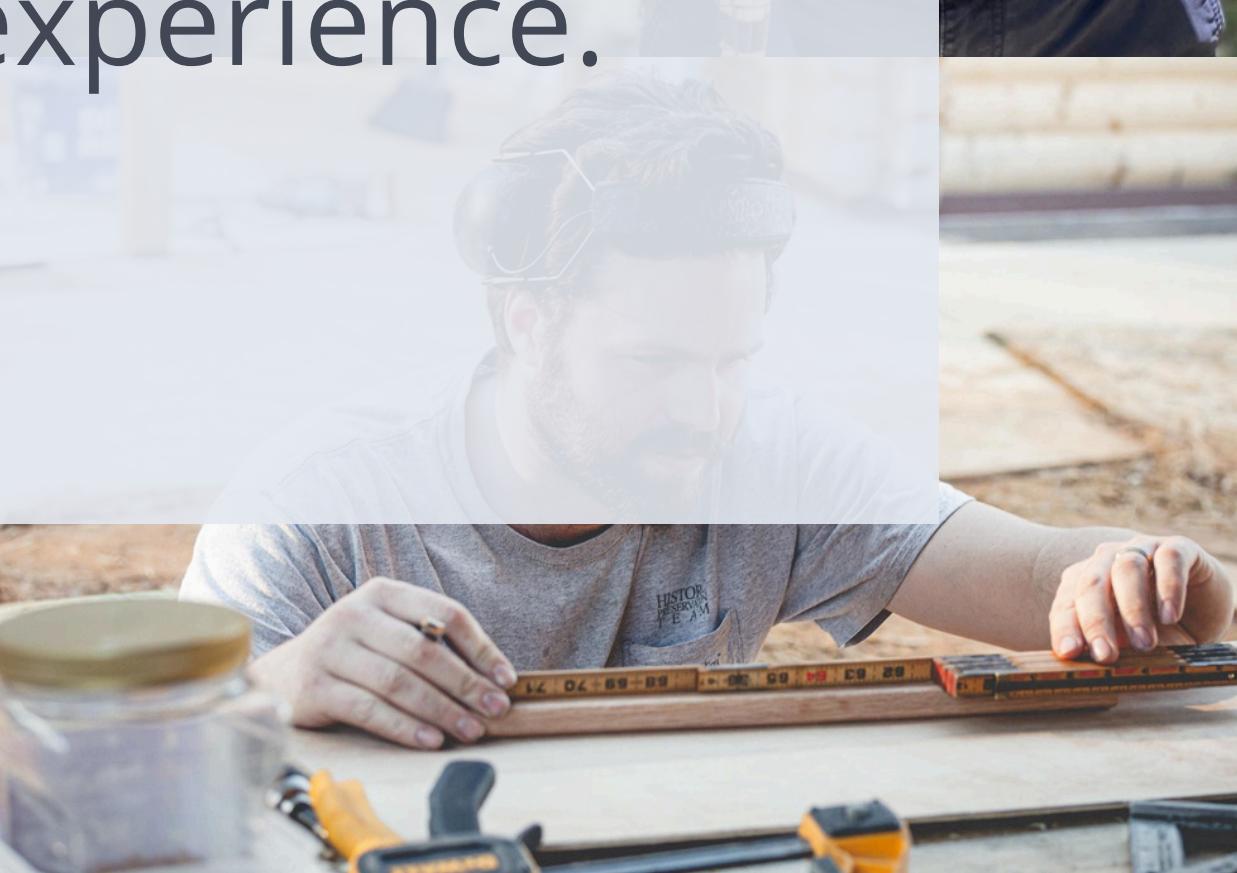
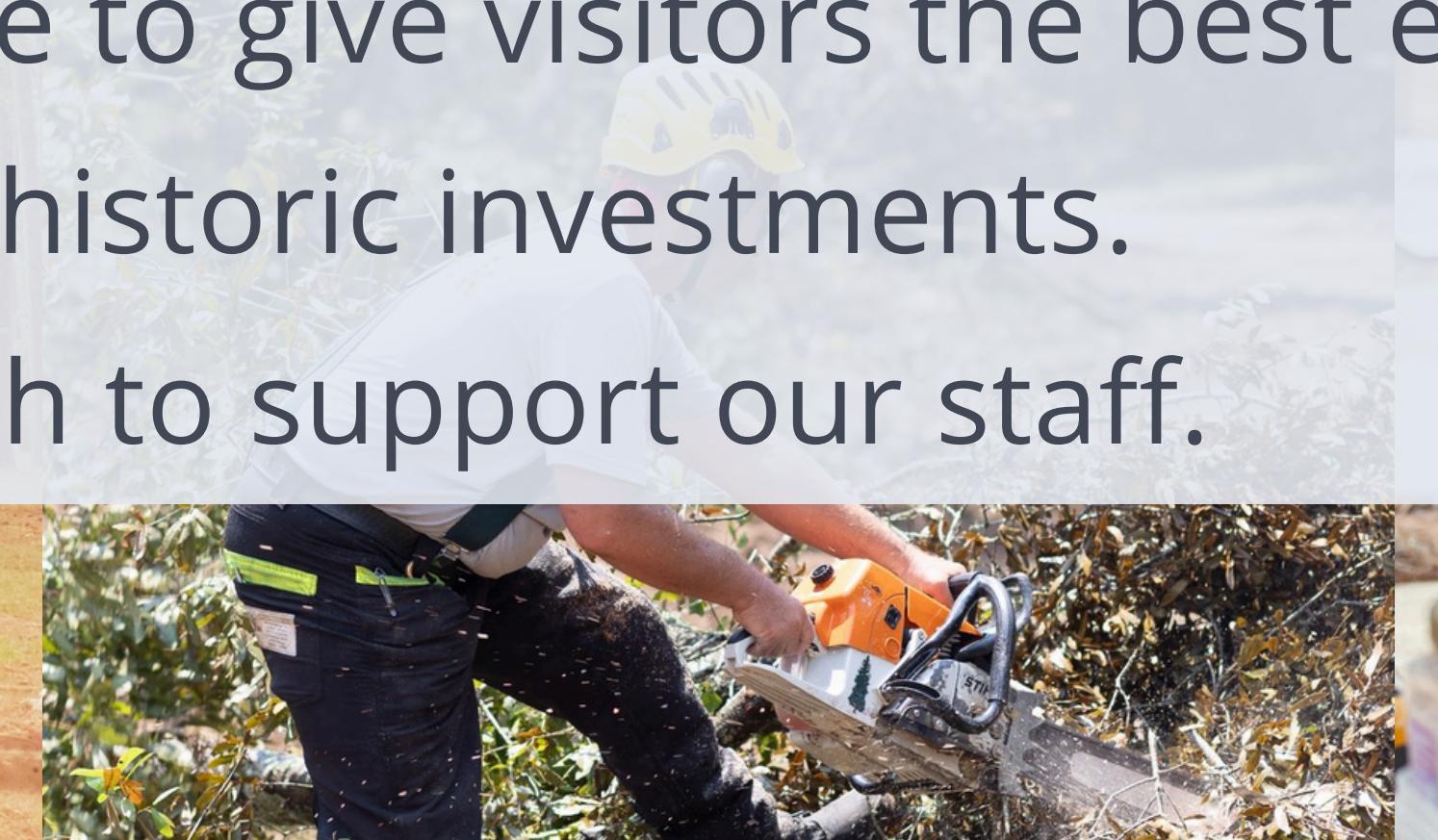




PLAY IT FORWARD

STATE SC PARKS

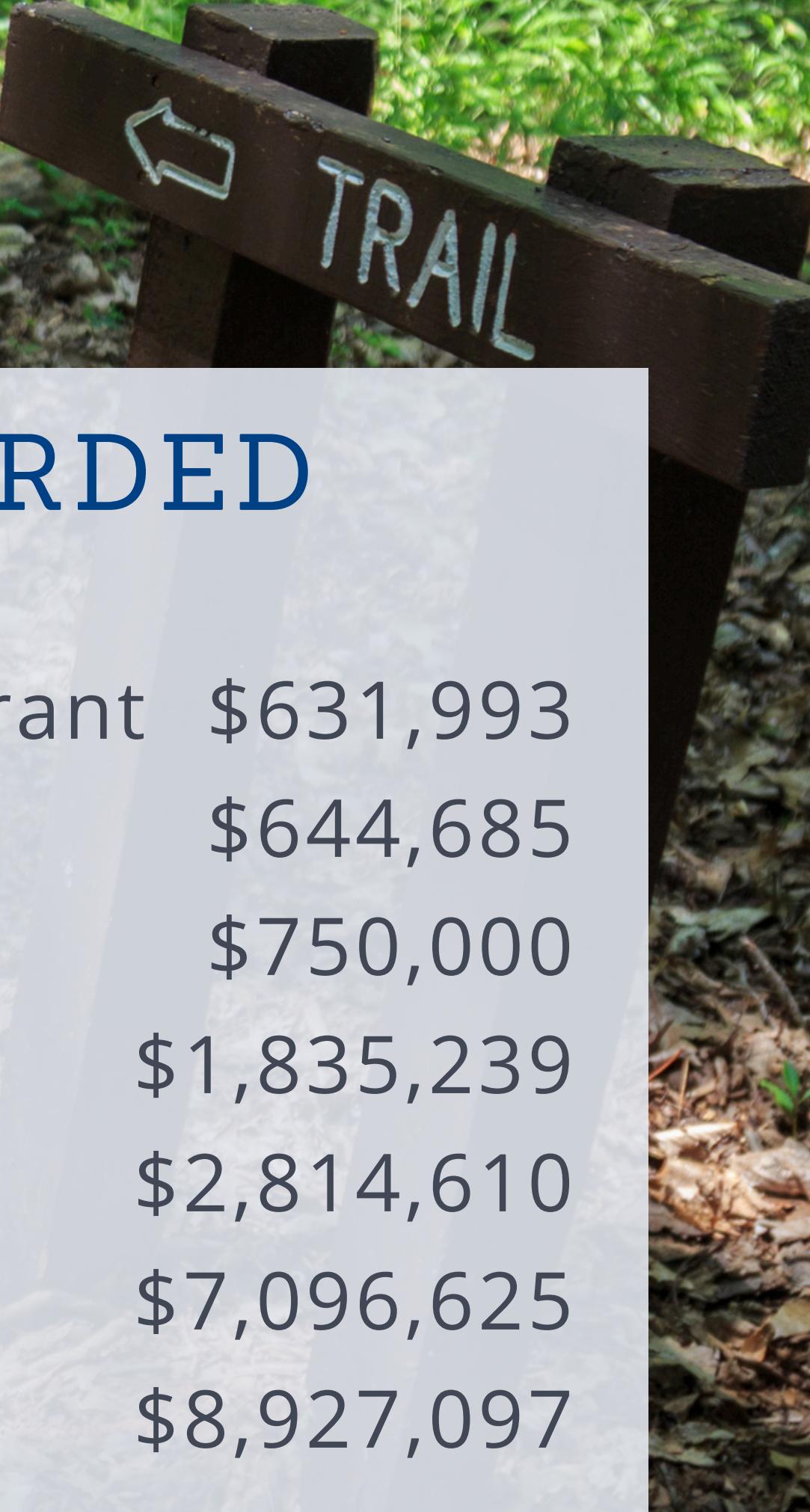
- 📈 Reinvest to sustain self-sufficient funding sources.
- 🌳 Renew lands for recreation.
- 🚶 Renovate to give visitors the best experience.
- 📝 Restore historic investments.
- 🤝 Refurbish to support our staff.





SCPRT helps expand
**RECREATIONAL
RESOURCES**
in local communities through state
and federal grant programs to
acquire land, create trails, renourish
beaches, or support other
recreational projects.





RECREATIONAL GRANTS AWARDED IN FY 2024-2025

Sports Tourism Advertising and Recruitment Grant	\$631,993
Recreational Trails Program	\$644,685
Undiscovered South Carolina	\$750,000
Tourism Advertising Grant Program	\$1,835,239
Parks and Recreation Development Fund	\$2,814,610
Land and Water Conservation Fund	\$7,096,625
Outdoor Recreation Legacy Program	\$8,927,097



South Carolina
WELCOME CENTERS

Our 9 Welcome Centers **generate millions of dollars annually** in additional travel revenue by simplifying the travel planning experience and offering complimentary booking services by our highly trained staff.





TOURISM IS A \$30+ BILLION INDUSTRY supporting one in every 10 jobs and generating \$1.8 billion in state and local taxes. SCPRT manages the state's tourism brand and marketing.





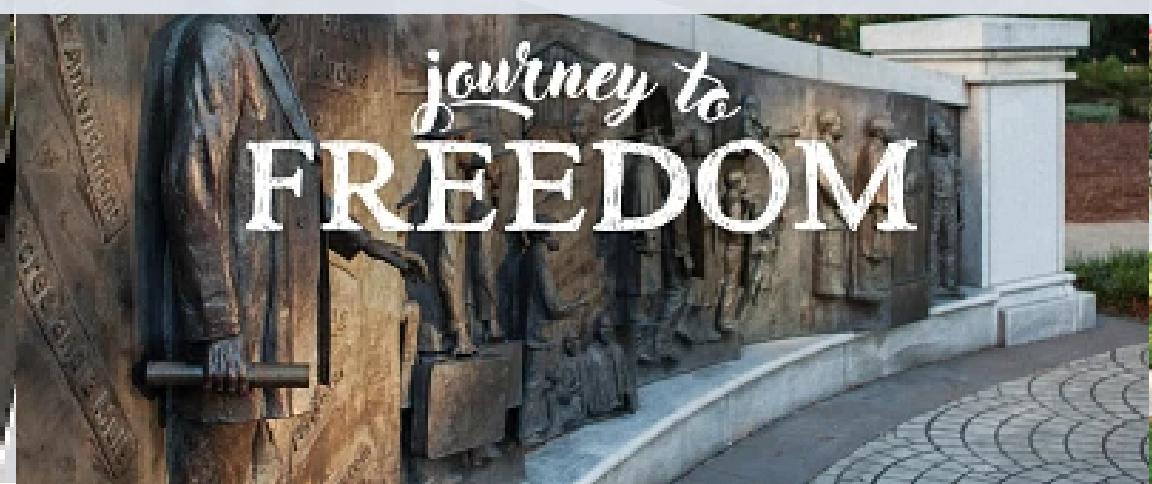
MARKETING DOLLARS MAKE SENSE

Every \$1 spent generates \$204 in hotel bookings,
creating \$21.6 million in hotel bookings statewide.



56% increase in bookings for adults 55+
12% increase in visits to Undiscovered SC.

Palmetto
Porch podcast
SEASON 4



Fabulous FIG DESSERTS | A Wild GARDEN SANCTUARY | The Best SEAFOOD RECIPES | Our Easiest NO-BAKE CHEESECAKES

A photograph of a film set. In the foreground, a woman with curly hair, wearing a tan jacket, holds a white script. Next to her, a man with a beard and a patterned shirt looks down. In the background, a man in a blue jacket walks away. The scene is outdoors with trees and a building in the distance.

Since 2020, the

SOUTH CAROLINA FILM COMMISSION

set the stage for **159 projects**, hiring
16,445 South Carolinians, filling **89,688**
hotel nights, and spending **\$379 million**
in our communities.



GOLF IN SOUTH CAROLINA DRIVES

-  \$3.6 billion in sales
-  Supporting 30,404 jobs
-  \$1.7 billion in wages
-  \$423 million in federal and state taxes



RBC HERITAGE TEES UP RECORD RATINGS

The 2025 RBC Heritage drew the **fifth-highest viewership of all PGA Tour events**, making it **the most-watched Signature Event of the year** and surpassing the Open Championship in audience size.

AGENCY BUDGET REQUESTS

1	Play it Forward State Park Request	\$185,860,000	Capital
2	Market Competitiveness	\$1,596,674	Recurring
3	Welcome Centers Construction Projects	\$17,000,000	Capital
4	Venues at Arsenal Hill	\$5,000,000	Capital
5	Sports Marketing Partnerships	\$6,500,000	Nonrecurring
6	STAR Grant Program	\$500,000	Recurring
7	Leisure Market Expansion	\$5,000,000	Nonrecurring
8	Destination Specific Tourism Marketing Grant	\$1,000,000	Recurring
9	IT- Operational and New Position	\$278,650	Recurring
10	Welcome Centers Operational	\$5,140,727	Recurring
11	Beach Renourishment	\$20,000,000	Nonrecurring
12	State Parks Authority- Increase & New Positions	\$2,346,084	Recurring

BUDGET VS. ACTUAL FISCAL YEAR 2024-2025

Fund		Current Budget	YTD Actual Expense	Remaining Balance
10010000	EXECUTIVE OFFICES	\$1,475,893.47	\$1,475,893.47	\$0.00
10010000	ADMINISTRATIVE SVCS	\$4,411,485.00	\$4,411,485.00	\$0.00
10010000	TOURISM SALES & MKT	\$831,588.60	\$831,588.60	\$0.00
10010000	ADVERTISING	\$15,898,478.64	\$15,898,478.64	\$0.00
10010000	WELCOME CENTERS	\$2,175,785.77	\$2,175,785.77	\$0.00
10010000	STATE PARKS SERVICE	\$5,090,757.94	\$5,090,757.94	\$0.00
10010000	COMMUNICATIONS	\$108,353.17	\$108,353.17	\$0.00
10010000	RESEARCH	\$195,043.40	\$195,043.40	\$0.00
10010000	RECREATN, GRNT &	\$285,906.22	\$285,906.22	\$0.00
10010000	VENUES ARSENAL HILL	\$241,529.95	\$241,529.95	\$0.00
10010000	STATE EMPLOYER	\$4,424,862.70	\$4,424,862.70	\$0.00
30350000	STATE PARKS SERVICE	\$40,748,237.14	\$38,088,711.13	\$2,659,526.01
30350000	STATE EMPLOYER	\$6,800,641.53	\$6,800,641.53	\$0.00
30370000	WELCOME CENTERS	\$5,716,094.81	\$5,282,376.44	\$433,718.37
30370000	STATE EMPLOYER	\$305,086.39	\$305,086.39	\$0.00
30370001	VENUES ARSENAL HILL	\$168,934.30	\$337.58	\$168,596.72
30370001	STATE EMPLOYER	\$0.00	0	\$0.00
37070000	FILM COMMISSION	\$29,850,811.80	\$19,570,793.28	\$10,280,018.52
37070000	STATE EMPLOYER	\$90,886.00	\$90,886.00	\$0.00

BUDGET VS. ACTUAL FISCAL YEAR 2025-2026

Fund		Current Budget	YTD Actual Expense	Commitments and	Remaining Balance
10010000	EXECUTIVE OFFICES	\$1,398,557.00	\$636,966.48	\$28,640.05	\$732,950.47
10010000	ADMINISTRATIVE SVCS	\$7,545,808.00	\$2,313,981.12	\$370,598.60	\$4,861,228.28
10010000	TOURISM SALES & MKT	\$912,082.00	\$434,629.85	\$1,383.23	\$476,068.92
10010000	ADVERTISING	\$18,302,001.70	\$7,365,199.92	\$10,523,730.54	\$413,071.24
10010000	WELCOME CENTERS	\$2,572,261.00	\$1,335,043.98	\$17,907.08	\$1,219,309.94
10010000	STATE PARKS SERVICE	\$9,509,427.24	\$2,206,724.85	\$455,339.12	\$6,847,363.27
10010000	COMMUNICATIONS	\$139,083.00	\$50,944.98	\$0.00	\$88,138.02
10010000	RESEARCH	\$226,994.00	\$99,897.45	\$1,578.96	\$125,517.59
10010000	RECREATN, GRNT & POL	\$290,349.00	\$139,521.29	\$1,991.15	\$148,836.56
10010000	PARD GRANTS	\$500,000.00	\$500,000.00	\$0.00	\$0.00
10010000	VENUES ARSENAL HILL	\$451,427.00	\$174,444.65	\$61,607.70	\$215,374.65
10010000	STATE EMPLOYER CONTR	\$5,396,141.00	\$2,484,261.83	\$0.00	\$2,911,879.17
10010000	UNOBLIGATED CARRYFORWARD	\$1,878,652.74	\$0.00	\$0.00	\$1,878,652.74
30350000	STATE PARKS SERVICE	\$41,108,123.49	\$18,268,907.72	\$5,736,589.52	\$17,102,626.25
30350000	STATE EMPLOYER CONTR	\$6,400,000.00	\$3,428,460.62	\$0.00	\$2,971,539.38
30370000	WELCOME CENTERS	\$5,741,240.00	\$2,090,979.89	\$2,231,447.51	\$1,418,812.60
30370000	STATE EMPLOYER CONTR	\$331,368.00	\$22,143.38	\$0.00	\$309,224.62
30370001	VENUES ARSENAL HILL	\$322,000.00	\$92.07	\$0.00	\$321,907.93
30370001	STATE EMPLOYER CONTR	\$0.00	\$0.00	\$0.00	\$0.00
37070000	FILM COMMISSION	\$23,931,639.00	\$2,307,207.98	\$14,096.59	\$21,610,334.43
37070000	STATE EMPLOYER CONTR	\$90,000.00	\$46,421.49	\$0.00	\$43,578.51

A man with a beard and a baseball cap is fishing from a boat. He is holding a fishing rod and looking at the line. The background is the ocean and a clear sky.

CONNECT WITH US

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