

AGENCY NAME:	Department of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	49

Fiscal Year 2018–2019 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.)</p> <p>Enhance the authentic experiences. (Remain true to what makes South Carolina special.)</p> <p>Sustain the resources. (Protect and preserve.)</p> <p>Lead the way.</p>
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Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

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

Is the agency in compliance with S.C. Code Ann. § 2-1-230, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? See also S.C. Code Ann. § 60-2-30.

	Yes	No
REPORT SUBMISSION COMPLIANCE:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

	Yes	No
RECORDS MANAGEMENT COMPLIANCE:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

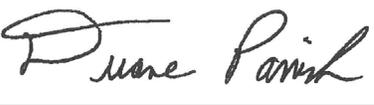
Is the agency in compliance with S.C. Code Ann. § 1-23-120(J), which requires an agency to conduct a formal review of its regulations every five years?

	Yes	No
REGULATION REVIEW:	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

	<u><i>Name</i></u>	<u><i>Phone</i></u>	<u><i>Email</i></u>
PRIMARY CONTACT:	Amy Duffy	803-734-3272	aduffy@scprt.com
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I have reviewed and approved the enclosed FY 2018–2019 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):		9/12/2019
(TYPE/PRINT NAME):	Duane Parrish	

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

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AGENCY'S DISCUSSION AND ANALYSIS

South Carolina's Tourism Economy

Based on the most current data available, tourism in South Carolina generated an economic impact of \$22.6 billion in 2017, an increase of 6.4% over the previous year. Of the total economic impact, \$11.5 billion resulted from out-of-state domestic visitor spending, \$3.7 billion resulted from in-state tourism spending by South Carolina residents, and \$912 million was generated by international visitor spending. More than \$1.1 billion was spent on tourism capital investment, a significant increase from the previous year.

Domestic Tourism Marketing

Calendar year 2018 marked the sixth consecutive year of tourism growth in South Carolina. Throughout FY 19, SCPRT worked to further build upon the state's tourism success through established programs and new opportunities. Much of the agency's efforts and success in domestic tourism marketing centered on the state's vast inventory of culinary experiences. The latest iteration of the Undiscovered SC marketing strategy focused heavily on traditional South Carolina fare, such as Collards and Fish & Grits, as well as South Carolina chefs, restaurants and culinary events such as Euphoria and Charleston Wine + Food. In addition to increasing visitation to South Carolina's Undiscovered destinations, SCPRT's digital culinary campaign received industry praise by winning a Gold Adrian Award from HSMAI (Hospitality Sales & Marketing Association International) in 2018.

To celebrate the fifth anniversary of the South Carolina Chef Ambassador program, SCPRT expanded the 2019 Class to five Chef Ambassadors, including chefs from Charleston, Greenville, Bluffton, Columbia, and Florence. SCPRT continues to seek new and innovative ways to utilize the Chef Ambassador program. In fall 2018, SCPRT and select Chef Ambassadors hosted a Harvest Dinner in New York to promote South Carolina cuisine to media representatives from CBS News, CBS This Morning, ESSENCE Magazine, National Geographic, and other travel or news media organizations.

SCPRT has continued to work with local destination marketing organizations to identify these types of opportunities to promote South Carolina as a travel destination and elevate the travel profile of our state's destinations. In FY 19, Charleston was ranked as the Best City in America by the readers of Travel + Leisure magazine for the sixth consecutive year. Hilton Head Island has also received continual praise from Travel + Leisure readers, ranking as the Best Island in the U.S. for the second year in a row.

One of the greatest domestic marketing milestones occurred in March 2019, when SCPRT achieved significant national attention by collaborating with the NBC TODAY Show franchise, the Charleston Wine + Food Festival and partners at the Charleston CVB. By serving as co-hosts of TODAY's live broadcast during the Charleston Wine + Food Festival, SCPRT was able to reach more than 4 million morning viewers, who were introduced to numerous South Carolina Chef Ambassadors and other representatives of South Carolina's tourism industry. SCPRT also placed more than a half dozen Today.com placements covering everything from female pit masters to more re-dos of classic Southern desserts. Each placement reached a potential online audience of nearly 24 million. Aligning the state's tourism efforts with the Charleston Wine + Food Festival allowed South Carolina to take full advantage of the many other media who visit every March. Partnering with the new Hotel Bennett and festival organizers, SCPRT hosted more than 70 working media, social media influencers and connectors, introducing them to department leadership, chef ambassadors and key partners. Attendees included writers with Food & Wine magazine, The Local Palate and numerous regional and local outlets.

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International Tourism Marketing

A major milestone in international tourism growth was achieved in October 2018, when British Airways announced new, non-stop service between its main hub at London Heathrow to Charleston International Airport on a seasonal basis beginning April 4, 2019. This marked the first non-stop overseas flight to serve South Carolina. In order to promote this non-stop service and further engage consumers in the UK market, SCPRT partnered with the Charleston CVB and other local tourism partners to host the British Guild of Travel Writers annual conference in Charleston in April 2019, which included approximately 100 British travel writers. Prior to the conference, 45 of the travel writers participated in familiarization tours coordinated and conducted by SCPRT, which provided these writers with broader exposure of South Carolina’s vast inventory of travel destinations, attractions and experiences.

Welcome Centers

SCPRT completed demolition and began construction of the new Welcome Center facility at Dillon in FY 19. Like the centers at Hardeeville and Fort Mill, the new Dillon Welcome Center was designed to better reflect the character of the surrounding Pee Dee area. Specifically, the center was designed to resemble a traditional tobacco barn, reflecting the agricultural heritage of the Pee Dee area. SCPRT continues to seek opportunities to improve Welcome Center overall operations to better meet consumer needs. Utilizing new technology over the past two years, SCPRT has implemented online customer satisfaction surveys, allowing Welcome Center visitors the opportunity to provide feedback on Welcome Center visitor services and facility conditions.

State Parks Marketing

According to the results of the most recent State Parks Advertising Effectiveness Study, South Carolina State Parks advertising had a 40% consumer recall rate, resulting in 120,000 influenced visits to South Carolina State Parks. In terms of cost efficiency, South Carolina State Parks advertising cost approximately \$0.10 per reached household, well below the industry standard of \$0.25 per reach household.

South Carolina State Parks’ Ultimate Outsider Program has continued to prove popular among State Parks users and beneficial in encouraging diversified visitation of South Carolina’s State Parks. In April 2019, the State Park Service awarded its 1,000th Ultimate Outsider with a guided trip to St. Phillips Island this month, marking a key milestone for the program that invites people to visit every state park in South Carolina.

In FY 19, SCPRT opened up St. Phillips Island for ranger-guided day tours on select weekends in the fall and spring. For the fall tours in 2018, SCPRT sold out all four tours within 72 hours with only one Facebook mention. SCPRT experienced similar results for the spring tours, indicating the vast consumer demand for a St. Phillips Island experience. SCPRT continues to prepare St. Phillips for eventual overnight accommodations.

South Carolina State Parks’ recently redesigned website received industry praise and recognition in FY 19, ranking as a finalist for the ESTO Mercury Award for Best Destination Website and, later, receiving a first place eTSY award for Best Tourism Website.

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State Parks Operations

The SC State Park Service generated a record amount of revenue for the second consecutive year, taking in more than \$34 million in revenue in FY 19. This record revenue generation resulted in South Carolina State Parks achieving complete operational self-sufficiency for the first time in the history of the State Parks Service.

SCPRT continues to invest in facilities throughout the State Parks System. In FY 19, SCPRT completed several capital improvement projects, including pier repairs at Santee State Park, the installation of canoe/kayak launches at Aiken, Chester and Landsford Canal state parks, major cabin renovations at Myrtle Beach, Cheraw and Oconee state parks, and the rehabilitation of CCC spillways at Oconee and Lee state parks. One of the largest projects completed in FY 19 was the new marina at Dreher Island State Park, which opened in May as a significant upgrade from the wooden one it replaced. With 48 standard slips and two larger ones, the new marina provides better service for long-term rentals. All slips have water and electricity, as well as sewer pump access.

In FY 19, SCPRT surveyed all 47 Parks for network connectivity issues and identified priority targets for connectivity upgrades, focusing initially on the top revenue-generating state parks. Currently, SCPRT has upgraded or is in the process of upgrading seven state park sites with fiber optics for improved connectivity. SCPRT is also in the process of purchasing new network devices for improved park network connectivity in locations where fiber optics is not available, and is exploring satellite for rural state parks where fiber or cellular service is poor or unavailable. These measures to improve connectivity will enhance the customer experience by reducing wait times for purchases and reservations at state park locations. This will also result in reduced time spent on trouble shooting, calling support and general data entry by staff.

In FY 19, SCPRT received a 955-acre land donation from The Nature Conservancy for property adjoining Jones Gap State Park in upper Greenville County. The property, known as Gap Creek, will provide additional public access and, ultimately, expand the carrying capacity at Jones Gap, which currently experiences frequent over-capacity issues. The property is also the last large remaining unprotected piece of land in the Mountain Bridge Wilderness, a 40,000-acre corridor envisioned by late Upstate conservationist Tommy Wyche. It bridges the area between the Table Rock watershed and North Saluda watershed.

Another partnership project completed in FY 19 was the completion of a new lakeside recreational facility at Keowee Toxaway State Park in April 2019. Camp Cedar Creek, a 13-acre lakeside camp was developed by Duke Energy to meet requirements for its federal relicensing. The new camp is designed for adventure groups and features 10 tent-camping sites, three camping cabins, a bathhouse, a park lodge facility, two picnic shelters, a small fishing pier and a portage trail to Lake Keowee. Like group camps at other state parks, Camp Cedar Creek will be available for rent as a whole unit.

Also in FY 19, a new canoe/kayak launch at Chester State Park was constructed with funds obtained through a \$40,000 grant from the Lutz Foundation. At the ribbon cutting ceremony in October 2019, a new wayside was unveiled at Chester State Park, recognizing the Lutz Foundation for supporting multiple projects at the park, including new playground equipment, a new disc golf course, a new boardwalk / fishing pier and improvements to the park's campground.

Tourism Research

In FY 19, SCPRT completed two new research initiatives. The first was the completion of an Advertising Effectiveness Report and Visitor Profile Study specifically for State Parks. This report provided cost and reach effectiveness for South Carolina State Parks advertising run in the previous fiscal year. It also

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provided an overview of State Park overnight users travel preferences and habits, including travel party size, trip length, and participation of leisure activities both on and off State Parks.

The second was a consumer perceptions survey conducted following hurricanes Florence and Michael in 2018. The purpose of this research was to determine the impact of hurricanes and hurricane-related media coverage on consumer perceptions of South Carolina’s coast as a fall destination. Despite the minimal physical damages occurring from hurricanes Florence and Michael, this research revealed an overwhelming perception that South Carolina’s coast was unsuitable for fall travel due to the threat of hurricanes. Specifically, this research found that 80% of respondents believed South Carolina was directly hit by a hurricane in 2018, and 87% believed that the damage was at least “pretty bad.” Additionally, 73% of respondents indicated that they believed the hurricanes in 2018 reduced the availability of South Carolina’s beaches. Based on these research findings, SCPRT requested and received an additional \$1 million for fall advertising in FY 20, in order to dispel misperceptions and misinformation regarding fall travel in South Carolina’s coastal destinations.

Tourism Development

Through the Undiscovered SC Grants program, 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 19, SCPRT awarded two Undiscovered SC Grants totaling \$250,000 for the following projects: Cypress Gardens Dean Hall Renovations (Berkeley County), and an award increase for Mauldin Cultural Center Renovations (City of Mauldin). In addition, SCPRT also has a pending award for the Oconee Farmstead (Oconee County), which will be executed once the full match amount is secured by the County.

SCPRT continues to encourage and support local destinations’ efforts to grow sports tourism in South Carolina by recruiting new competitive sporting events to the state. In FY 19, SCPRT awarded the Sports Tourism Advertising and Recruitment (STAR) grants for nine successfully recruited sporting events in South Carolina:

- 2019 Southeastern Conference Women’s Basketball Tournament (City of Greenville)
- Bassmaster Elite Tournament (Georgetown County)
- 2019 USA Triathlon National Championship (City of Greenville)
- Spartan Race (City of Spartanburg)
- 2019 CAA Men’s Basketball Championship (City of North Charleston)
- 2019 NCAA Division I Men’s Basketball Rounds 1 & 2 (City of Columbia)
- USA Track & Field Region 4 Junior Olympic Championship (York County)
- Regional Junior Olympic Boxing Tournament (York County)
- USA Softball Junior Olympic Cup (City of Spartanburg).

In FY 19, the following awards were made for beach renourishment: City of Myrtle Beach (\$450,000), City of North Myrtle Beach (\$252,000), Horry County - Arcadian Shores (\$4,291,250); and Town of Pawleys Island (\$129,598). SCPRT currently has grant applications under review from the following destinations: Hunting Island State Park, and Town of Pawleys Island (full renourishment).

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Film Project Recruitment

In FY 19, South Carolina recruited three series seasons: Mr. Mercedes Season 3 (Sonar Entertainment), The Righteous Gemstones (HBO) and OBX (Netflix). Combined, these projects are projected to generate over \$35.3 million in qualified spending with South Carolina vendors and over 700 jobs for South Carolina resident film crew. South Carolina has continued to experience consistent success in film project recruitment over the past few years, with FY 19 marking the 4th consecutive year of nine or more months of continuous film activity in the state.

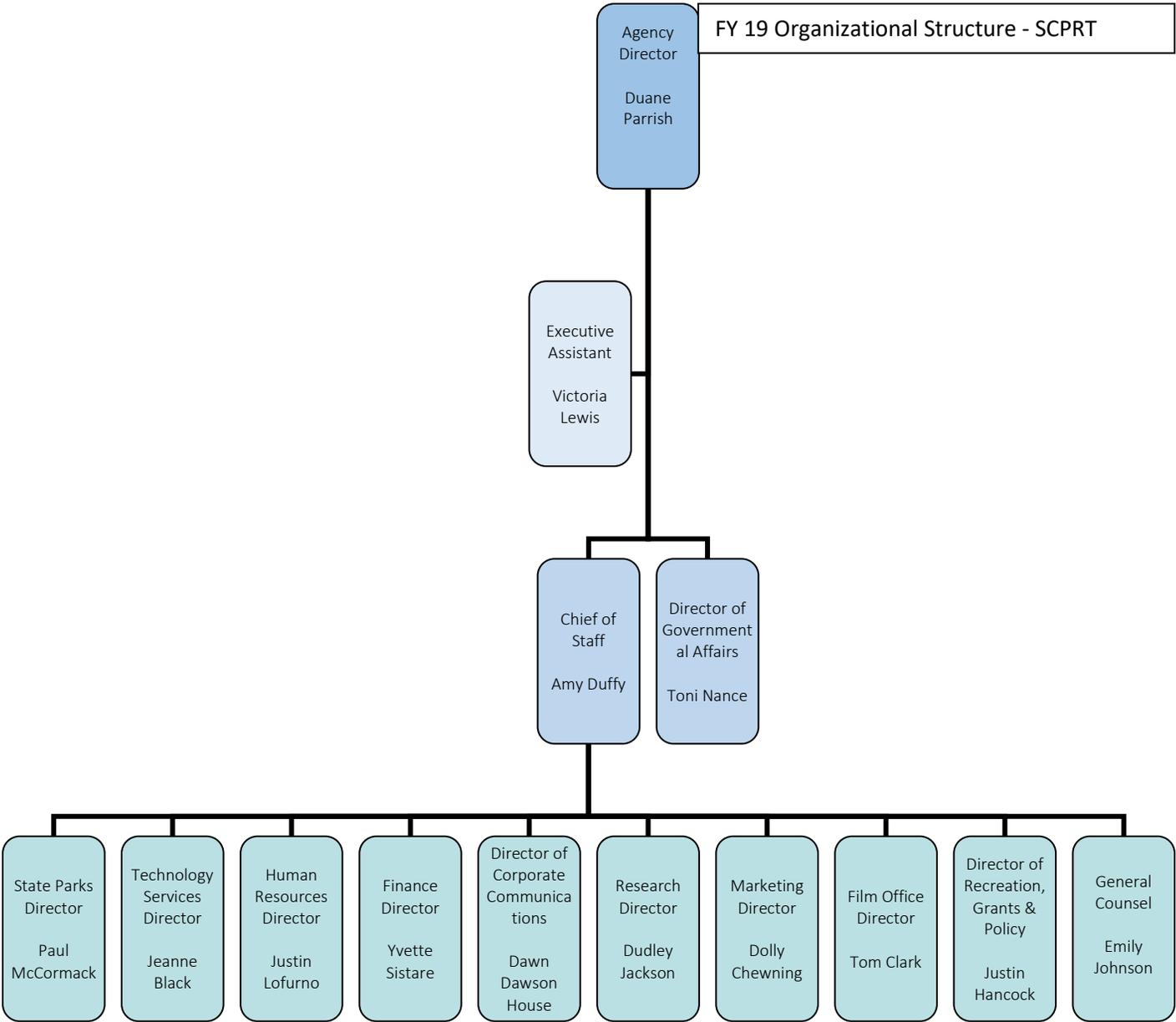
Risk Assessment and Mitigation Strategies

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 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.

In terms of film recruitment, South Carolina would be unable to recruit major television or film projects without the SC Film Office and the state’s film incentives. This would result in a depletion of South Carolina-based film crew and substantial business loss for many vendors in the state. In addition to the loss of major film projects, the absence of a film office would substantially decrease the amount of minor film-related projects, such as commercial and advertisement photo shoots. In addition to administering the film incentives, the South Carolina Film Office provides invaluable location and information services for both major and minor film-related projects. In order for South Carolina to continue the successful recruitment of film projects, the state must continue to invest in the film incentive program, at least at its current levels, and support the South Carolina Film Office.

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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				
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%	103.90%	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	\$33,806,909.01	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	\$7,209,940.42	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%	47.93%	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%	27.54%	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%	44.16%	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	32,881	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	\$56,920.00	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	108,926	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	17	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	40	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	547	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	782	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	10,517	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							
	M		1.3.1	Cooperative Advertising Sales Total	\$267,113.00	n/a	\$205,415.00	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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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			1.3.2	Welcome Center Advertising Sales Total	\$88,442.00	n/a	\$90,601.50	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	\$483,608.82	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	\$30,850.00	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	\$35,000.00	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							
	M			2.1.1	Total Number of SC Film Hires	Currently Unavailable ¹	n/a	1,079	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	\$33,161,040	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 ²	n/a	16,341	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							
	M			2.2.1	Number of Recreational Trails Program Grants	19	n/a	0	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	109	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	0	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	63	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	2	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	9	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	\$75,154,113.37	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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	M		2.3.2		Total State Admissions Tax Collections	\$39,505,146.46	n/a	\$41,390,957.99	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%	63.70%	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	\$74.16	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%	47%	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	739,154	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	683,000	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	4,692,510	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	1,249,179	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	10,983	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	3,722	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	4.82	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	1,299	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	40%	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	119,757	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		Develop the State's Film Industry through Educational and Training							
	S		4.1		Develop the State's Film Industry through Educational and Training							
	M		4.1.1		Number of Production Fund Grants Awarded	2	n/a	2	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	Base	2018-19		Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure			Target	Actual				
	M			4.1.2	Number of Educational/Training Workshops Conducted	1	n/a	7	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 Workshop Participants	52	n/a	359	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							
	M			4.2.1	Discover Carolina Family Program Attendance	511,764	n/a	549,404	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	17,221	07/01/18 - 06/30/19	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			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	103.90%	100.00%		07/01/19 - 6/30/20	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	\$33,806,909.01	\$34,000,000.00		07/01/19 - 6/30/20	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 Admission Revenue	\$7,209,940.42	\$7,209,940.42		07/01/19 - 6/30/20	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	47.93%	50.00%		07/01/19 - 6/30/20	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	27.54%	30.00%		07/01/19 - 6/30/20	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	44.16%	45.00%		07/01/19 - 6/30/20	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	32,881	33,000		07/01/19 - 6/30/20	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 Total Volunteer Hours	108,926	100,000		07/01/19 - 6/30/20	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							
	M		1.2.1	Number of Red Cockaded Woodpecker Clusters	17	18		07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.2	Number of Red Cockaded Woodpecker Fledglings	40	42		07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to restore RCW habitats	
	M		1.2.3	Number of Sea Turtle Nests	547	547		07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of efforts to protect sea turtles	
	M		1.2.4	Annual Forest Restoration Acreage	782	6,412		07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	M		1.2.5	Total Forest Restoration Acreage	10,517	11,226		07/01/19 - 6/30/20	SCPRT enters information into internal database		Allows tracking of forest maintenance activities	
	S	1.3			Provide Cooperative Advertising Opportunities for Local Destinations							
	M		1.3.1	Cooperative Advertising Sales Total	\$205,415.00	\$200,000.00		07/01/19 - 6/30/20	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	2019-20			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	\$90,601.50	\$90,000.00		07/01/19 - 6/30/20	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 Advertising Sales Total	\$483,608.82	\$500,000.00		07/01/19 - 6/30/20	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	\$30,850.00	\$30,000.00		07/01/19 - 6/30/20	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	\$35,000.00	\$35,000.00		07/01/19 - 6/30/20	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	Grow the Economy through Film Project Recruitment									
	M		2.1.1		Total Number of SC Film Hires	1,079	700		07/01/19 - 6/30/20	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 Qualified Spending with SC Vendors	\$33,161,040	\$35,000,000		07/01/19 - 6/30/20	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	16,341	18,500		07/01/19 - 6/30/20	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 & DMOs									
	M		2.2.1		Number of Recreational Trail Grants	0	12		07/01/19 - 6/30/20	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	109	100		07/01/19 - 6/30/20	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	0	12		07/01/19 - 6/30/20	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	63	65		07/01/19 - 6/30/20	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	3		07/01/19 - 6/30/20	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	9	10		07/01/19 - 6/30/20	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									

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
		Goal	Strategy	Measure		Base	Target	Actual				
	M		2.3.1		Total State Accommodations Tax Collections	\$75,154,113.37	\$75,154,113.37		07/01/19 - 6/30/20	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	\$41,390,957.99	\$41,390,957.99		07/01/19 - 6/30/20	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	63.70%	63.70%		01/01/19 - 12/31/19	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	\$74.16	\$74.16		01/01/19 - 12/31/19	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	47%	39%		07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates market and cost effectiveness of PRT's advertising
	M		3.1.2		Number of Undiscovered Trips Generated by Advertising	683,000	600,000		07/01/19 - 6/30/20	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 Guests Assisted	1,249,179	1,000,000		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.2		Number of Assisted Accommodations Reservations	10,983	10,000		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.3		Number of Assisted Attractions Reservations	3,722	3,000		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	M		3.2.4		Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.82	4.5		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Provides information on visitor behavior and travel patterns
	S	3.3	Engage Existing and New State Parks Visitors through Marketing									
	M		3.3.1		Number of Visitors who have completed the Ultimate Outsider Challenge	1,299	1,500		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Indicates effectiveness of State Parks Marketing
	M		3.3.2		State Parks Advertising Awareness Percentage	40%	39%		07/01/19 - 6/30/20	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	119,757	120,000		07/01/19 - 6/30/20	SMARI (Research Vendor) sends reports to SCPRT yearly		Indicates effectiveness of State Parks Marketing
Education, Training, and Human Development	G	4	Provide Educational Opportunities for SC Residents									
	S	4.1	Develop the State's Film Industry through Training									
	M		4.1.1		Number of Production Fund Grants Awarded	2	2		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming

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Statewide Enterprise Strategic Objective	Type	Item #			Description	2019-20			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	7	3		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	M		4.1.3		Number of Workshop Participants	359	50		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of Film Commission educational programming
	S		4.2		Provide Educational Opportunities at State Parks							
	M		4.2.1		Discover Carolina Family Program Attendance	549,404	550,000		07/01/19 - 6/30/20	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	17,221	17,500		07/01/19 - 6/30/20	SCPRT staff maintains this data on an internal database		Measures effectiveness of State Parks educational programming

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Program Template

Program/Title	Purpose	FY 2018-19 Expenditures (Actual)				FY 2019-20 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.	\$ 1,041,259			\$ 1,041,259	\$ 975,833			\$ 975,833	
Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,758,703	\$ 185,345		\$ 2,944,048	\$ 2,371,288			\$ 2,371,288	
Administrative Services	Recreation grants administered by the Finance office.	\$ 2,731,644	\$ 1,636,577	\$ 1,657,076	\$ 6,025,297	\$ 3,343,506	\$ 1,591,500	\$ 1,958,571	\$ 6,893,577	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.	\$ 686,853			\$ 686,853	\$ 700,344			\$ 700,344	1.3.1; 1.3.2; 1.3.3; 1.3.4; 1.3.5; 2.2.4; 3.1.1; 3.1.2; 3.3.1; 3.3.2; 3.3.3
Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 2,525,000			\$ 2,525,000	\$ 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.	\$ 12,529,666	\$ 1,331,634		\$ 13,861,300	\$ 15,784,745	\$ 375,000		\$ 16,159,745	
Welcome Centers	Visitors Services staffing the state's nine Welcome Centers	\$ 1,513,703			\$ 1,513,703	\$ 1,570,739			\$ 1,570,739	3.2.1; 3.2.2; 3.2.3; 3.2.4;
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.		\$ 3,460,122		\$ 3,460,122		\$ 4,026,240		\$ 4,026,240	
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.	\$ 2,965,765	\$ 26,921,147	\$ 917,752	\$ 30,804,664	\$ 2,867,631	\$ 26,350,196	\$ 770,538	\$ 29,988,365	1.1.1; 1.1.2; 1.1.3; 1.1.4; 1.1.5; 1.1.6; 1.1.7; 1.1.8; 1.2.1; 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 2018-19 Expenditures (Actual)				FY 2019-20 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.	\$ 97,351			\$ 97,351	\$ 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.	\$ 149,544			\$ 149,544	\$ 156,900			\$ 156,900	2.3.1; 2.3.2; 2.3.3; 2.3.4; 3.1.1; 3.1.2; 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.		\$ 14,703,062		\$ 14,703,062		\$ 25,002,428		\$ 25,002,428	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.	\$ 3,031,008	\$ 4,280,269	\$ 23,459	\$ 7,334,736	\$ 3,200,000	\$ 4,200,903	\$ 26,000	\$ 7,426,903	

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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 the Recreation Land Trust Fund	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 General Assembly by January 15 each year	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 agency deliverables		
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 State S.C. Appropriations Act Part 1B		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 State S.C. Appropriations Act Part 1B		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		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 Plan in order to receive funding.	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

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

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Customer Template

Service/Product Provided to Customers	Customer Segments	<u>Specify only for the following Segments:</u> (1) Industry; Name; (2) Professional Organization; Name; (3) Public; Demographics.	Divisions or Major Programs	Description
Provides information on SCPRT's programs and services	Industry	SC-Based Destination Marketing Organizations	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.
Provides information on the state of tourism in South Carolina	Executive Branch/State Agencies		Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.
Coordinates and administers state tourism-related grants	Local Govts.		Administrative Services	Administrative Services includes Finance and Technology Services.
Coordinates and administers state and federal recreation grants	Local Govts.		Administrative Services	Administrative Services includes Finance and Technology Services.
Provides assistance to local DMOs for advertising placement	Industry	SC-Based Destination Marketing Organizations	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 travel and tourism-related information across multiple platforms	General Public	Domestic and International visitors to South Carolina	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.
Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Industry	SC-Based Destination Marketing Organizations	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 cooperative advertising opportunities to industry partners	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 resources for the purpose of attracting visitors to the state.
Provides travel and tourism-related information	General Public	Domestic and International visitors to South Carolina	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.
Provides space for promotional information materials such as brochures and rackcards	Industry	SC-Based Destination Marketing Organizations	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.
Provides outdoor recreation opportunities	General Public	South Carolina residents and visitors	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 enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	School Districts	South Carolina Schools	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 tourism-related information for news media	Industry	News Media	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.
Provides travel and tourism data useful for planning purposes	Industry	SC-Based Destination Marketing Organizations	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.
Provides travel and tourism data useful for planning purposes	Local Govts.		Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.
Provides employment and business opportunities by recruiting television and film projects to the state	Industry	SC-based film crew and businesses	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 opportunities for professional development through educational workshops	Industry	SC-based film crew	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.

Agency Name: DEPARTMENT OF PARKS, RECREATION & TOURISM

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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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Agency Code: P280 Section: 049

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	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
						Date or Review Timeline (MM/DD/YYYY)		
1	Internal Review and Report	Annual Accountability Report	Executive Budget Office	State	Annually	September 15, 2018	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, 2019	Report Agency Debt	
3	Internal Review and Report	Fees & Fines Report	Executive Budget Office	State	Annually	September 15, 2018	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, 2018	Annual Audit of Federal Programs	
5	Internal Review and Report	Minority Business Report	Executive Budget Office	State	Annually	September 15, 2018	Small and Minority Business Contracting & Certification	
6	Internal Review and Report	IT Plan	SC Department of Administration - Division of Technology	State	Annually	October 1, 2018	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, 2018	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, 2018	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, 2018	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, 2019	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://filmsc.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, 2019	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, 2018	Energy information regarding facilities	
13	Internal Review and Report	Recycling Report	SC Department of Health & Environmental Control	State	Annually	September 15, 2018	Recycling Information	
14	Internal Review and Report	Real Property Report	Comptroller General	State	Annually	July 1, 2019	Real Property updates on acreage owned	
15	Internal Review and Report	FY 19-20 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	Provided to General Assembly per Code; Available to the public upon request
16	External Review and Report	Statewide Comprehensive Outdoor Recreation Plan	National Park Service	Federal	Other	June 30, 2019	Analysis of Supply/Demand for Outdoor Recreation in South Carolina	SCPRT Website: https://www.scprr.com/recreation/statewide-comprehensive-outdoor-recreation-plan
17	External Review and Report	State Auditor's Report	State Auditors Office	State	Annually	April 13, 2019	Review of SCPRT's Financial Activities	http://osa.sc.gov/wp-content/uploads/2018/04/P2817.pdf