

AGENCY NAME:	South Carolina Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	49

Fiscal Year 2017-18 Accountability Report

SUBMISSION FORM

AGENCY MISSION	<p>Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.</p>
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AGENCY VISION	<p>Grow the state. (the economy, jobs, the product base, etc.) Enhance the authentic experiences. (Remain true to what makes South Carolina special.) Sustain the resources. (Protect and preserve.) Lead the way.</p>
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Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

RESTRUCTURING RECOMMENDATIONS:	Yes	No
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
PRIMARY CONTACT:	Amy Duffy	803-734-3272	aduffy@scprt.com
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I have reviewed and approved the enclosed FY 2017-18 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):			
(TYPE/PRINT NAME):	Duane Parrish		September 20, 2018

BOARD/CMSN CHAIR (SIGN AND DATE):			
(TYPE/PRINT NAME):			

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AGENCY'S DISCUSSION AND ANALYSIS

TOURISM ECONOMY

AS OF 2016, TOURISM GENERATED AN ANNUAL IMPACT OF \$21.2 BILLION ON SOUTH CAROLINA'S ECONOMY, A 4.7% INCREASE FROM 2015. TOURISM SUPPORTS ONE IN TEN JOBS IN SOUTH CAROLINA AND GENERATES MORE THAN \$1.6 BILLION IN STATE AND LOCAL TAX REVENUES.

STATEWIDE HOTEL OCCUPANCY IN 2017 INCREASED 0.6% AND, COMBINED WITH A 4.0% INCREASE IN AVERAGE ROOM RATES, YIELDED A 4.6% INCREASE IN HOTEL REVENUE PER AVAILABLE ROOM (REVPAR). IN THE FIRST HALF OF 2018, STATEWIDE HOTEL OCCUPANCY HAS DECREASED 0.4% OVER THE SAME TIME-PERIOD IN 2017; HOWEVER, WITH AN INCREASE IN AVERAGE DAILY RATES OF 2.1%, HOTEL REVPAR IN THE FIRST SIX MONTHS OF 2018 HAS INCREASED 4.0% STATEWIDE.

TOURISM MARKETING

SCPRT'S TOURISM SALES AND MARKETING OFFICE CONTINUES TO EVOLVE ITS TOURISM MARKETING STRATEGIES IN KEY DOMESTIC MARKETS. IN FY 18, SCPRT'S MARKETING EFFORTS FOCUSED ON A WIDE VARIETY OF TOURISM EXPERIENCES THROUGHOUT SOUTH CAROLINA, INCLUDING FAMILY REUNION WEEKENDS AT SANTEE STATE PARK, AIKEN'S RICH EQUESTRIAN HISTORY AND CULTURE, AND SOUTH CAROLINA'S WEALTH OF BED & BREAKFAST ACCOMMODATIONS. SCPRT'S MARKETING EFFORTS IN FY 18 ALSO INCLUDED A FARM TO TABLE EXPERIENCE WITH 2015 SC CHEF AMBASSADOR BRANDON VELIE, AND THE STATE'S HIDDEN GOLF GEMS, SUCH AS CHEROKEE VALLEY GOLF CLUB, HICKORY KNOB STATE PARK, AND EDGEWATER GOLF CLUB.

DURING THE PAST YEAR, SCPRT ALSO WORKED WITH THE STATE'S ELEVEN TOURISM REGIONS AND THE DEPARTMENT OF NATURAL RESOURCES TO DEVELOP A COOPERATIVE MARKETING CAMPAIGN – "FISH IN SC," WHICH ENCOMPASSED A STATEWIDE FISHING GUIDE GATEFOLD IN THE 2017 DISCOVER GUIDE, AS WELL AS PRINT, SOCIAL, DIGITAL AND VIDEO CONTENT. THE INITIATIVE ALSO HOSTED A PHOTO CONTEST THAT GENERATED NEARLY 800 ENTRIES, OVER 12,000 VIEWS, AND 1.2 MILLION IMPRESSIONS.

SCPRT CONTINUES TO FOCUS MUCH OF ITS TOURISM MARKETING STRATEGY ON SOUTH CAROLINA'S UNDISCOVERED DESTINATIONS AND THEIR MANY TOURISM ASSETS. IN ADDITION TO THE DEVELOPMENT OF NEW MARKETING INITIATIVES TARGETING UNDISCOVERED SOUTH CAROLINA, SCPRT CONTINUES TO SUPPORT ITS PREVIOUS SUCCESSFUL UNDISCOVERED MARKETING INITIATIVES, INCLUDING THE SC BBQ TRAIL AND THE SATISFY YOUR THIRST TOUR. TO-DATE, SCPRT HAS DISTRIBUTED OVER 500,000 COPIES OF THE BBQ TRAIL MAP AND 125,000 COPIES OF THE SATISFY YOUR THIRST TOUR MAP.

IN CALENDAR YEAR 2017, SOUTH CAROLINA'S TOURISM INDUSTRY EXPERIENCED ITS FIFTH YEAR OF RECORD TOURISM GROWTH. WHILE THIS TOURISM GROWTH OCCURRED STATEWIDE, ONE OF THE MOST NOTABLE GAINS IN 2017 OCCURRED IN SOUTH CAROLINA'S RURAL AREAS, WHICH EXPERIENCED HOTEL REVENUE GROWTH OF OVER NINE PERCENT – ONE OF THE HIGHEST PERCENT INCREASES IN THE ENTIRE STATE.

FOLLOWING THE ANNOUNCEMENT OF THE STATE'S FIRST ALL-FEMALE CLASS OF CHEF AMBASSADORS, SCPRT SECURED A PARTNERSHIP WITH THE MAGAZINE EVERYDAY WITH RACHAEL RAY FOR ITS MARCH ISSUE CELEBRATING NATIONAL WOMEN'S HISTORY MONTH. THE COVER STORY #LIKEABOSS SHOWCASED EIGHT TOP CHEFS IN THE COUNTRY, AND PROVIDED NATIONAL EXPOSURE FOR SOUTH CAROLINA'S CHEF AMBASSADORS FOR 2018.

SCPRT ALSO CONTINUES TO DEVELOP AND IMPLEMENT STRATEGIES TO INCREASE AWARENESS OF SOUTH CAROLINA AS AN INTERNATIONAL TRAVEL DESTINATION. IN NOVEMBER 2017, SCPRT AND THE CHARLESTON AREA CONVENTION AND VISITORS BUREAU HOSTED TRAVEL SOUTH USA'S INTERNATIONAL SHOWCASE IN CHARLESTON. THE TRADE SHOW HOSTED MORE THAN 100 TOUR OPERATORS FROM 19 DIFFERENT COUNTRIES THAT PACKAGE AND SELL VACATIONS TO THE UNITED STATES. FOLLOWING THE

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TRADESHOW, SCPRT AND STATEWIDE INDUSTRY PARTNERS CONDUCTED FAMILIARIZATION TOURS FOR INTERNATIONAL TOUR OPERATORS TO EXPERIENCE SOUTH CAROLINA DESTINATIONS AND PRODUCTS.

IN FY 18, SCPRT LAUNCHED A NEW AND IMPROVED SOUTH CAROLINA STATE PARKS WEBSITE, WHICH INTRODUCED SEVERAL NEW FEATURES SUCH AS IMPROVED PROGRAM LISTINGS, AN ULTIMATE OUTSIDER PROGRAM FEATURE PAGE, AN INCORPORATED INSTAGRAM FEED, AND REDESIGNED PARK PAGES THAT FUNCTION AS A MINI-WEBSITE FOR EACH PARK. THE NEW WEBSITE IS FULLY RESPONSIVE, OFFERS STREAMLINED NAVIGATION AND ADVANCED SEARCH CAPABILITIES, AND FEATURES ENHANCED PARK PAGES WITH EASY-TO-ACCESS, DETAILED INFORMATION AND IMPROVED PHOTO GALLERIES. THE NEW SITE ALSO OFFERS ADVERTISING OPPORTUNITIES TO AUDIENCE-RELEVANT PARTNERS, WITH THE REVENUE EARNED FROM THESE AD PLACEMENTS RE-INVESTED INTO PARKS MARKETING.

WELCOME CENTERS

IN FY 18, SCPRT COMPLETED THE DESIGN FOR A NEW WELCOME CENTER IN DILLON, WHICH IS SCHEDULED TO BEGIN CONSTRUCTION IN FY 19. SCPRT HAS CONTINUED TO MAKE IMPROVEMENTS IN FACILITIES EFFICIENCIES AND VISITOR SERVICES AT ALL WELCOME CENTER LOCATIONS IN FY 18. THESE IMPROVEMENTS INCLUDE UPDATED LED LIGHTING, MORE EFFICIENT HAND DRYERS FOR WELCOME CENTER RESTROOMS, IMPROVED LANDSCAPING AND IRRIGATION, AND NEW SIGNAGE. SCPRT ALSO ENGAGED AND ACQUIRED A CLOUD-BASED PEOPLE COUNTERS SOLUTION FOR THE FORT MILL AND HARDEEVILLE WELCOME CENTERS TO MONITOR VISITOR TRAFFIC AND REPORT VISITATION NUMBERS TO ENSURE GREATER ACCURACY.

STATE PARKS

FOR THE PAST SEVERAL YEARS, SCPRT HAS CONTINUED TO PURSUE ITS GOAL OF OPERATIONAL SELF-SUFFICIENCY, REACHING A RECORD HIGH OF 96% IN FY 16. IN FY 17, OPERATIONAL SELF SUFFICIENCY DROPPED TO APPROXIMATELY 90% DUE TO TEMPORARY CLOSINGS OF EDISTO BEACH AND HUNTING ISLAND STATE PARKS FOLLOWING HURRICANE MATTHEW.

DURING FY 18, SCPRT WORKED TO RESTORE OPERATIONS AT BOTH STATE PARKS. EDISTO BEACH STATE PARK’S LIVE OAK CAMPGROUND WAS REOPENED IN JANUARY 2018. AT HUNTING ISLAND, A 100-SITE CAMPGROUND WAS REOPENED IN FEBRUARY 2018. THROUGH THESE RECOVERY EFFORTS, COMBINED WITH STATE PARKS MARKETING EFFORTS TO DIVERSIFY VISITATION TRENDS AT OTHER COASTAL AND NON-COASTAL STATE PARKS, SOUTH CAROLINA STATE PARKS ACHIEVED SIGNIFICANT REVENUE RESTORATION DURING FY 18. THESE EFFORTS ULTIMATELY RESULTED IN SOUTH CAROLINA STATE PARKS ACHIEVING A RECORD 98.6% OPERATIONAL SELF-SUFFICIENCY FOR THE YEAR.

IN FY 18, SOUTH CAROLINA STATE PARKS ALSO ACQUIRED A SIGNIFICANT NEW PROPERTY FOR THE STATE PARKS SYSTEM – ST. PHILLIPS ISLAND. THE LARGEST PRIVATELY HELD ISLAND OFF SOUTH CAROLINA’S COAST, SCPRT ACQUIRED ST. PHILLIPS FOR \$4.9 MILLION, APPROXIMATELY ONE-THIRD OF ITS APPRAISED VALUE. THE ISLAND WAS ACQUIRED TO SERVE AS A PREMIUM EXPERIENCE FOR VISITORS TO HUNTING ISLAND STATE PARK. TOTALING OVER 4,600 ACRES AND ACCESSIBLE ONLY BY BOAT, ST. PHILLIPS ISLAND FEATURES NATURAL SETTINGS INCLUDING 1000 ACRES OF MARITIME FORESTS AND OVER 70 ACRES OF PRISTINE SANDY BEACH. INCLUDED IN THE SALE WERE TWO RESIDENCES BUILT BY ITS PREVIOUS OWNER, TED TURNER. THE ACQUISITION OF ST. PHILLIPS IS A TIMELY INVESTMENT FOR SOUTH CAROLINA THAT WILL ALLOW THE PUBLIC THE OPPORTUNITY TO DISCOVER A LARGELY UNTOUCHED TREASURE WHILE ALSO ENSURING THE CONTINUITY OF THIS INVALUABLE NATURAL RESOURCE FOR FUTURE GENERATIONS. SCPRT IS CURRENTLY DEVELOPING MANAGEMENT AND OPERATIONAL PLANS FOR ST. PHILLIPS ISLAND AND ANTICIPATES OPENING THE ISLAND FOR DAY TOURS IN THE FALL OF 2018.

SCPRT CONTINUES TO EXPLORE OPPORTUNITIES TO IMPLEMENT COST SAVINGS MEASURES WHILE ENSURING A HIGH LEVEL OF SERVICE. COST-SAVINGS MEASURES ARE PARTICULARLY CRITICAL FOR STATE PARKS OPERATIONS AND REALIZING THE AGENCY GOAL OF ACHIEVING FULL OPERATIONAL SELF-SUFFICIENCY. IN FY 18, SCPRT IMPLEMENTED COST-SAVINGS MEASURES FOR TWO MAJOR ACTIVITIES IN THE STATE PARKS SERVICE – RETAIL OPERATIONS AND OVERNIGHT RESERVATIONS. FOR STATE PARKS RETAIL, UPGRADING THE POINT OF SALE SYSTEM AT NINETEEN STATE PARKS WILL PROVIDE SUBSTANTIAL COST SAVINGS THROUGH BETTER SALES TRACKING AND

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INVENTORY MANAGEMENT. IN FY 18, SCPRT ALSO ENTERED INTO A NEW CONTRACT FOR THE STATE PARKS' CENTRAL RESERVATION SYSTEM. SUBSTANTIAL COST SAVINGS WILL BE ACHIEVED IN THE NEW CONTRACT THROUGH TWO SIGNIFICANT CHANGES IN RESERVATION OPERATIONS. ONE COST-SAVINGS MEASURE WILL BE ACHIEVED BY BRINGING THE CALL CENTER FOR RESERVATION IN-HOUSE AT THE AGENCY, RATHER THAN AS A SERVICE PROVIDED BY THE VENDOR. THE SECOND COST-SAVINGS REALIZED THROUGH THE NEW CONTRACT RESULTS FROM THE AGENCY PAYING A FLAT MONTHLY RATE TO THE VENDOR RATHER THAN A COST-PER-RESERVATION-NIGHT FEE TO THE VENDOR, WHICH WAS ESTABLISHED IN THE FORMER CENTRAL RESERVATION SYSTEM CONTRACT. COMBINED, THESE MEASURES WILL PROVIDE THE AGENCY WITH AN ESTIMATED COST SAVINGS OF \$390,000 PER YEAR.

OVER THE COURSE OF THE LAST YEAR SCPRT HAS EXPANDED, UPGRADED OR PREFORMED RESTORATION OF PUBLIC WI-FI SERVICES IN NUMEROUS STATE PARK LOCATIONS TO INCLUDE HUNTINGTON BEACH SOUTH BEACH, DREHER ISLAND STATE PARK CAMPER CABINS, SANTEE STATE PARK CABINS, HUNTING ISLAND, OCONEE CABINS AND EDISTO CAMPGROUND. PROVIDING A CONSISTENT PUBLIC WI-FI EXPERIENCE PROVIDES OUR CUSTOMERS WITH GREATER FLEXIBILITY THUS ENHANCING THEIR OVERALL EXPERIENCE. SCPRT ALSO COMPLETED AN UPGRADE TO CROFT STATE PARK AND DEVILS FORK STATE NETWORKS TO PROVIDE BETTER CONNECTIVITY FOR STAFF, WHICH ALLOWS THEM TO PREFORM REQUIRED SCEIS FUNCTIONS, PROJECT TRACKING AND STAFF TRAINING. IN ADDITION, SCPRT HAS ALSO BEGUN UPGRADING AND CONFIGURING NINETEEN NEW POINT OF SALE SYSTEMS TO BETTER SERVE RETAIL FIELD OPERATIONS. THIS PROJECT IS DUE TO BE COMPLETED IN DECEMBER 2018.

TOURISM & RECREATION GRANTS

THROUGH THE UNDISCOVERED SC GRANTS, WHICH PROVIDE MATCHING FUNDS FOR HARD COSTS ASSOCIATED WITH TOURISM DEVELOPMENT PROJECTS, SCPRT CONTINUES TO ENCOURAGE THE DEVELOPMENT OF TOURISM PRODUCT IN THE STATE'S RURAL AREAS AND DEVELOPING DESTINATIONS. IN FY 18, SCPRT AWARDED TWO UNDISCOVERED SC GRANTS TOTALING \$300,000 FOR THE FOLLOWING PROJECTS: POCOTAGLIO NATURE WALK (CITY OF MANNING), AND THE BEAUFORT ARSENAL RENOVATION (CITY OF BEAUFORT).

IN FY 18, SCPRT AWARDED THREE SPORTS TOURISM ADVERTISING AND RECRUITMENT (STAR) GRANTS FOR SUCCESSFULLY RECRUITED SPORTING EVENTS IN SOUTH CAROLINA: 2018 BASSMASTER CLASSIC (CITY OF GREENVILLE); 2018 USA TRIATHLON NATIONAL CHAMPIONSHIP (CITY OF GREENVILLE); AND 2018 CAA MEN'S BASKETBALL CHAMPIONSHIP (NORTH CHARLESTON).

IN FY 18, THE FOLLOWING AWARDS WERE MADE FOR BEACH RENOURISHMENT: CITY OF FOLLY BEACH: \$1,500,000; AND CITY OF NORTH MYRTLE BEACH: \$227,500. SCPRT CURRENTLY HAS GRANT APPLICATIONS UNDER REVIEW FROM THE FOLLOWING DESTINATIONS: CITY OF MYRTLE BEACH, CITY OF NORTH MYRTLE BEACH, HORRY COUNTY (ARCADIAN SHORES), HUNTING ISLAND STATE PARK, AND TOWN OF PAWLEYS ISLAND.

FILM RECRUITMENT

IN FY 18, SOUTH CAROLINA RECRUITED TWO FEATURE FILMS, HALLOWEEN AND CONRAD & MICHELLE; THREE SERIES SEASONS, MR. MERCEDES SEASON 2 AND THE INSPECTORS SEASONS 3 AND 4; AND TWO TELEVISION PILOTS, SALVAGE AND THE RIGHTEOUS. COMBINED, THESE PROJECTS ARE PROJECTED TO GENERATE OVER \$66.3 MILLION IN SPENDING WITH SOUTH CAROLINA VENDORS AND OVER 900 JOBS FOR SOUTH CAROLINA RESIDENT FILM CREW.

RISK ASSESSMENT AND MITIGATION STRATEGIES

THE AGENCY'S FAILURE TO MEET ITS PRIMARY TOURISM GOALS AND OBJECTIVES WOULD RESULT IN A SUBSTANTIAL NEGATIVE IMPACT TO THE STATE'S ECONOMY AND THE QUALITY OF LIFE FOR SOUTH CAROLINIANS. WITHOUT A COORDINATED STATEWIDE MARKETING STRATEGY, MANY OF SOUTH CAROLINA'S DESTINATIONS WOULD BE UNABLE TO COMPETE EFFECTIVELY IN DOMESTIC AND INTERNATIONAL TOURISM MARKETS. THIS WOULD ULTIMATELY RESULT IN LOSSES OF TOURISM MARKET SHARE, MEANING LESS VISITOR SPENDING TO SUPPORT JOBS AND GENERATE TAXES UPON WHICH STATE AND LOCAL GOVERNMENTS RELY HEAVILY TO FUND CORE

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SERVICES. THIS WOULD ALSO LEAD TO LESS INVESTMENT IN TOURISM AND RECREATION PRODUCTS, SUCH AS STATE AND LOCAL PARKS, THAT ARE ENJOYED BY MANY STATE RESIDENTS. IN ORDER TO ENSURE THE CONTINUITY OF SOUTH CAROLINA'S TOURISM SUCCESS, THE STATE MUST CONTINUE TO INVEST IN STATEWIDE TOURISM MARKETING, AND ALSO CONTINUE TO PROVIDE FUNDING FOR OUR STATE'S RECREATIONAL ASSETS AND TOURISM INFRASTRUCTURE, INCLUDING PUBLIC BEACHES. WHEN PRACTICAL, THE STATE SHOULD CONTINUE TO ENCOURAGE GREATER COOPERATION BETWEEN STATE AND LOCAL GOVERNMENTS TO ENSURE THE MOST EFFICIENT AND EFFECTIVE USE OF FINANCIAL AND HUMAN RESOURCES.

IN TERMS OF SOUTH CAROLINA STATE PARKS, THE MOST NEGATIVE IMPACT WOULD BE THE LOSS OF PUBLIC RECREATION AREAS AND EDUCATIONAL OPPORTUNITIES DERIVED FROM THE PARKS' NATURAL HABITATS AND HISTORIC SITES AND STRUCTURES. IN ORDER TO GUARANTEE THE CONTINUITY OF STATE PARKS OPERATIONS, THE STATE MUST CONTINUE TO PROVIDE SUPPORT FOR CAPITAL IMPROVEMENTS THAT ENSURE PUBLIC SAFETY AND ALSO ALLOW STATE PARKS TO OPERATE WITH FINANCIAL EFFICIENCY. THESE CAPITAL PROJECTS INCLUDE INFRASTRUCTURE MAINTENANCE, SUCH AS PAVING, ELECTRICAL AND SEWER UPGRADES, AS WELL AS BEACH RENOURISHMENT AND STRUCTURAL IMPROVEMENTS.

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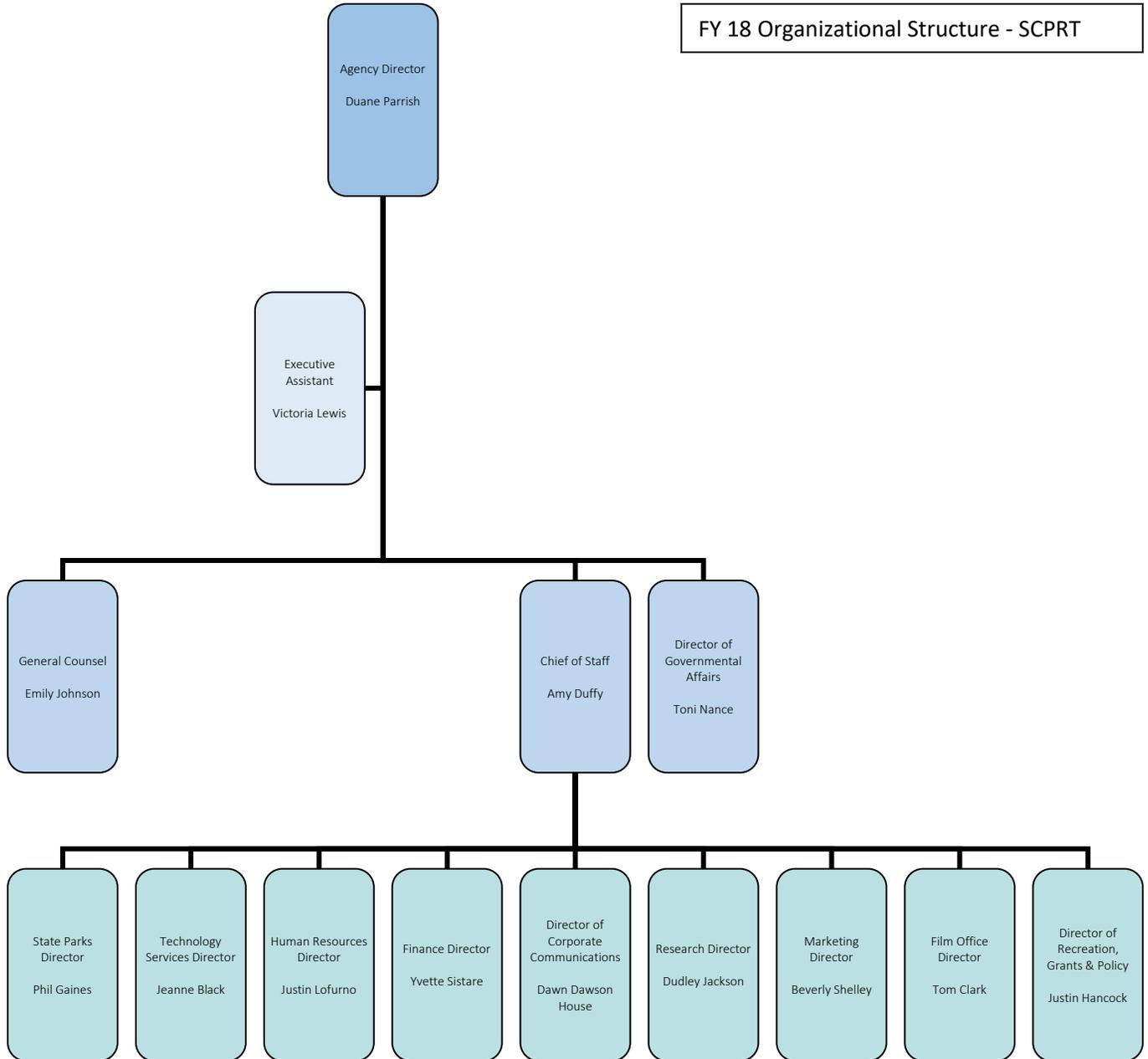
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FY 18 Organizational Structure - SCPRT



Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

Fiscal Year 2017-2018

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Accountability Report

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	2017-18			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
Government and Citizens	G	1			Stewardship of Agency Resources							
	S	1.1			Operate State Parks with Standard Business Management Practices							
	M	1.1.1			State Parks Operational Self Sufficiency	89.39%	96.00%	98.62%	07/01/17 - 06/30/18	State Park Staff submit to Central Office Finance, Calculated Monthly	(Total State Parks Revenue/Total State Parks Expenditures)*100	Provides overview and tracking of State Parks' financial performance
	M	1.1.2			State Parks Total Revenue	\$27,168,600.00	\$28,000,000.00	\$30,683,592.00	07/01/17 - 06/30/18	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Provides overview and tracking of State Parks' financial performance
	M	1.1.3			State Parks Admissions Revenue	\$6,041,160.67	\$6,000,000.00	\$6,492,694.00	07/01/17 - 06/30/18	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Indicates day use visitation of State Parks
	M	1.1.4			State Parks Cabin Occupancy	52.68%	55.00%	51.73%	07/01/17 - 06/30/18	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M	1.1.5			State Parks Lodge Room Occupancy	31.94%	33.00%	31.93%	07/01/17 - 06/30/18	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M	1.1.6			State Parks Campsite Occupancy	34.11%	40.00%	36.72%	07/01/17 - 06/30/18	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M	1.1.7			State Parks Golf Rounds	35,589	36,000	34,772	07/01/17 - 06/30/18	Central Reservation System, Data Available Daily		Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks
	M	1.1.8			State Parks Corporate/Private Donations	\$142,936.00	n/a	\$144,448.00	07/01/17 - 06/30/18	Data is collected and maintained by SCPRT staff on an internal network drive		Indicates levels and trends of corporate or private support for State Parks
	M	1.1.9			State Parks Total Volunteer Hours	110,340	n/a	106,765	07/01/17 - 06/30/18	State Park Staff submits to State Park Central Office Weekly		Indicates public support of State Parks
	S	1.2			Protect and Preserve Natural & Cultural Resources in State Parks							
	M	1.2.1			Number of Red Cockaded Woodpecker Clusters	14	16	16	07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats
	M	1.2.2			Number of Red Cockaded Woodpecker Fledglings	27	31	31	07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats
	M	1.2.3			Number of Sea Turtle Nests	285	271	195	07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to protect sea turtles
	M	1.2.4			New Forest Restoration Acreage	4,425	5,575	3,470	07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of forest maintenance activities
	M	1.2.5			Total Forest Restoration Acreage	9,902	12,705	10,444	07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of forest maintenance activities
	S	1.3			Develop and Promote Cooperative Advertising Opportunities for Local DMOs							
	M	1.3.1			Cooperative Advertising Sales Total	\$348,100	n/a	\$267,113.00	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M	1.3.2			Welcome Center Advertising Sales Total	\$53,469	n/a	\$88,442.00	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M	1.3.3			Visitors Guide Sales Total	\$605,549	n/a	\$502,677.00	07/01/17 - 06/30/18	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M	1.3.4			Leisure Website Advertising Sales Total	\$35,900	n/a	\$26,500.00	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M	1.3.5			State Parks Website Advertising Total	n/a	n/a	\$15,750.00	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
Public Infrastructure and Economic Development	G	2			Encourage Business Development and Economic Growth							
	S	2.1			Encourage Economic Growth for the State's Film Industry through Project Recruitment							

Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	2017-18			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		2.1.1	Total Number of SC Film Hires	2,284	n/a	Currently Unavailable ¹	07/01/17 - 06/30/18	Reported to SCPR by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on employment of SC-based crew	
	M		2.1.2	Total Amount of Film-Related SC Spending (qualified spend only)	\$26,067,848	n/a	Currently Unavailable ¹	07/01/17 - 06/30/18	Reported to SCPR by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business	
	M		2.1.3	Total Number of Film-Related Hotel Nights	7,852	n/a	Currently Unavailable ¹	07/01/17 - 06/30/18	Reported to SCPR by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business	
	S		2.2	Provide Assistance to Local Governments and DMOs for Tourism and Recreation Development								
	M		2.2.1	Number of Recreational Trails Program Grants	n/a	n/a	19	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	M		2.2.2	Number of Parks and Recreation Development Fund New Projects	160	n/a	145	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	M		2.2.3	Number of Land and Water Conservation Fund Grants	n/a	n/a	12	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	M		2.2.4	Number of Tourism Advertising Grants	78	n/a	71	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	M		2.2.5	Number of Undiscovered SC Enhancement Grants	2	n/a	2	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	M		2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	5	n/a	3	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs	
	S		2.3	Grow South Carolina's Tourism Economy								
	M		2.3.1	Total State Accommodations Tax Collections	\$69,559,226.90	n/a	\$72,032,863.09	07/01/17 - 06/30/18	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing	
	M		2.3.2	Total State Admissions Tax Collections	\$34,615,115.72	n/a	\$39,505,146.46	07/01/17 - 06/30/18	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing	
	M		2.3.3	Statewide Hotel Occupancy Rate	64.00%	64.00%	64.20%	01/01/2017 - 12/31/2017	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing	
	M		2.3.4	Statewide Hotel RevPAR Rate	\$69.86	\$69.86	\$73.11	01/01/2017 - 12/31/2017	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing	
Public Infrastructure and Economic Development	G		3	Effectively Market South Carolina as a Travel Destination								
	S		3.1	Engage Consumers through SCPRT's Leisure Marketing Program								
	M		3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	50%	39%	49%	07/01/17 - 06/30/18	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising	
	M		3.1.2	Number of Total Trips Generated by Advertising	1,250,000	n/a	1,230,000	07/01/17 - 06/30/18	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising	
	M		3.1.3	Number of Undiscovered Trips Generated by Advertising	618,000	n/a	608,000	07/01/17 - 06/30/18	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising	
	S		3.2	Provide Travel Assistance to Welcome Center Visitors								
	M		3.2.1	Number of Total Welcome Center Visitors (by door count)	2,959,775	n/a	3,232,816	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns	
	M		3.2.2	Number of Guests Assisted	1,456,943	n/a	1,346,367	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns	
	M		3.2.3	Welcome Center Accommodations Reservations	12,581	n/a	12,687	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns	
	M		3.2.4	Welcome Center Attractions Reservations	4,704	n/a	4,759	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns	

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Statewide Enterprise Strategic Objective	Type	Item #			Description	Base	2017-18		Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure			Target	Actual				
	M			3.2.5	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.71	4.5	4.89	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Provides information on visitor experience with WC staff and facilities
	S			3.3	Engage Existing and Potential State Parks Visitors through Marketing							
	M			3.3.1	Number of State Parks User Who Have Completed the Ultimate Outsider Challenge	715	n/a	875	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Indicates effectiveness of State Parks Marketing
Education, Training, and Human Development	G			4								
	S			4.1	Develop the State's Film Industry through Educational and Training Opportunities							
	M			4.1.1	Number of Production Fund Grants Awarded	2	n/a	2	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M			4.1.2	Number of Educational/Training Workshops Conducted	5	n/a	1	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M			4.1.3	Number of Workshops Participants	270	n/a	52	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	S			4.2	Provide Educational Opportunities for Students at South Carolina State Parks							
	M			4.2.1	Discover Carolina Family Program Attendance	495,113	490,000	511,764	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming
	M			4.2.2	Discover Carolina Educational Program Attendance	16,242	15,308	16,885	07/01/17 - 06/30/18	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

¹ Because final auditing of Film Projects that occurred in FY 18 had not been completed at the time of this report, complete data for FY 18 was unavailable.

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2018-19			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
Government and Citizens	G	1			Stewardship of Agency Resources							
	S	1.1			Operate State Parks with Standard Business Management Practices							
	M		1.1.1		State Parks Operational Self Sufficiency	98.62%	96.00%		07/01/18 - 06/30/19	State Park Staff submit to Central Office Finance, Calculated Monthly	(Total State Parks Revenue/Total State Parks Expenditures)*100	Provides overview and tracking of State Parks' financial performance
	M		1.1.2		State Parks Total Revenue	\$30,683,592.00	\$28,000,000.00		07/01/18 - 06/30/19	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Provides overview and tracking of State Parks' financial performance
	M		1.1.3		State Parks Admissions Revenue	\$6,492,694.00	\$6,500,000.00		07/01/18 - 06/30/19	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		Indicates day use visitation of State Parks
	M		1.1.4		State Parks Cabin Occupancy	51.73%	55.00%		07/01/18 - 06/30/19	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M		1.1.5		State Parks Lodge Room Occupancy	31.93%	33.00%		07/01/18 - 06/30/19	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M		1.1.6		State Parks Campsite Occupancy	36.72%	40.00%		07/01/18 - 06/30/19	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
	M		1.1.7		State Parks Golf Rounds	34,772	36,000		07/01/18 - 06/30/19	Central Reservation System, Data Available Daily		Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks
	M		1.1.8		State Parks Corporate/Private Donations	\$144,448.00	n/a		07/01/18 - 06/30/19	Data is collected and maintained by SCPRT staff on an internal network drive		Indicates levels and trends of corporate or private support for State Parks
	M		1.1.9		State Parks Total Volunteer Hours	106,765	n/a		07/01/18 - 06/30/19	State Park Staff submits to State Park Central Office Weekly		Indicates public support of State Parks
	S	1.2			Protect and Preserve Natural & Cultural Resources in State Parks							
	M		1.2.1		Number of Red Cockaded Woodpecker Clusters	16	n/a		07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats
	M		1.2.2		Number of Red Cockaded Woodpecker Fledglings	31	n/a		07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats
	M		1.2.3		Number of Sea Turtle Nests	195	n/a		07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of efforts to protect sea turtles
	M		1.2.4		New Forest Restoration Acreage	3,470	n/a		07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of forest maintenance activities
	M		1.2.5		Total Forest Restoration Acreage	10,444	n/a		07/01/17 - 06/30/18	SCPRT enters information into internal database		Allows tracking of forest maintenance activities
	S	1.3			Develop and Promote Cooperative Advertising Opportunities for Local DMOs							
	M		1.3.1		Cooperative Advertising Sales Total	\$267,113.00	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2018-19			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M			1.3.2	Welcome Center Advertising Sales Total	\$88,442.00	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.3	Visitors Guide Sales Total	\$502,677.00	n/a		07/01/18 - 06/30/19	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.4	Leisure Website Advertising Sales Total	\$26,500.00	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
	M			1.3.5	State Parks Website Advertising Total	\$15,750.00	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal network drive		Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
Public Infrastructure and Economic Development	G	2	Encourage Business Development and Economic Growth									
	S	2.1	Encourage Economic Growth for the State's Film Industry through Project Recruitment									
	M			2.1.1	Total Number of SC Film Hires	Currently Unavailable ¹	n/a		07/01/18 - 06/30/19	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on employment of SC-based crew
	M			2.1.2	Total Amount of Film-Related SC Spending (qualified spend only)	Currently Unavailable ¹	n/a		07/01/18 - 06/30/19	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	M			2.1.3	Total Number of Film-Related Hotel Nights	Currently Unavailable ¹	n/a		07/01/18 - 06/30/19	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive		Indicates effect of film incentives on local business
	S	2.2	Provide Assistance to Local Governments and DMOs for Tourism and Recreation Development									
	M			2.2.1	Number of Recreational Trails Program Grants	19	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.2	Number of Parks and Recreation Development Fund New Projects	145	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.3	Number of Land and Water Conservation Fund Grants	12	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.4	Number of Tourism Advertising Grants	71	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.5	Number of Undiscovered SC Enhancement Grants	2	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	M			2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	3	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Determines effectiveness of SCPRT's grant programs
	S	2.3	Grow South Carolina's Tourism Economy									
	M			2.3.1	Total State Accommodations Tax Collections	\$72,032,863.09	n/a		07/01/18 - 06/30/19	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2018-19			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M			2.3.2	Total State Admissions Tax Collections	\$39,505,146.46	n/a		07/01/18 - 06/30/19	SCDOR sends reports to SCPRT monthly		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M			2.3.3	Statewide Hotel Occupancy Rate	64.20%	64.00%		01/01/2018 - 12/31/2018	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
	M			2.3.4	Statewide Hotel RevPAR Rate	\$73.11	\$73.11		01/01/2018 - 12/31/2018	Smith Travel Research sends weekly and monthly reports to SCPRT		Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
Public Infrastructure and Economic Development	G			3	Effectively Market South Carolina as a Travel Destination							
	S			3.1	Engage Consumers through SCPRT's Leisure Marketing Program							
	M			3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	49%	39%		07/01/18 - 06/30/19	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	M			3.1.2	Number of Total Trips Generated by Advertising	1,230,000	n/a		07/01/18 - 06/30/19	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	M			3.1.3	Number of Undiscovered Trips Generated by Advertising	608,000	n/a		07/01/18 - 06/30/19	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	S			3.2	Provide Travel Assistance to Welcome Center Visitors							
	M			3.2.1	Number of Total Welcome Center Visitors (by door count)	3,232,816	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M			3.2.2	Number of Guests Assisted	1,346,367	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M			3.2.3	Welcome Center Accommodations Reservations	12,687	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M			3.2.4	Welcome Center Attractions Reservations	4,759	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M			3.2.5	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.89	4.5		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Provides information on visitor experience with WC staff and facilities
	S			3.3	Engage Existing and Potential State Parks Visitors through Marketing							
	M			3.3.1	Number of State Parks User Who Have Completed the Ultimate Outsider Challenge	875	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Indicates effectiveness of State Parks Marketing
	M			3.3.2	State Parks Advertising Awareness Percentage	n/a	n/a		07/01/18 - 06/30/19	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
	M			3.3.3	Number of State Parks Visits Generated by Advertising	n/a	n/a		07/01/18 - 06/30/19	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
Education, Training, and Human Development	G			4								
	S			4.1	Develop the State's Film Industry through Educational and Training Opportunities							
	M			4.1.1	Number of Production Fund Grants Awarded	2	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming

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Strategic Planning and Performance Measurement Template

Statewide Enterprise Strategic Objective	Type	Item #			Description	2018-19			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		4.1.2		Number of Educational/Training Workshops Conducted	1	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.3		Number of Workshops Participants	52	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	S		4.2		Provide Educational Opportunities for Students at South Carolina State Parks							
	M		4.2.1		Discover Carolina Family Program Attendance	511,764	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming
	M		4.2.2		Discover Carolina Educational Program Attendance	16,885	n/a		07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

¹ Because final auditing of Film Projects that occurred in FY 18 had not been completed at the time of this report, complete data for FY 18 was unavailable.

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Program Template

Program/Title	Purpose	FY 2017-18 Expenditures (Actual)				FY 2018-19 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	\$ 910,182			\$ 910,182	\$ 898,086			\$ 898,086	
Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,454,208	\$ 198,107		\$ 2,652,315	\$ 2,911,343			\$ 2,911,343	
Administrative Services	Recreation grants administered by the Finance office.	\$ 1,871,531	\$ 1,468	\$ 1,844,021	\$ 3,717,020	\$ 2,732,097	\$ 1,592,000	\$ 2,188,537	\$ 6,512,634	2.2.1; 2.2.2; 2.2.3; 2.2.5; 2.2.6
Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	\$ 659,156			\$ 659,156	\$ 753,237			\$ 753,237	1.3.1; 1.3.2; 1.3.3; 1.3.4; 1.3.5; 2.2.4; 3.1.1; 3.1.2; 3.1.3; 3.3.1; 3.3.2; 3.3.3
Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 2,475,000			\$ 2,475,000	\$ 2,525,000			\$ 2,525,000	
Advertising	PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural and man-made tourism resources for the purpose of attracting visitors to the state.	\$ 13,312,777	\$ 1,270,874		\$ 14,583,651	\$ 15,099,618	\$ 1,000,000		\$ 16,099,618	
Welcome Centers	Visitors Services staffing the state's nine Welcome Centers	\$ 1,596,939			\$ 1,596,939	\$ 1,538,343			\$ 1,538,343	3.2.1; 3.2.2; 3.2.3; 3.2.4; 3.2.5
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.		\$ 3,533,980				\$ 3,611,240			
Destination Specific Tourism	Destination Specific Marketing Grant Program	\$ 14,000,000			\$ 14,000,000		\$ 14,000,000		\$ 14,000,000	
State Park Service	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	\$ 3,038,372	\$ 25,562,645	\$ 1,014,948	\$ 29,615,965	\$ 2,607,980	\$ 24,427,269	\$ 290,574	\$ 27,325,823	1.1.1; 1.1.2; 1.1.3; 1.1.4; 1.1.5; 1.1.6; 1.1.7; 1.1.8; 1.1.9; 1.2.1; 1.2.2; 1.2.3; 1.2.4; 1.2.5; 3.3.1; 3.3.2; 3.3.3; 4.2.1; 4.2.2

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Program Template

Program/Title	Purpose	FY 2017-18 Expenditures (Actual)				FY 2018-19 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 97,365			\$ 97,365	\$ 107,605			\$ 107,605	
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 151,091			\$ 151,091	\$ 137,984			\$ 137,984	2.3.1; 2.3.2; 2.3.3; 2.3.4; 3.1.1; 3.1.2; 3.1.3; 3.3.2; 3.3.3
Film Commission	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.		\$ 10,415,996		\$ 10,415,996		\$ 17,031,639		\$ 17,031,639	2.1.1; 2.1.2; 2.1.3; 4.1.1; 4.1.2; 4.1.3
Employer Contributions	This program houses all the fringe benefits associated with all program positions. These benefits include retirement, health and dental insurance, workers compensation and unemployment compensation benefits.	\$ 2,958,043	\$ 4,144,001	\$ 27,308	\$ 7,129,352	\$ 3,512,328	\$ 3,940,966	\$ 26,000	\$ 7,479,294	

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Legal Standards Template

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	If yes, what type of service or product?	If other service or product, please specify what service or product.
1	1-30-10	State	Statute	SCPRT designated as a department within the Executive Branch of State Government.	No	No - Does not relate directly to any agency deliverables		
2	1-30-80	State	Statute	Film Office moved from SC Department of Commerce to SCPRT	No	No - Does not relate directly to any agency deliverables		
3	1-11-425	State	Statute	SCPRT exempted from providing cost information for printed publications intended for public relations purposes	No	No - But relates to manner in which one or more agency deliverables is provided		
4	12-21-4200	State	Statute	Disbursement of Bingo Tax Revenues - a portion of which goes to the Parks and Recreation Development Fund (PARD). PARD is a legislative grant program administered by SCPRT.	No	No - But relates to sources of funding for one or more agency deliverables		
5	12-21-6510	State	Statute	Tourism Infrastructure Admissions Tax Act - Short Title	No	No - But relates to manner in which one or more agency deliverables is provided		
6	12-21-6520	State	Statute	Definitions of Article	No	No - But relates to manner in which one or more agency deliverables is provided		
7	12-21-6530	State	Statute	Portion of tax paid to county or municipality where tourism establishment located	Yes	No - But relates to manner in which one or more agency deliverables is provided		
8	12-21-6540	State	Statute	Portion of tax transferred to State Treasurer for special tourism infrastructure development fund; established grants and grant guidelines	Yes	Yes	Other service or product our agency must/may provide	Consultation with South Carolina Coordinating Council on Economic Development for use of funds for infrastructure benefitting tourism
9	12-21-6550	State	Statute	Certification application procedures	Yes	Yes	Other service or product our agency must/may provide	Certification of tourism or recreation facility for Tourism Infrastructure Admissions Tax benefits
10	12-21-6560	State	Statute	Qualification Factors for Eligibility of Major Tourism or Recreation Area or Facility	No	No - But relates to manner in which one or more agency deliverables is provided		
11	12-21-6570	State	Statute	Designation of Development Areas	No	No - But relates to manner in which one or more agency deliverables is provided		
12	12-21-6580	State	Statute	Facilities expansion or improvement eligibility requirements	No	No - But relates to manner in which one or more agency deliverables is provided		
13	12-21-6590	State	Statute	Establishment of Extraordinary Retail Certification	Yes	Yes	Other service or product our agency must/may provide	Establishment of Extraordinary Retail Certification
14	12-62-10	State	Statute	Motion Picture Incentive Act - Citation of Chapter	No	No - Does not relate directly to any agency deliverables		
15	12-62-20	State	Statute	Motion Picture Incentive Act Definitions	No	No - Does not relate directly to any agency deliverables		
16	12-62-30	State	Statute	Exemption from State and Local Taxes	No	No - But relates to manner in which one or more agency deliverables is provided		

17	12-62-40	State	Statute	Certification of Exemption	Yes	Yes	Other service or product our agency must/may provide	Sales and Use Tax Exemption Certification
18	12-62-50	State	Statute	Tax Rebate for Employment of SC Residents	Yes	Yes	Distribute funding to another entity	
19	12-62-55	State	Statute	Assignment of Rebate Payments to Trustee	No	No - But relates to manner in which one or more agency deliverables is provided		
20	12-62-60	State	Statute	Distribution of Admissions Taxes; Supplier Rebate; Educational Requirements	Yes	Yes	Distribute funding to another entity	
21	12-62-70	State	Statute	Temporary Use of Underutilized State Property	Yes	Yes	Other service or product our agency must/may provide	Assistance to production companies to identify and temporarily use underutilized state property
22	12-62-80	State	Statute	Allows for establishment of Film Foundation to accept donations	No	No - But relates to manner in which one or more agency deliverables is provided		
23	12-62-90	State	Statute	Credit Roll Requirements and Refusal Rights	No	No - But relates to manner in which one or more agency deliverables is provided		
24	12-62-95	State	Statute	Inapplicability of works appealing to prurient interest	No	No - But relates to manner in which one or more agency deliverables is provided		
25	12-62-100	State	Statute	Allows Film Commission to adopt rules and regulations	No	No - Does not relate directly to any agency deliverables		
26	13-1-1710	State	Statute	SCPRT Director to serve on Coordinating Council for Economic Development	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
27	13-11-20	State	Statute	SCPRT Director to serve on New Horizons Development Authority Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
28	13-11-120	State	Statute	SCPRT authorized to transfer all real property acquired through the 1973 General Obligation Bond designated for the I-77 project	Yes	Yes	Other service or product our agency must/may provide	Transfer of Property for I-77 project
29	27-8-100	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for beach conservation at SC State Parks	No	No - Does not relate directly to any agency deliverables		
30	27-8-110	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for property acquisition for SC State Parks	No	No - Does not relate directly to any agency deliverables		
31	37-29-130	State	Statute	SCPRT designated as pass-through agency for Palmetto Pride Funds	Yes	Yes	Distribute funding to another entity	
32	43-21-120	State	Statute	SCPRT Director to serve on Coordinating Council to the Division on Aging	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
33	48-49-70	State	Statute	SCPRT to identify the protected mountain ridge crests in each county	No	Yes	Report our agency must/may provide	
34	48-59-30	State	Statute	SCPRT designated as eligible recipient of Conservation Bank Trust Funds	No	No - Does not relate directly to any agency deliverables		
35	48-59-40	State	Statute	SCPRT Director to serve as ex-officio member of Conservation Bank Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
36	49-6-30	State	Statute	SCPRT representative to serve on Aquatic Plant Management Council	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve	
37	51-1-10	State	Statute	Established Agency	No	No - But relates to manner in which one or more agency deliverables is provided		
38	51-1-20	State	Statute	Provides SCPRT Director the ability to hire employees	No	No - But relates to manner in which one or more agency deliverables is provided		

39	51-1-30	State	Statute	Provides that the Agency shall be composed of a Division of Travel and a Division of Parks and Recreation.	No	No - But relates to manner in which one or more agency deliverables is provided		
40	51-1-40	State	Statute	Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	No	Yes	Other service or product our agency must/may provide	Charging admissions to State Parks; selling retail items
41	51-1-50	State	Statute	Allows SCPRT to hire staff for State Welcome Centers	No	No - But relates to manner in which one or more agency deliverables is provided		
42	51-1-60	State	Statute	Lists powers and duties of SCPRT	No	Yes	Other service or product our agency must/may provide	Tourism marketing for the State of South Carolina
43	51-1-70	State	Statute	Transfers funds from various state park departments to SCPRT	No	No - But relates to sources of funding for one or more agency deliverables		
44	51-1-80	State	Statute	Allows SCPRT to enter into certain contracts with political subdivisions within the State	No	No - But relates to manner in which one or more agency deliverables is provided		
45	51-1-90	State	Statute	Transfers functions from State Recreation Commission to SCPRT	No	No - But relates to manner in which one or more agency deliverables is provided		
46	51-1-300	State	Statute	Establishes the Division of Community Development	Yes	Yes	Other service or product our agency must/may provide	Providing economic development assistance to local communities
47	51-1-310	State	Statute	Provides purposes and duties for Division of Community Development	Yes	No - But relates to manner in which one or more agency deliverables is provided		
48	51-3-10	State	Statute	Control and maintenance of State Parks by SCPRT	No	No - Does not relate directly to any agency deliverables		
49	51-3-20	State	Statute	Limited Use of State Parks Facilities for Public	No	No - Does not relate directly to any agency deliverables		
50	51-3-30	State	Statute	Penalties for violating 51-3-10 and 51-3-20	No	No - Does not relate directly to any agency deliverables		
51	51-3-40	State	Statute	Closed Edisto Beach State Park; Limited activities at Santee State Park	No	No - Does not relate directly to any agency deliverables		
52	51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	No	No - Does not relate directly to any agency deliverables		
53	51-3-60	State	Statute	Allows persons over the age of 65, persons with disabilities, blind persons and veterans free admission to State Parks and reduced campsite rental fees	Yes	Yes	Other service or product our agency must/may provide	Free admissions and discount camping for persons over the age of 65, persons with disabilities, blind persons and veterans
54	51-3-65	State	Statute	Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Yes	No - But relates to manner in which one or more agency deliverables is provided		
55	51-3-70	State	Statute	Allows SCPRT to set rules and regulations for State Parks	No	No - Does not relate directly to any agency deliverables		
56	51-3-80	State	Statute	Allows SCPRT to acquire land donations and other contributions for State Parks	No	No - Does not relate directly to any agency deliverables		
57	51-3-90	State	Statute	Allows SCPRT to sell, exchange of lease State Park lands; funds must be credited to Recreation Land Trust Fund	No	No - Does not relate directly to any agency deliverables		
58	51-3-100	State	Statute	Grants SCPRT necessary and incidental powers to further State Parks	No	No - Does not relate directly to any agency deliverables		
59	51-3-110	State	Statute	Allows SCPRT to expend unobligated funds from land leases and sales	No	No - Does not relate directly to any agency deliverables		
60	51-3-120	State	Statute	Allows revenues to be used for acquisition, management and development of State Parks	No	No - Does not relate directly to any agency deliverables		
61	51-3-130	State	Statute	Requires land acquisition obligations be paid for by revenues generated by State Parks	No	No - Does not relate directly to any agency deliverables		

62	51-3-140	State	Statute	Makes defacement of State Parks property unlawful	No	No - Does not relate directly to any agency deliverables		
63	51-3-145	State	Statute	Lists unlawful acts at State Parks	No	No - Does not relate directly to any agency deliverables		
64	51-3-146	State	Statute	Stipulates penalties for unlawful acts at State Parks	No	No - Does not relate directly to any agency deliverables		
65	51-3-147	State	Statute	Grants park staff authority as state constables	No	No - Does not relate directly to any agency deliverables		
66	51-3-150	State	Statute	Stipulates penalties for trespassing at State Parks	No	No - Does not relate directly to any agency deliverables		
67	51-3-160	State	Statute	Allows Dept. of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	No	No - But relates to manner in which one or more agency deliverables is provided		
68	51-7-10	State	Statute	Allows SCPRT to develop Hunting Island State Park	No	Yes	Other service or product our agency must/may provide	Development of Hunting Island State Park
69	51-7-20	State	Statute	Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	No	No - But relates to manner in which one or more agency deliverables is provided		
70	51-7-30	State	Statute	Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	No	No - But relates to manner in which one or more agency deliverables is provided		
71	51-7-40	State	Statute	Allows SCPRT to establish recreation centers at Hunting Island	No	No - But relates to manner in which one or more agency deliverables is provided		
72	51-7-50	State	Statute	Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	No	No - But relates to sources of funding for one or more agency deliverables		
73	51-7-60	State	Statute	Sets terms of revenue obligations	No	No - Does not relate directly to any agency deliverables		
74	51-7-70	State	Statute	Lists abilities of SCPRT to pay revenue obligations	No	No - Does not relate directly to any agency deliverables		
75	51-7-80	State	Statute	Grants rights of holders of revenue obligations	No	No - Does not relate directly to any agency deliverables		
76	51-7-90	State	Statute	Makes revenue obligations tax-exempt	No	No - Does not relate directly to any agency deliverables		
77	51-7-100	State	Statute	Prevents revenue obligations from becoming debts of the State	No	No - Does not relate directly to any agency deliverables		
78	51-7-110	State	Statute	Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	No	No - Does not relate directly to any agency deliverables		
79	51-9-10	State	Statute	Requires SCPRT to acquire Fort Watson area on Lake Marion	No	Yes	Other service or product our agency must/may provide	Required SCPRT to acquire Fort Watson Memorial Area
80	51-9-20	State	Statute	Designated this area as Fort Watson Memorial	No	No - Does not relate directly to any agency deliverables		
81	51-9-30	State	Statute	Requires SCPRT to maintain Fort Watson Memorial area	No	Yes	Other service or product our agency must/may provide	Maintenance of Fort Watson Memorial Area
82	51-11-10	State	Statute	Established Recreation Land Trust Fund	No	No - But relates to manner in which one or more agency deliverables is provided		
83	51-11-15	State	Statute	Allows SCPRT to grant funds to local governments for acquisition of recreational land through	Yes	Yes	Distribute funding to another entity	
84	51-11-20	State	Statute	Sets restrictions on use of trust funds	No	No - But relates to manner in which one or more agency deliverables is provided		
85	51-11-30	State	Statute	Transfers funds from Tricentennial Fund	No	No - Does not relate directly to any agency deliverables		
86	51-11-40	State	Statute	Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	Yes	Yes	Report our agency must/may provide	

87	51-11-50	State	Statute	Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	No	No - But relates to manner in which one or more agency deliverables is provided	
88	51-11-60	State	Statute	Requires SCPRT to submit a report of all Recreation Land Trust Fund expenditures to the	Yes	Yes	Report our agency must/may provide
89	51-17-50	State	Statute	SCPRT Director to serve on Heritage Trust Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve
90	51-18-60	State	Statute	SCPRT Director to serve on War Between the States Heritage Trust Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve
91	51-19-10	State	Statute	Old Exchange Building Commission established; SCPRT Director to serve on Commission	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve
92	51-23-10	State	Statute	Definitions of Chapter	No	No - But relates to manner in which one or more agency deliverables is provided	
93	51-23-20	State	Statute	Allocation of proceeds from Parks and Recreation Fund	No	No - But relates to sources of funding for one or more agency deliverables	
94	51-23-30	State	Statute	Requires SCPRT to develop a grant program for administration of funds	Yes	Yes	Other service or product our agency must/may provide Development of PARD grant program
95	51-23-40	State	Statute	Allows SCPRT to use up to five percent of funds for administration costs	No	No - But relates to manner in which one or more agency deliverables is provided	
96	53-3-90	State	Statute	Designation of Family Week; SCPRT to develop promotion plan	Yes	Yes	Other service or product our agency must/may provide Marketing South Carolina Family Week
97	53-3-100	State	Statute	Establishes committee to select South Carolina Family of the Year; SCPRT to provide funding for expenses	Yes	Yes	Other service or product our agency must/may provide Designation of South Carolina Family of the Year
98	56-3-5200	State	Statute	First in Golf - administer the funds associated with the First in Golf license plates	Yes	Yes	Distribute funding to another entity
99	56-3-8710	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	Yes	Yes	Distribute funding to another entity
100	57-3-650	State	Statute	SCPRT to provide staffing for State Welcome Centers	Yes	Yes	Other service or product our agency must/may provide SCPRT must provide staffing for State Welcome Centers
101	57-23-50	State	Statute	SCPRT Director or designee to serve on Scenic Highways Committee	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve
102	57-25-810	State	Statute	Establishment of Tourism Oriented Directional Signage Program	Yes	Yes	Other service or product our agency must/may provide Established Tourism Oriented Directional Signage
103	57-25-820	State	Statute	Gives SCPRT authority to develop eligibility criteria for tourism businesses; SCPRT Director serves on oversight committee.	Yes	Yes	Other service or product our agency must/may provide SCPRT to develop eligibility criteria for Tourism Oriented Directional Signage
104	58-33-140	State	Statute	SCPRT designated as party to certification proceedings for Major Utility Facilities	No	No - Does not relate directly to any agency deliverables	
105	60-11-150	State	Statute	SCPRT Director to serve on South Carolina Civil War Sesquicentennial Advisory Board	Yes	Yes	Board, commission, or committee on which someone from our agency must/may serve
106	60-11-410	State	Statute	SCPRT to cooperate and coordinate marketing materials for South Carolina Civil War Heritage Trails	Yes	Yes	Other service or product our agency must/may provide Cooperate in the marketing of South Carolina Civil War Heritage Trails
107	Proviso 49.1 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allocation of funds to SC Association of Tourism Regions	Yes	Yes	Distribute funding to another entity
108	Proviso 49.2 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Guidelines for Destination Specific Marketing program	Yes	Yes	Distribute funding to another entity
109	Proviso 49.3 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	No	No - But relates to sources of funding for one or more	
110	Proviso 49.4 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	Yes	No - But relates to sources of funding for one or more agency deliverables	
111	Proviso 49.5 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	Yes	No - But relates to manner in which one or more agency deliverables is provided	

112	Proviso 49.6 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	No	No - But relates to manner in which one or more agency deliverables is provided	
113	Proviso 49.7 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	PARD interest must be used for the program and carry forward.	No	No - But relates to sources of funding for one or more agency deliverables	
114	Proviso 49.8 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to use any uncommitted funds remaining at year end for the film program, State Parks or the Welcome Centers.	No	No - But relates to sources of funding for one or more agency deliverables	
115	Proviso 49.9 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Reduces the calculation of an across the board cut exempt any items restricted by Executive Budget Office or the General Assembly.	No	No - Does not relate directly to any agency deliverables	
116	Proviso 49.1 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Yes	No - But relates to sources of funding for one or more agency deliverables	
117	Proviso 49.11 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Clarifies 51-1-40	No	No - But relates to manner in which one or more agency deliverables is provided	
118	Proviso 49.12 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows the State Park Service to procure/manage vending services.	No	No - But relates to manner in which one or more agency deliverables is provided	
119	Proviso 49.13 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Allows SCPRT to carry forward state funded PARD, Undiscovered SC and Sports Marketing Grants and to be used for the same purpose.	No	No - But relates to sources of funding for one or more agency deliverables	
120	Proviso 49.14 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Required the SPS to open a pedestrian, non-motorized vehicular and golf cart ingress and egress to Myrtle Beach State Park.	No	No - Does not relate directly to any agency deliverables	
121	Proviso 49.15 2017-18 S.C. Appropriations Act Part 1B	State	FY 2017-18 Proviso	Motion Picture Incentive Act funds may be used without distinction of the source of funds.	No	No - But relates to manner in which one or more agency deliverables is provided	
122	Proviso 117.111 2017-18 S.C. Appropriations Act Part 1B	State	FY 2018-19 Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	No	No - But relates to sources of funding for one or more agency deliverables	
123	133-100	State	Regulation	General program information for Parks and Recreation Development Fund	No	No - But relates to manner in which one or more agency deliverables is provided	
124	133-101	State	Regulation	Administration of Parks and Recreation Development Fund	No	No - But relates to manner in which one or more agency deliverables is provided	
125	133-102	State	Regulation	Guidelines for Planning Assistance	No	No - But relates to manner in which one or more agency deliverables is provided	
126	133-103	State	Regulation	Guidelines for Development Assistance	No	No - But relates to manner in which one or more agency deliverables is provided	
127	133-104	State	Regulation	Guidelines for Renovation Assistance	No	No - But relates to manner in which one or more agency deliverables is provided	
128	63-339	State	Regulation	Guidelines for Tourism-Oriented Directional Signage Certification	No	No - But relates to manner in which one or more agency deliverables is provided	
129	16 U.S.C. § 460 Land and Water Conservation Provisions	Federal	Statute	Established Land and Water Conservation Fund; Designated State Allocations and Provisions of Administration; Requires States to Complete a Statewide Comprehensive Outdoor Recreation	Yes	Yes	Other service or product our agency must/may provide Provide Land and Water Conservation Fund grants

130	23 U.S.C. § 120 Intermodal Surface Transportation Efficiency Act	Federal	Statute	Established Recreational Trails Program	Yes	Yes	Other service or product our agency must/may provide	Provide Recreational Trail Program grants
131	20 U.S.C. § 107a(a)(5) The Randolph Sheppard Act	Federal	Statute	Mandates a priority to blind persons to operate vending facilities on Federal property, including State Rest Areas and Welcome Centers located on Federal Interstate Highways.	No	No - Does not relate directly to any agency deliverables		
132	Proviso 118.16(B)(39.1) 2016-17 S.C. Appropriations Act Part 1B	State	FY 2016-17 Proviso	Beach Renourishment Grant Funding	Yes	Yes	Other service or product our agency must/may provide	Provide local governments with financial assistance for beach renourishment

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Customer Template

Divisions or Major Programs	Description	Service/Product Provided to Customers	Customer Segments	<i>Specify only for the following Segments: (1) Industry: Name; (2) Professional Organization: Name; (3) Public: Demographics.</i>
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Provides information on SCPRT's programs and services	Industry	SC-Based Destination Marketing Organizations
Executive Office		Provides information on the state of tourism in South Carolina	Executive Branch/State Agencies	
Administrative Services	Administrative Services includes Finance and Technology Services.	Coordinates and administers state tourism-related grants	Local Govts.	
Administrative Services		Coordinates and administers state and federal recreation grants	Local Govts.	
Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	Provides assistance to local DMOs for advertising placement	Industry	SC-Based Destination Marketing Organizations
Tourism Sales & Marketing		Provides travel and tourism-related information across multiple platforms	General Public	Domestic and International visitors to South Carolina
Tourism Sales & Marketing		Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Industry	SC-Based Destination Marketing Organizations
Advertising	PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural and man-made tourism	Provides cooperative advertising opportunities to industry partners	Industry	SC-Based Destination Marketing Organizations
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Provides travel and tourism-related information	General Public	Domestic and International visitors to South Carolina
Welcome Centers		Provides space for promotional information materials such as brochures and rackcards	Industry	SC-Based Destination Marketing Organizations
State Park Service	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	Provides outdoor recreation opportunities	General Public	South Carolina residents and visitors
State Park Service		Provides enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	School Districts	South Carolina Schools

Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	Provides tourism-related information for news media	Industry	News Media
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs	Provides travel and tourism data useful for planning purposes	Industry	SC-Based Destination Marketing Organizations
Research		Provides travel and tourism data useful for planning purposes	Local Govts.	
Film Commission	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.	Provides employment and business opportunities by recruiting television and film projects to the state	Industry	SC-based film crew and businesses
Film Commission		Provides opportunities for professional development through educational workshops	Industry	SC-based film crew

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Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
SC Department of Agriculture	State Government	SC Chef Ambassador Program	Encourage Business Development and Economic Growth
SC Department of Commerce	State Government	Business Recruitment efforts	Encourage Business Development and Economic Growth
SC Department of Natural Resources	State Government	Natural Resource Management at State Parks	Stewardship of Agency Resources
SC Forestry Commission	State Government	Prescribed burns for forest preservation and restoration	Stewardship of Agency Resources
SC Department of Revenue	State Government	Posting of tourism-related tax collection data for public information	Encourage Business Development and Economic Growth
SC Department of Revenue	State Government	Processing film incentives for projects occurring in SC	Encourage Business Development and Economic Growth
Brand USA	Federal Government	Cooperative International Marketing/Advertising Purchases	Effectively Market South Carolina as a Travel Destination
Travel South USA	Non-Governmental Organization	Cooperative International Marketing	Effectively Market South Carolina as a Travel Destination
SC Commission for the Blind	State Government	Vending Services at Welcome Centers	Effectively Market South Carolina as a Travel Destination
BFG Marketing	Private Business Organization	Ad Agency of Record for all SCPRT marketing activities	Effectively Market South Carolina as a Travel Destination
SC Association of Tourism Regions	Local Government	General Leisure Tourism Marketing efforts	Encourage Business Development and Economic Growth
SC-Based Destination Marketing Organizations	Non-Governmental Organization	General Leisure Tourism Marketing efforts	Encourage Business Development and Economic Growth
National Park Service	Federal Government	Funding and Guidance for Land & Water Conservation Fund grants	Encourage Business Development and Economic Growth
Federal Highway Administration	Federal Government	Funding and Guidance for Recreational Trails Program grants	Encourage Business Development and Economic Growth

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Report and External Review Template

Item	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	Current Fiscal Year: Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
1	Internal Review and Report	Annual Accountability Report	Executive Budget Office	State	Annually	September 15, 2017	Agency Goals, Strategies, Objectives & Performance	Agency Website: https://www.scprr.com/about/accountability
2	Internal Review and Report	Debt Collection Report	Executive Budget Office	State	Annually	February 1, 2018	Report Agency Debt	
3	Internal Review and Report	Fees & Fines Report	Executive Budget Office	State	Annually	September 15, 2017	Report Fee and Fine Collections	Agency Website: https://www.scprr.com/about/accountability
4	Internal Review and Report	Schedule of Federal Financial Assistance	State Auditors Office	State	Annually	September 15, 2017	Annual Audit of Federal Programs	
5	Internal Review and Report	Minority Business Report	Executive Budget Office	State	Annually	September 15, 2017	Small and Minority Business Contracting & Certification	
6	Internal Review and Report	IT Plan	SC Department of Administration - Division of Technology	State	Annually	October 1, 2017	Any IT projects costing \$50,000 or more	Report collected by Division of Technology; Not publicly available
7	Internal Review and Report	IT Data Collection Workbook	SC Department of Administration - Division of Technology	State	Annually	August 1, 2017	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	Report collected by Division of Technology; Not publicly available
8	Internal Review and Report	Info Sec and Privacy Data Collection	SC Department of Administration - Division of Technology	State	Annually	August 1, 2017	Cyber Security Framework to Identify, protect, detect, respond, recover maturity levels	Report collected by Division of Technology; Not publicly available
9	Internal Review and Report	Expenditures of Annual Accommodations Tax Revenues	Tourism Expenditure Review Committee	State	Annually	October 1, 2017	Expenditures of 2% State Accommodations Tax revenues by local governments	SCPRT Website: https://www.scprr.com/research
10	Internal Review and Report	South Carolina Film Incentives Report	House Ways & Means/Senate Finance	State	Annually	January 13, 2018	List of all film projects receiving wage or supplier rebates, including production company name, rebate amounts and location of project.	SC Film Office Website: http://filmssc.com/about/reports/annual/default.aspx
11	Internal Review and Report	Comprehensive Permanent Improvement Plan	SC Department of Administration –Capital Budgeting Office	State	Annually	June 30, 2018	5 year plan of capital improvement projects for the agency	SC Department of Administration Website: http://www.admin.sc.gov/files/P28%20Parks%2C%20Recreation%20and%20Tourism.pdf
12	Internal Review and Report	Energy Report	SC Office of Regulatory Staff	State	Annually	September 15, 2017	Energy information regarding facilities	
13	Internal Review and Report	Recycling Report	SC Department of Health & Environmental Control	State	Annually	September 15, 2017	Recycling Information	
14	Internal Review and Report	Real Property Report	Comptroller General	State	Annually	July 1, 2018	Real Property updates on acreage owned	
15	Internal Review and Report	FY 18-19 PARD Fund Allocations	SC General Assembly	State	Annually	July 13, 2018	List of available PARD funds for each county and list of approved PARD projects for previous three years	
16	External Review and Report	Recreational Trails Program Audit	Federal Highway Administration	Federal	Other	June 15, 2018	Review of RTP Grant Administration Policies and Practices	
17	External Review and Report	State Auditor's Report	State Auditors Office	State	Annually	April 13, 2018	Review of SCPRT's Financial Activities	http://osa.sc.gov/wp-content/uploads/2018/04/P2817.pdf