



2023 Annual Accountability Report

**Department Of Parks, Recreation
& Tourism**

Agency Code: P280

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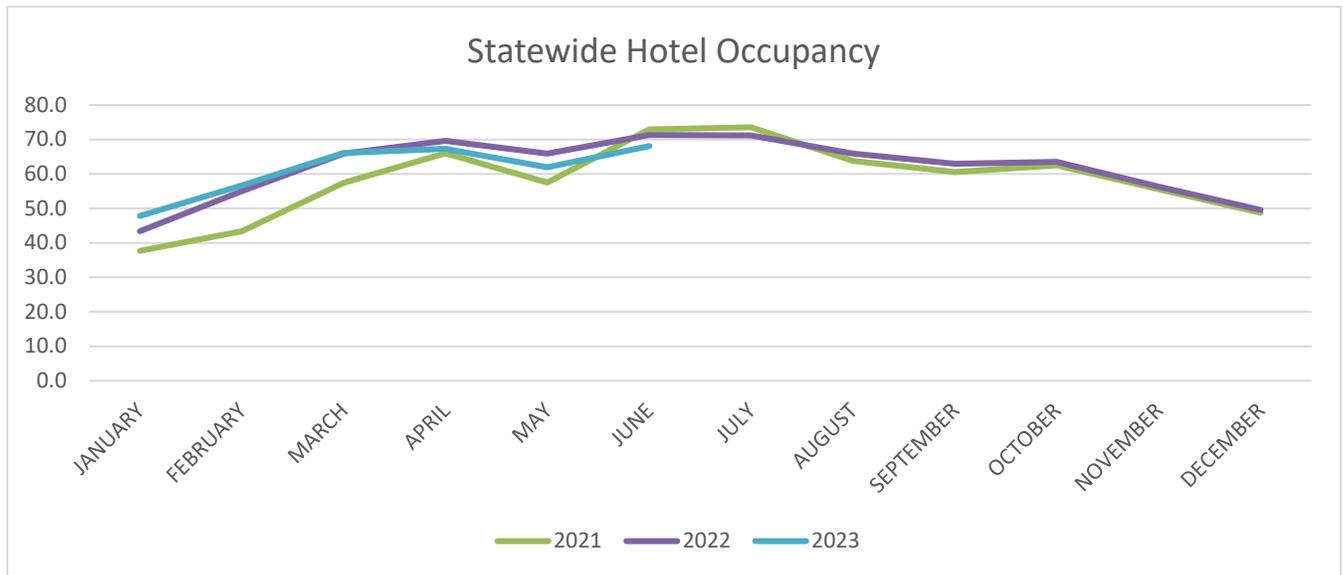
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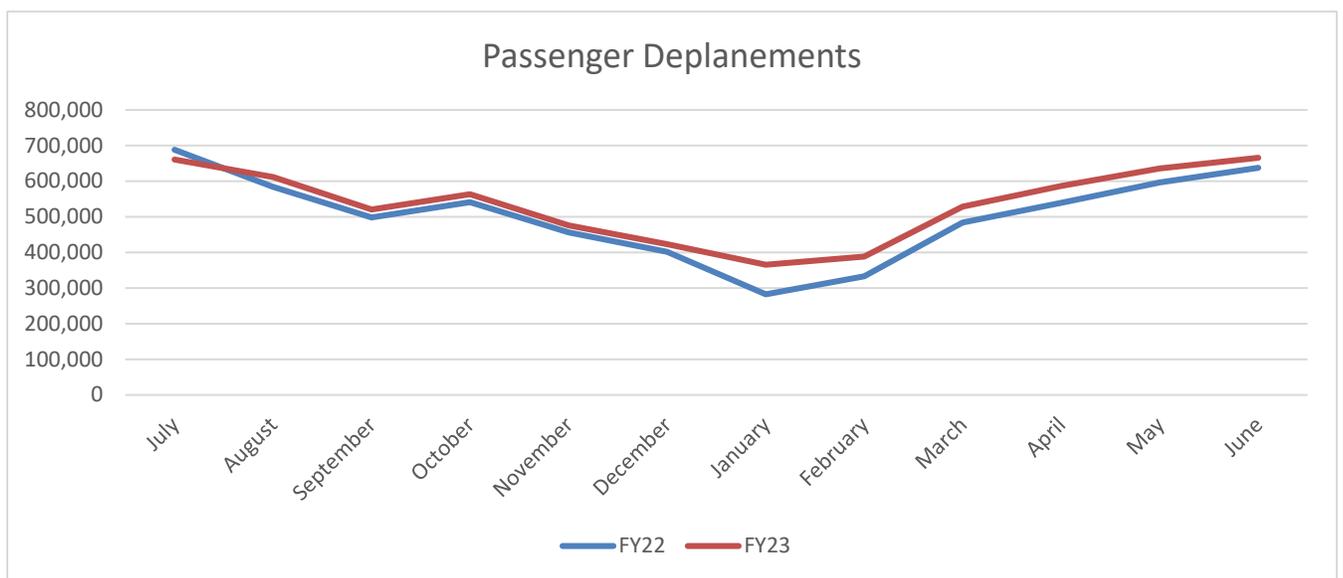
AGENCY'S DISCUSSION AND ANALYSIS

TOURISM ECONOMY

Based on the major metrics of tourism economic performance, South Carolina's tourism industry continued to prosper in FY 22-23. Statewide hotel occupancy in CY 2022 increased by 4.8% compared to CY 2021. From January through June 2023, statewide hotel occupancy has increased by 1.4% compared to the same time period in CY 2022. Statewide Hotel Revenue per Available Room (RevPAR) increased 11.9% in CY 2022 compared to CY 2021. Through June 2023, Statewide Hotel RevPAR increased 3.4%.

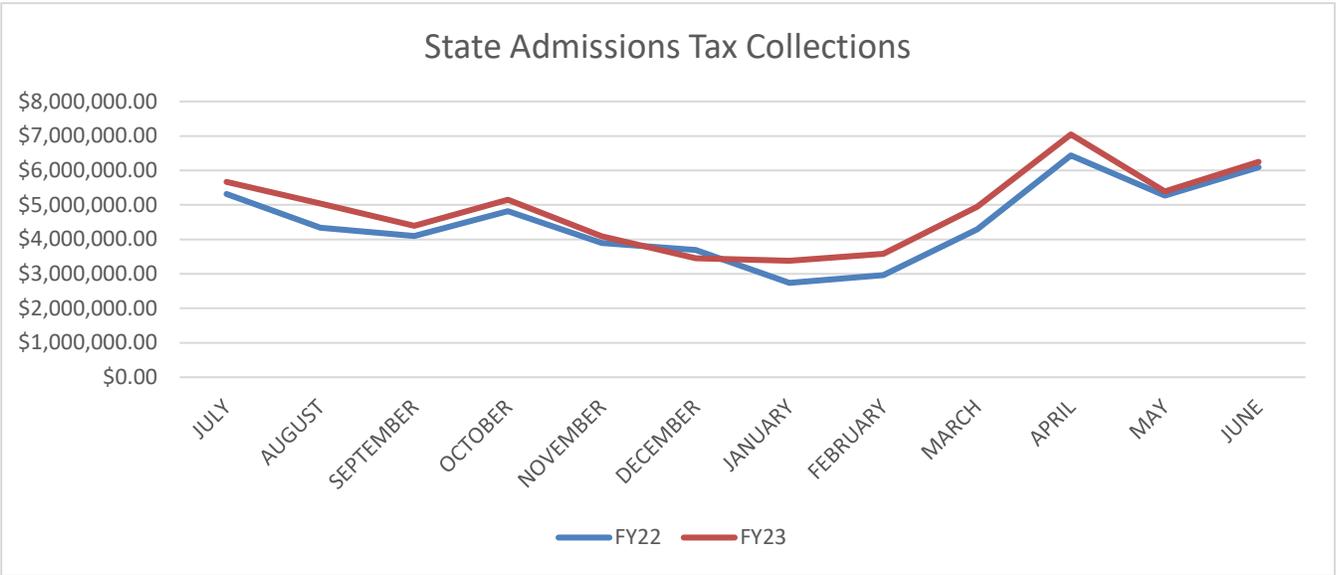


Passenger Deplanements at South Carolina's five major airports (MYR, CHS, HHI, CAE, GSP) totaled 6.4 million in FY 23, an increase of 6.3% compared to deplanements in FY 22.

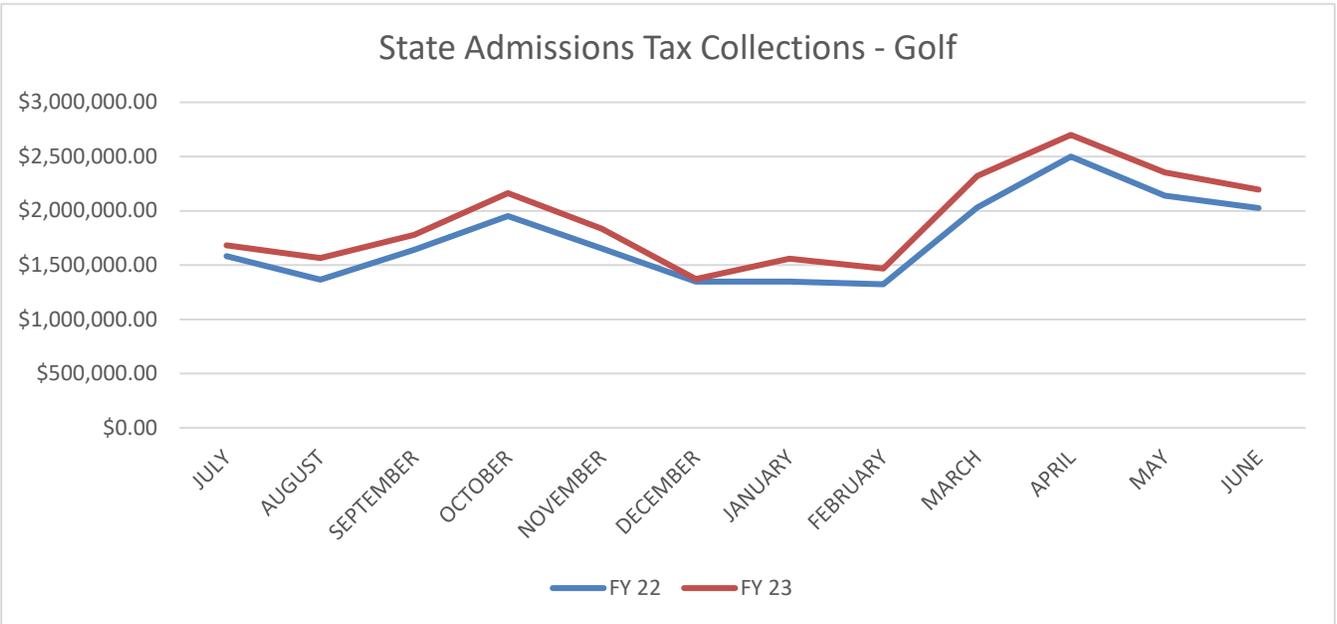


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State Admission Tax Collections in FY 23 totaled \$58.2 million, a 10.0% increase over Admissions Tax Collections in FY 22.



State Admissions Tax Collections from Golf (a subset of total State Admissions Tax Collections) totaled \$22.8 million in FY 23, an increase of 10.6% compared to FY 22. Based on data from Golf Datatech, the number of golf rounds played in South Carolina in CY 2022 decreased slightly (-2.3%) compared to CY 2021; however, the number of rounds played from January through June 2023 has increased by 4.4% compared to the same time period in CY 2022.



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STATE PARKS OPERATIONS

State Park revenue for FY 23 totaled approximately \$49.8 million, a flat percent change (0.86%) compared to total earned revenue in FY 22. South Carolina State Parks continues to employ yield management strategies to enhance State Parks' revenue generation. In FY 23, SC State Parks adjusted its pricing strategy for campsites to ensure that optimal rates were being collected for the campsites with the highest demand, while rates on lower demand sites are adjusted based on occupancy rates and demand levels. This change allowed for more effective dynamic pricing for campsite rentals.

SCPRT continues to invest in revenue generating attractions, accommodations and amenities for South Carolina State Parks. For example, SCPRT completed construction of new camper cabins at Lake Hartwell State Park in FY23. A popular hybrid-lodging option for those looking for something like the tent-camping experience, but who still want some of the comforts of modern accommodations, the camper cabins feature a front porch, heating and air conditioning, electrical service, indoor lighting, and Wi-Fi.

SCPRT also completed service upgrades for campgrounds at Dreher Island and Calhoun Falls state parks in FY 23. These projects included upgrades to both electrical service and water/sewer. These upgrades allow these parks to price the campsite rentals more competitively. In addition, an analysis of campsite rental trends has indicated that the average length of stay for upgraded campsites is higher than those sites that have not been upgraded, thus positively impacting campsite occupancy and revenues.

A new zipline project was also completed at Keowee Toxaway State Park in FY 23. The Keowee Toxaway zip line, which is one of the longest zip lines in the nation, gives visitors a chance to view the park's forest canopy and wildlife and soar over the park's lake twice.

STATE PARKS DEVELOPMENT

In FY 23, SCPRT continued to make progress toward preparing its new park properties to open to the public. In terms of development, some of these new park properties already have facilities that, with only some minor alterations, will be ready to open once they are fully staffed. Misty Lake State Park, which is located in Aiken County, will offer recreational opportunities for lake fishing and events in its community center. The facilities at Pine Island State Park will provide an ideal venue for weddings and other events, as well as new opportunities for the public to access and enjoy the beautiful waters of Lake Murray. Similarly, May Forest State Park will create a new venue for weddings and other events, with the natural beauty of the Charleston Harbor providing a picturesque backdrop for these events. SCPRT has partnered with the South Carolina Department of Natural Resources to develop a management plan for Ramsey Grove State Park, which will offer event space, overnight accommodations, and educational and recreational opportunities including hiking, cycling, and kayaking.

In contrast to the other new park properties, the Black River State Park properties are undeveloped, allowing SCPRT to create a long-term development plan customized to the environment of each park site. The first phase of the park, which is scheduled to be open to the public at the end of this calendar year, will include the construction of kayak launches at the various Black River sites to provide immediate public access to the river. While the river will be accessible through any of the park sites, the RMS tract will ultimately provide a hub experience for Black River State Park, with the construction of a visitor center, kayak launch and cabins. The Hinds Canada tract will offer day-use facilities such as picnic shelters, trails, trailhead facilities and boardwalks, and the Mead Tract will provide a mix of overnight accommodations and recreational experiences, including a kayak launch, trails and boardwalks, RV camping and even treehouses.

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Park Manager positions for Ramsey Grove, Black River and May Forest state parks were posted and filled in FY 23. In light of the increase in the number of parks, SCPRT restructured the regional management of the State Park System, dividing the coast into upper and lower regions and reshuffling some of the other parks’ regional designations.

In addition to these new park properties, SCPRT also signed a lease with Duke Energy that will allow the agency to begin pursuing development plans at Dearborn Island. While this long-awaited park development is still in its infancy, ultimately it will provide connectivity and access to kayaking and rafting opportunities on the Catawba River and create a tourism draw that will bring visitors to the undiscovered travel opportunities of the Great Falls area.

South Carolina State Parks continues to pursue outside funding sources to expand and improve experiences at State Parks across the state. In August 2022, a new bridge over Fairforest Creek in Croft State Park was officially opened. This project was the result of a partnership between SCPRT and the Palmetto Trail. The new bridge restores access to the park land that the creek divides, reconnecting roughly 20 miles of hiking and biking trails in the Southside Trail system to the rest of the park, and completing the portion of the Palmetto Trail that runs through Croft. The bridge replaces what was once one of the most iconic landmarks in the park – the beautiful Advance America fiberglass footbridge – which opened in 2008 and was destroyed by historic weather events in 2020. The loss of the bridge cut off access to trails, disrupted travel on the Palmetto Trail, and significantly decreased options for Croft State Park users.

Also in August 2022, SCPRT and the Congaree Land Trust hosted a ribbon cutting to celebrate more than 350 acres of land that will expand the footprint of Lee State Park. The land donation was made possible thanks to a partnership between the Congaree Land Trust, the Lynches River Conservation Board, the Central Carolina Community Foundation, and South Carolina State Parks. Under the care of Lee State Park, the three new tracts of land included in the overall donation will be protected in perpetuity for future generations. The three tracts have unique qualities that make the valuable additions to the park. The first tract is approximately 92 acres and is adjacent to the northwestern border of existing park property. It stretches to Lee State Park Road. The second tract extends the southern tip of existing park property, below Interstate 20. It is roughly 180 acres of swampland and forest floodplain along the Lynches River. The third tract is physically separate from the existing park footprint, adding approximately 92 acres and protecting frontage along the Lynches River just south of Darlington Highway.

In December 2022, a new program was announced that will install electric vehicle chargers powered by 100% renewable energy at state parks across South Carolina. The program is supported by the electric vehicle maker and automotive technology company Rivian through its community charging initiative and the South Carolina Energy Office. Two of Rivian Waypoints chargers were installed at Dreher Island a month prior to the new program announcement. In addition to Dreher Island, Rivian’s Level 2 EV Waypoints chargers have also been made available at Myrtle Beach and Huntington Beach state parks, and chargers also planned for Charles Towne Landing and Devils Fork. Through this new program, Rivian will install chargers at more than two dozen other state parks starting in 2023.

In April 2023, South Carolina State Parks and Duke Energy opened a new trail that increases access to Lake Placid at Paris Mountain State Park for visitors with mobility impairments. The new trail runs from the park’s Visitor Center down to the lakeshore, giving more visitors easier access to fishing, birdwatching, and fun on the park’s iconic lake. The Duke Energy Foundation awarded the park \$25,000 for this project in April 2022 as part of a \$400,000 monthlong campaign focused on supporting sustainability and environmental efforts across Palmetto

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State. Duke’s grant funded the construction of the framing, subsurface, and paving for the trail, as well as a picnic pad that includes tables and grills specifically for visitors with wheelchairs.

STATE PARKS MARKETING

In FY 23, SCPRT continued its State Parks marketing strategies that have proven effective over the past few years. These strategies include traditional advertising campaigns, with a heavy focus on digital and social advertising. These strategies also include developing new experiential assets that help to promote State Park visitation. For example, SCPRT produced a new virtual reality experience at Landsford Canal State Park of kayaking among the rare spider lilies on the Catawba River. SCPRT also installed a new webcam at Edisto Beach State Park. SCPRT has continued its partnership with Black Folks Camp Too to increase outreach in minority consumer markets and encourage more visitation to State Parks. SCPRT is currently developing branding for the new parks at Black River, May Forest, Pine Island, Misty Lake and Ramsey Grove. As with other park branding, these brands will serve to visually identify the attributes of each new park location.

TOURISM MARKETING

SCPRT continued its partnership with Darius Rucker in FY 23, creating value-added opportunities to utilize this partnership to promote the South Carolina travel brand. For example, SCPRT's Digital Engagement Manager hosted a Facebook Live interview with Darius Rucker in Greenville, during which Darius discussed his favorite places to visit in South Carolina. This ongoing marketing partnership was recognized by the nation's travel industry with an ESTO Mercury Award presented by the US Travel Association in August 2022.

In October 2022, season three of the Go For It series, a collaboration between SCPRT and SCETV, launched on the @Discover_SC Instagram page and the @SouthCarolinaETV Facebook page. Each of the 10 episodes showcased a different tourism region in South Carolina, highlighting the variety of unique activities locals and visitors can try for themselves all over the state, including golfing in one of South Carolina’s first State Parks and exploring a historic small town opera house. The 10-episode season was also featured on other digital platforms such as YouTube. Blog posts on DiscoverSouthCarolina.com accompanied each episode.

In December 2022, SCPRT announced the Front Porch Program, a statewide visitor center collaboration for Destination Marketing Organizations (DMOs) across the state to network and grow their visitor centers through increased visitation to the center and the region. Through the Front Porch Program, qualified local visitor centers are promoted as a SC Certified Visitor Center by the state operated Welcome Centers. SC Certified Visitor Center staff are provided opportunities to participate in idea and resource exchanges, train with nationally-certified SC Welcome Center staff, participate in study tours and take the United State Travel Association South Carolina Travel Counselor Certification Test.

SCPRT also developed a brand-new podcast series titled The Palmetto Porch, which debuted in January 2023. Each episode of The Palmetto Porch features interviews with South Carolinians from all walks of life, covering a variety of topics from fishing in the Upstate to the battles and skirmishes fought by Carolina patriots during the American Revolution. Through these interviews, SCPRT encourages consumers to not only choose South Carolina as their travel destination, but to explore the many visitor experiences that can be found throughout the state.

In February 2023, the International Association of Golf Travel Operators (IAGTO) named South Carolina among the top five golf destinations in the world for 2023. South Carolina was the only US destination to make the global Golf Destination of the Year list, sharing the recognition with Cyprus, Dubai, Los Cabos, and Thailand.

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SCPRT, working in conjunction with state and local leaders, also successfully recruited a new PGA TOUR event in 2022, THE CJ Cup in South Carolina, which was held at the Congaree Golf Club in Ridgeland. This marked the tournament’s first Southeast appearance since it began in 2017 and brought a tremendous economic impact to both the state and local economies. During the tournament’s broadcast, SCPRT ran 32 commercial spots nationally and internationally, creating value-added opportunities to showcase South Carolina as a golf destination to markets around the globe.

In April 2023, SCPRT and the PGA TOUR announced a five-year marketing partnership with the state becoming an official tourism sponsor of golf’s elite tour. As part of the agreement, through to 2027, SCPRT will engage across the PGA TOUR landscape, including through digital activations and creative content as well as at PGA TOUR and DP World Tour tournaments.

In May 2023, the state achieved another significant milestone as a golf destinations with the announcement of Myrtle Beach’s first PGA TOUR event. The Myrtle Beach Classic, which will be added to the FedEx Cup starting in 2024, is scheduled to run through the 2027 season.

With the resumption of international travel, SCPRT partnered with Travel South USA and other southern member states to present South Carolina at a National Geographic festival in the United Kingdom in the summer of 2023. At this event, Chef Chris Williams, chef and owner of Roy’s Grille in Irmo and a member of the 2022 Class of Chef Ambassadors, showcased a little Southern flavor with a Masterclass demonstration and helped whet the appetites of international visitors for authentic Palmetto State experiences.

WELCOME CENTERS

SCPRT continues to invest in the Welcome Center facilities, including complete rebuilds of Welcome Center facilities across the state. In FY 23, architectural drawings for the redesigned centers at Fair Play (I-85 N) and North Augusta (1-20 E) were completed. As with previous Welcome Center rebuilds, the new centers at Fair Play and North Augusta will reflect the natural and/or cultural attributes specific to the surrounding area and its destinations. For example, the redesigned Welcome Center at Fair Play will resemble a mountain lodge, in terms of building design and the materials that will be used for the interior and exterior. A water feature will also be installed in front of the Welcome Center as an homage to the many waterfalls located in the surrounding Upstate region. The new center at Fair Play will also provide a clear view of one of the region's most important natural and recreational assets - Lake Hartwell. The redesigned center at North Augusta will be modeled after the monitor barn to reflect the equestrian heritage of the Aiken area. The materials used for the interior and exterior of the center will reflect the utilitarian architecture of the region, specifically the industrial areas along the Savannah River and Augusta Canal. Solicitations for the construction phase of both of the centers will be issued in FY 24. SCPRT has also begun preparing the rebuild of the Welcome Center at Blacksburg (I-85 S) and began the initial design phase for this project in FY 23.

In addition to the redesigned centers, SCPRT also invested in minor site improvements at all Welcome Center locations. In FY 23, walking paths were installed in the Fair Play Welcome Center's picnic area. The picnic shelters at the Hardeeville Welcome Center were also renovated, with overgrown vegetation removed from walking paths, and a pergola, lighting and sidewalks installed for easier night access. SCPRT also improved viewsheds at several centers in FY 23 through the removal of overgrown trees, and installed "porch swings" at several center locations to emphasize the "front porch" aspects of the state's Welcome Center program.

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RECREATION GRANTS

In FY 23, SCPRT awarded eight Recreational Trails Program (RTP) grants totaling over \$770,000:

- Lake Whelchel Trail Expansion, Cherokee County: \$98,000
- Jack White Trail Extension, City of Rock Hill: \$100,000
- Nicholatown Mountain Bike and Hike Trails, City of Greenville: \$100,000
- Renaissance Park Trail Improvements, Union County: \$100,000
- Sullivan’s Island Beachfront Nature Trail, Town of Sullivan’s Island: \$100,000
- Edwin M. Griffin Paved Trail Expansion, PAL (Play. Advocate. Live Well.), Spartanburg: \$100,000
- Lynch’s Woods Trail Improvements, Newberry County: \$44,398
- Wambaw Cycle 2023 Enhancement Project, USDA Forest Service, Francis Marion National Forest: \$28,000

In FY 23, SCPRT awarded 31 Sports Tourism Advertising and Recruitment (STAR) grants in FY 23 for successfully recruited sporting events in South Carolina. Events supported through the STAR Grant Program included the 2023 ABA Military Team Championship (Anderson County CVB), 2023 Bass Pro Tour (Capital City/Lake Murray Country), 2023 SEC Women’s Basketball Tournament (Visit Greenville), BSD Strongest Man Competition (Myrtle Beach Area Chamber of Commerce), and NJCAA Softball National Championships (One Spartanburg). In total, these 31 grant awards provided over \$700,000 in support for recruited sports events across the state.

Through the Undiscovered SC Grants program, which provides matching funds for hard costs associated with tourism development projects, SCPRT continues to encourage the development of tourism products in the state's rural areas and developing destinations. In FY 23, SCPRT awarded four Undiscovered SC Grants totaling \$683,725 for the following projects: Langley Pond Park Rowing Course Dock (Aiken County); Sharon Jones Amphitheater Expansion (City of North Augusta); Rock Hill BMX Facility Sidewalk Connector (City of Rock Hill); and, McLeod Plantation Historic Site Stabilization Phase III (Charleston County). Each of these projects will enhance the tourism potential for their respective destinations by creating more opportunities for visitors to enjoy their natural, cultural or recreational experiences.

FILM

In FY 23, SCPRT recruited one television series: “Outer Banks – Season 4” (Netflix). SCPRT also recruited two feature films in FY 23: "Suncoast" (All Sixes) and “The Engagement Plan (FilmPool, Inc.). Combined, these three productions will generate an estimated \$59.0 million in total spending in South Carolina and result in the hiring of an estimated 500 South Carolina cast and crew.

In addition to incentivized film recruitment efforts, SCPRT also expanded its film crew education and training partnerships and activities in FY 23. For example, in partnership with Trident Technical College, the SC Film Commission conducted Grip Training at USC Spartanburg in May 2023, using grip equipment donated by Illumination Dynamics. The SC Film Commission also partnered with Trident Technical College to conduct LED Wall training at Pronk Studios in Greenville in June 2023. The SC Film Commission also partnered with the University of South Carolina on a educational project for college students to create an independent feature film. This project involved 16 students from Clemson University, Benedict College, Coastal Carolina University, and the University of South Carolina. The project was primarily conducted in the Myrtle Beach area, with Coastal Carolina University providing housing for participating students.

The SC Film Commission is exploring two new film training/education partnership opportunities. One opportunity includes a partnership between SCPRT, SCETV and SCDJJ to provide practical film crew training to reduce potential juvenile recidivism. The second partnership opportunity is between SCPRT and the Urban League of the Upstate

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to provide film crew training for residents of disadvantaged Upstate communities. The SC Film Commission plans to continue pursuing these partnership opportunities in FY 24.

RISK ASSESSMENT & MITIGATION STRATEGIES

Tourism is critical to the state’s economy and quality of life, generating billions of dollars in economic activity and providing employment for one in ten South Carolinians. As the State’s tourism agency, SCPRT serves the critical function of coordinating statewide marketing and advertising efforts, providing local destinations with a comprehensive brand for tourism marketing and assistance through tourism marketing partnership initiatives and grant funding. If SCPRT was unable to achieve its tourism mission and goals, the state’s tourism business communities would experience a loss in revenue to competitor destinations (domestically and internationally).

South Carolina State Parks serve two critical roles for the state: generating visitation and visitor spending in both established and rural destinations across the state and providing South Carolinians with opportunities for recreation and education. If SCPRT was unable to adequately provide services at SC State Parks, this would result in the loss of tourism revenue – not only for the State Parks, but also for nearby business communities. In addition, South Carolinians and visitors to the state would not have the opportunity to learn about the state’s history and ecology through the experiences provided by SC State Parks. Ultimately, this would negatively impact the quality of life for current and future generations of South Carolinians and impede conservation efforts by the State to protect and preserve green space for future generations.

SCPRT provides broad support for local economies through its grant programs and film incentives. Recreation and tourism grants encourage new product development that yield revenue generating products and improve the quality of life for local communities. Similarly, film incentives help the state to secure film projects that generate employment opportunities for local film crew and spending with SC-based businesses. Without these types of projects, local communities would experience revenue losses and employment opportunities that help to ensure a high quality of life.

In order to avoid these risks, the State must ensure the following:

1. Sufficient funding for SCPRT’s Statewide Marketing & Advertising Program
2. Sufficient funding for State Parks acquisition and development projects to allow SC State Parks to increase visitation capacities and ensure quality visitor experiences
3. Sufficient funding for SCPRT’s tourism/recreation grant programs and film incentives to generate revenue for local economies

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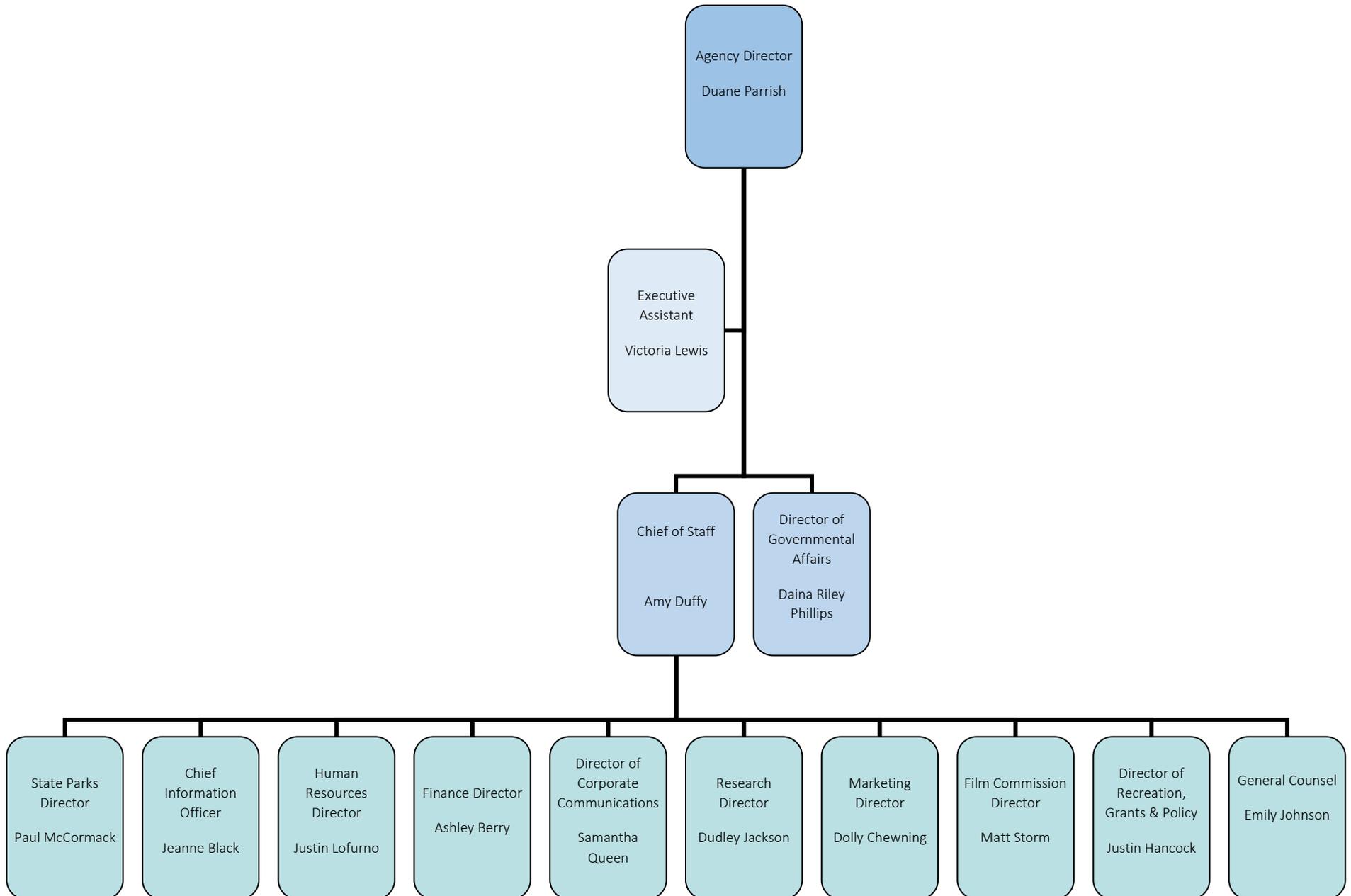
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2023

Reorganization and Compliance

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

Primary Contact

First Name	Last Name	Role/Title	Email Address	Phone
Justin	Hancock	Director - Recreation, Grants & Policy	jhancock@scprt.com	803-734-1747

Secondary Contact

First Name	Last Name	Role/Title	Email Address	Phone
Amy	Duffy	Chief of Staff	aduffy@scprt.com	803-734-3272

Agency Mission

Adopted in:

2011

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.

Agency Vision

Adopted in:

2011

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.

Recommendations for reorganization requiring legislative change:

None

Agency intentions for other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in the succeeding fiscal year:

None

Significant events related to the agency that occurred in FY2023

Description of Event	Start	End	Agency Measures Impacted	Other Impacts
No significant events affected performance measures.				

Is the agency in compliance with S.C. Code Ann. § 2-1-220, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? (See also S.C. Code Ann. § 60-2-20).

Yes

Reason agency is out of compliance: (if applicable)

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. § 20-1-10 through 20-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

Yes

Does the law allow the agency to promulgate regulations?

Yes

Law number(s) which gives the agency the authority to promulgate regulations:

SECTION 51-3-70; SECTION 51-23-30

Has the agency promulgated any regulations?

Yes

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

(End of Reorganization and Compliance Section)

FY2023

Strategic Plan Results

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

- Goal 1 Stewardship of Agency Resources
- Goal 2 Encourage Business Development and Economic Growth
- Goal 3 Effectively Market South Carolina as a Travel Destination
- Goal 4 Provide Educational Opportunities for SC Residents

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
1.1 Operate State Parks with Standard Business Management Practices														
State Objective: Government and Citizens														
1.1.1	State Parks Operational Self-Sufficiency		113%	100%	100.25%	Percent	Equal to or greater than	State Fiscal Year	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.2	State Parks Total Earned Revenue	\$ 49,417,331.10	\$ 45,000,000	\$ 49,840,375.56	Dollar Amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	
1.1.3	State Parks Admission Revenue	\$ 11,382,039.10	\$ 10,000,000	\$ 10,583,663.01	Dollar Amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	
1.1.4	State Parks Cabin Occupancy		71%	72%	67.34%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.5	State Parks Lodge Room Occupancy		26%	27%	26.30%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.6	State Parks Campsite Occupancy		57%	57%	57.36%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.7	State Parks Camper Cabin Occupancy		67%	72%	58.61%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.8	State Parks Golf Rounds		41,220	41,220	44,491	Count	Equal to or greater than	State Fiscal Year	Number of golf-rounds	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.1.9	State Parks Total Volunteer Hours		159,274	100,000	161,000	Count	Equal to or greater than	State Fiscal Year	Number of volunteer hours	State Park Staff	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000
1.2 Protect and Preserve Natural & Cultural Resources														
State Objective: Government and Citizens														
1.2.1	Number of Red Cockaded Woodpecker Clusters		24	24	24	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000
1.2.2	Number of Red Cockaded Woodpecker Fledglings		56	50	54	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
1.2.3	Number of Sea Turtle Nests	360	360	557	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.4	Annual Forest Restoration Acreage	2,670	2,000	2,653.50	Count	Equal to or greater than	State Fiscal Year	Amount of SC State Parks acreage that undergoes some type of forest management activity (e.g., mulching, prescribed burns) in the fiscal year.	SCPRT enters information into internal database	SC State Parks Central Office	Protection of wildlife habitats	State Parks Visitors	5000.650100.000		
1.2.5	Total Forest Restoration Acreage	8,917	10,917	8,957	Count	Equal to or greater than	State Fiscal Year	Cumulative amount of SC State Parks acreage that has been placed under an active forest management plan	SCPRT enters information into internal database	SC State Parks Central Office	Protection of wildlife habitats	State Parks Visitors	5000.650100.000		
1.3 Provide Cooperative Advertising Opportunities for Local Destinations													State Objective: Government and Citizens		
1.3.1	Cooperative Advertising Sales Total	\$ 123,252.00	\$ 150,000.00	\$ 106,675.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.2	Welcome Center Advertising Sales Total	\$ 76,950.00	\$ 60,000.00	\$ 97,800.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.3	Visitors Guide Advertising Sales Total	\$ 495,124.00	\$ 500,000.00	\$ 588,018.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.4	Leisure Website Advertising Sales Total	\$ 41,250.00	\$ 75,000.00	\$ 71,450.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.5	State Parks Website Advertising Total	\$ 52,750.00	\$ 50,000.00	\$ 67,650.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
2.1 Grow the Economy through Film Project Recruitment													State Objective: Public Infrastructure and Economic Development		
2.1.1	Total Number of SC Film Hires	252	1,000	500	Count	Equal to or greater than	State Fiscal Year	Number of hires	Reported to SCPRT by Production Company at Project Completion. Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina-based film crew and vendors	5000.850000.000	Based on estimates provided by production companies when applying for incentives. An ongoing writers strike paused productions in FY23.	

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$ 4,332,281	\$ 70,000,000	\$ 60,171,940	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	Based on estimates provided by production companies when applying for incentives. An ongoing writers strike paused productions in FY23.	
2.1.3	Total Number of Film-Related Hotel Nights	1,800	18,500	Not Available	Count	Equal to or greater than	State Fiscal Year	Number of hotel room nights for film crew during production	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	An ongoing writers strike paused productions in FY23. Hotel room night data is not available until audits are completed at the end of a production.	
2.2 Provide Assistance to Local Governments & DMOs														State Objective: Public Infrastructure and Economic Development	
2.2.1	Number of Recreational Trail Grants	11	10	8	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational trails	State Government Agencies, Units of Local Government, Non-Profit Organizations that own or operate recreational trails	5000.870100.000		
2.2.2	Number of Parks and Recreation Development Fund New Projects	71	75	72	Count	Maintain range	State Fiscal Year	Number of projects	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational facilities	Units of Local Government	5000.870100.000		
2.2.3	Number of Land and Water Conservation Fund Grants	10	15	13	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of outdoor recreational facilities	State Government Agencies, Units of Local Government	5000.870100.000	Two grant applications were denied by the National Park Service during their review	
2.2.4	Number of Tourism Advertising Grants	63	65	71	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Marketing Office	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	5000.250100.000		
2.2.5	Number of Undiscovered SC Enhancement Grants	4	4	4	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of tourism attractions	Units of Local Government	5000.870100.000		
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants	25	20	31	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial assistance for the recruitment of sports events to South Carolina	Destination Marketing Organizations, Units of Local Government	5000.870100.000		
2.3 Grow South Carolina's Tourism Economy														State Objective: Public Infrastructure and Economic Development	
2.3.1	Total State Accommodations Tax Collections	\$ 111,179,303.40	\$ 116,700,000	\$ 113,784,106.45	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000		
2.3.2	Total State Admissions Tax Collections	\$ 52,937,430.78	\$ 55,500,000	\$ 58,225,521.83	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000		

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes			
2.3.3	Statewide Hotel Occupancy Rate		59.70%	60%	61.50%	Percent	Equal to or greater than	Calendar Year	Occupancy = Total Number of Booked Rooms/Total Number of Available Rooms	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000			
2.3.4	Statewide Hotel revenue per available room.	\$	77.10	\$	80.95	\$	84.92	Dollar Amount	Equal to or greater than	Calendar Year	RevPAR = Average Daily Rate * Occupancy Rate	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
3.1 Engage Consumers through SCPRT's Leisure Marketing Program																	
State Objective: Public Infrastructure and Economic Development																	
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets		40%	39%	34%	Percent	Maintain range	State Fiscal Year	The percentage of ad-aware households is based on quantitative survey data collected in SCPRT's target market areas. It is the percentage of respondents that recall seeing at least one advertisement placed by SCPRT.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	Reducing the media investment from \$6.0 million to \$4.8 million led awareness to decline from 40% last year to 34% this year.		
3.1.2	Number of Undiscovered Trips Generated by Advertising		933,000	500,000	645,000	Count	Equal to or greater than	State Fiscal Year	The number of Undiscovered SC Trips is based on survey data collected in SCPRT's target market areas. It is an estimate based on the number of ad-aware respondents who traveled to South Carolina without any other specific motivation, such as visiting friends or family, business or routine vacations. Undiscovered SC travel is defined as travel to any county except Horry, Charleston or Beaufort.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000			
3.2 Provide Travel Assistance to Welcome Center Visitors																	
State Objective: Public Infrastructure and Economic Development																	
3.2.1	Number of Guests Assisted		1,116,041	1,000,000	1,660,775	Count	Equal to or greater than	State Fiscal Year	Number of guests	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000			
3.2.2	Number of Assisted Accommodations Reservations		4,611	5,000	5,603	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000			
3.2.3	Number of Assisted Attractions Reservations		1,561	1,500	2,521	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000			
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)		4.9	4.5 -5.0	4.8	Acceptable Range	Maintain range	State Fiscal Year	Average rating of all customers completing the survey on a scale of 1 to 5, in which 5 equals Excellent and 1 equals Poor.	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000			
3.3 Engage Existing and New State Parks Visitors through Marketing																	
State Objective: Public Infrastructure and Economic Development																	

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge		2,991	3,500	3,807	Count		In order to complete the Ultimate Outsider Challenge, a person must visit have their State Parks Visitor Guide stamped at all 47 State Parks.	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	
4.1 Develop the State's Film Industry through Training													State Objective: Education, Training, and Human Development	
4.1.1	Number of Production Fund Grants Awarded		3	2	3	Count		Number of grants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.2	Number of Educational/Training Workshops Conducted		5	3	7	Count		Number of events	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.3	Number of Workshop Participants		249	100	402	Count		Number of participants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.2 Provide Educational Opportunities at State Parks													State Objective: Education, Training, and Human Development	
4.2.1	Discover Carolina Family Program Attendance		906,619	583,087	1,384,652	Count		Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for South Carolina residents and families	South Carolina Residents and Families	5000.650100.000	
4.2.2	Discover Carolina Educational Program Attendance		8,619	16,271	12,872	Count		Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for K-12 students in South Carolina	K-12 Students	5000.650100.000	

FY2024

Strategic Plan Development

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

- Goal 1 Stewardship of Agency Resources
- Goal 2 Encourage Business Development and Economic Growth
- Goal 3 Effectively Market South Carolina as a Travel Destination
- Goal 4 Provide Educational Opportunities for SC Residents

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
1.1 Operate State Parks with Standard Business Management Practices													State Objective: Government and Citizens	
1.1.1	State Parks Operational Self-Sufficiency	100.25%	100%	Percent	Equal to or greater than	State Fiscal Year	(Total State Parks Revenue/Total State Parks Expenditures)*100	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.2	State Parks Total Earned Revenue	\$ 49,840,375.56	\$ 45,000,000	Dollar amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.3	State Parks Admission Revenue	\$ 10,583,663.01	\$ 10,000,000	Dollar Amount	Equal to or greater than	State Fiscal Year	Total revenue	State Park Staff	Central Office Finance	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.4	State Parks Cabin Occupancy	67.34%	72%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.5	State Parks Lodge Room Occupancy	26.30%	27%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.6	State Parks Campsite Occupancy	57.36%	57%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.7	State Parks Camper Cabin Occupancy	58.61%	72%	Percent	Equal to or greater than	State Fiscal Year	(Room Nights Sold/Total Available Room Nights)*100	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.8	State Parks Golf Rounds	44,491	41,220	Count	Equal to or greater than	State Fiscal Year	Number of golf-rounds	Central Reservation System	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.1.9	State Parks Total Volunteer Hours	161,000	100,000	Count	Equal to or greater than	State Fiscal Year	Number of volunteer hours	State Park Staff	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000		
1.2 Protect and Preserve Natural & Cultural Resources													State Objective: Government and Citizens	
1.2.1	Number of Red Cockaded Woodpecker Clusters	24	24	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		
1.2.2	Number of Red Cockaded Woodpecker Fledglings	54	50	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000		

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
1.2.3	Number of Sea Turtle Nests		557	360	Count	Equal to or greater than	State Fiscal Year	Based on counts conducted by SC State Park staff	SCPRT enters information into internal database	SC State Parks Central Office	Protection of threatened or endangered species	State Parks Visitors	5000.650100.000	
1.2.4	Annual Forest Restoration Acreage		2,653	2,000	Count	Equal to or greater than	State Fiscal Year	Amount of SC State Parks acreage that undergoes some type of forest management activity (e.g. mulching, prescribed burns) in the fiscal year.	SCPRT enters information into internal database	SC State Parks Central Office	Protection of wildlife habitats	State Parks Visitors	5000.650100.000	
1.2.5	Total Forest Restoration Acreage		8,957	10,917	Count	Equal to or greater than	State Fiscal Year	Cumulative amount of SC State Parks acreage that has been placed under an active forest management plan	SCPRT enters information into internal database	SC State Parks Central Office	Protection of wildlife habitats	State Parks Visitors	5000.650100.000	
1.3	Provide Cooperative Advertising Opportunities for Local Destinations						State Objective: Government and Citizens							
1.3.1	Cooperative Advertising Sales Total	\$ 106,675.00	\$ 150,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.2	Welcome Center Advertising Sales Total	\$ 97,800.00	\$ 60,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.3	Visitors Guide Advertising Sales Total	\$ 588,018.00	\$ 500,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.4	Leisure Website Advertising Sales Total	\$ 71,450.00	\$ 75,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.3.5	State Parks Website Advertising Total	\$ 67,650.00	\$ 50,000.00	Dollar Amount	Equal to or greater than	State Fiscal Year	Total sales	SCPRT staff maintains this data on an internal network drive	Marketing Office	Increasing consumer awareness for Destination Marketing Organizations and tourism attractions	Destination Marketing Organizations, Tourism Attractions	5000.250100.000		
1.4	Effectively Manage Agency Human Resources to Ensure Adequate Delivery of Agency Services						State Objective: Government and Citizens							
1.4.1	SCPRT Employee Turnover Rate	23.60%	23.60%	Percent	Equal to or less than	State fiscal year	Number of Separations/Total Number of Employees	SCPRT staff maintains this data on an internal network drive	Executive Office	Applies to all agency services	State Park Visitors, Welcome Center Visitors, Local Governments, Destination Marketing Organizations	0102.010000.000		
1.4.2	SCPRT Average Time-to-Hire (Days)	26	30	Count	Equal to or less than	State fiscal year	Average of number of days between posting and filling vacant positions	SCPRT staff maintains this data on an internal network drive	Executive Office	Applies to all agency services	State Park Visitors, Welcome Center Visitors, Local Governments, Destination Marketing Organizations	0102.010000.000		
2.1	Grow the Economy through Film Project Recruitment						State Objective: Public Infrastructure and Economic Development							

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
2.1.1	Total Number of SC Film Hires		500	1,000	Count	Equal to or greater than	State Fiscal Year	Number of hires	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	\$ 60,171,940	\$ 70,000,000	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000		
2.1.3	Total Number of Film-Related Hotel Nights	Not Available	18,500	Count	Equal to or greater than	State Fiscal Year	Number of hotel room nights for film crew during production	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	SC Film Office	Incentivizing film-related economic activity through the recruitment of motion picture productions	South Carolina -based film crew and vendors	5000.850000.000		
2.2 Provide Assistance to Local Governments & DMOs										State Objective: Public Infrastructure and Economic Development				
2.2.1	Number of Recreational Trail Grants		8	10	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational trails	State Government Agencies, Units of Local Government, Non-Profit Organizations that own or operate recreational trails	5000.870100.000	
2.2.2	Number of Parks and Recreation Development Fund New Projects		72	75	Count	Maintain range	State Fiscal Year	Number of projects	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of recreational facilities	Units of Local Government	5000.870100.000	
2.2.3	Number of Land and Water Conservation Fund Grants		13	0	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of outdoor recreational facilities	State Government Agencies, Units of Local Government	5000.870100.000	
2.2.4	Number of Tourism Advertising Grants		71	65	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Marketing Office	Providing financial resources for tourism advertising purchases to promote destinations, attractions or events	Destination Marketing Organizations, Units of Local Government, NPOs that manage tourist attractions or events	5000.250100.000	
2.2.5	Number of Undiscovered SC Enhancement Grants		4	4	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial resources for the development of tourism attractions	Units of Local Government	5000.870100.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
2.2.6	Number of Sports Tourism Advertising & Recruitment Grants		31	Count	Maintain range	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial assistance for the recruitment of sports events to South Carolina	Destination Marketing Organizations, Units of Local Government	5000.870100.000	
2.2.7	Number of Beach Renourishment Grants Awarded		0	Count	Equal to or greater than	State fiscal year	Number of grants	SCPRT staff maintains this data on an internal database	Office of Recreation, Grants & Policy	Providing financial assistance for beach renourishment projects	Units of Local Government	5000.870100.000	
2.3	Grow South Carolina's Tourism Economy												State Objective: Public Infrastructure and Economic Development
2.3.1	Total State Accommodations Tax Collections	\$ 113,784,106.45	\$ 116,700,000	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.2	Total State Admissions Tax Collections	\$ 58,225,521.83	\$ 55,500,000	Dollar Amount	Equal to or greater than	State Fiscal Year	Total amount	SCDOR sends reports to SCPRT monthly	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.3	Statewide Hotel Occupancy Rate	62%	60%	Percent	Equal to or greater than	Calendar Year	Occupancy = Total Number of Booked Rooms/Total Number of Available Rooms	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
2.3.4	Statewide Hotel revenue per available room.	\$ 84.92	\$ 80.95	Dollar Amount	Equal to or greater than	Calendar Year	RevPAR = Average Daily Rate * Occupancy Rate	Smith Travel Research sends weekly and monthly reports to SCPRT	Research Office	Providing information on the health of the state's tourism economy	Destination Marketing Organizations, Units of Local Government	5000.800000.000	
3.1	Engage Consumers through SCPRT's Leisure Marketing Program												State Objective: Public Infrastructure and Economic Development
3.1.1	Percent of Leisure Travel Ad-Aware Households in Target Markets	34%	39%	Percent	Maintain range	State Fiscal Year	The percentage of ad-aware households is based on quantitative survey data collected in SCPRT's target market areas. It is the percentage of respondents that recall seeing at least one advertisement placed by SCPRT.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	
3.1.2	Number of Undiscovered Trips Generated by Advertising	645,000	500,000	Count	Equal to or greater than	State Fiscal Year	The number of Undiscovered SC Trips is based on survey data collected in SCPRT's target market areas. It is an estimate based on the number of ad-aware respondents who traveled to South Carolina without any other specific motivation, such as visiting friends or family, business or routine vacations. Undiscovered SC travel is defined as travel to any county except Horry, Charleston or Beaufort.	SMARI (Research Vendor) sends reports to SCPRT yearly	Research Office	Increasing consumer awareness of South Carolina travel experiences	South Carolina-based tourism businesses	5000.800000.000	
3.2	Provide Travel Assistance to Welcome Center Visitors												State Objective: Public Infrastructure and Economic Development

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
3.2.1	Number of Guests Assisted	1,660,775	1,000,000	Count	Equal to or greater than	State Fiscal Year	Number of guests	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.2	Number of Assisted Accommodations Reservations	5,603	5,000	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.3	Number of Assisted Attractions Reservations	2,521	1,500	Count	Equal to or greater than	State Fiscal Year	Number of reservations	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.8	4.5 -5.0	Acceptable Range	Maintain range	State Fiscal Year	Average rating of all customers completing the survey on a scale of 1 to 5, in which 5 equals Excellent and 1 equals Poor.	SCPRT staff maintains this data on an internal database	Marketing Office	Visitor Services provided to travelers in South Carolina	General Public	5000.250100.000	
3.3	Engage Existing and New State Parks Visitors through Marketing									State Objective: Public Infrastructure and Economic Development			
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	3,807	4,000	Count	Equal to or greater than	State Fiscal Year	In order to complete the Ultimate Outsider Challenge, a person must visit have their State Parks Visitor Guide stamped at all 47 State Parks.	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing recreational opportunities for South Carolina residents and visitors	State Parks Visitors	5000.650100.000	
4.1	Develop the State's Film Industry through Training									State Objective: Education, Training, and Human Development			
4.1.1	Number of Production Fund Grants Awarded	3	2	Count	Equal to or greater than	State Fiscal Year	Number of grants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.2	Number of Educational/Training Workshops Conducted	7	3	Count	Equal to or greater than	State Fiscal Year	Number of events	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.1.3	Number of Workshop Participants	402	100	Count	Equal to or greater than	State Fiscal Year	Number of participants	SCPRT staff maintains this data on an internal database	SC Film Office	Providing opportunities for education and professional development for film industry professionals and students	Film industry professionals and students	5000.850000.000	
4.2	Provide Educational Opportunities at State Parks									State Objective: Education, Training, and Human Development			
4.2.1	Discover Carolina Family Program Attendance	1,384,652	500,000	Count	Equal to or greater than	State Fiscal Year	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for South Carolina residents and families	South Carolina Residents and Families	5000.650100.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes	
4.2.2	Discover Carolina Educational Program Attendance		12,872	15,000	Count	Equal to or greater than	State Fiscal Year	Number of attendees	SCPRT staff maintains this data on an internal database	SC State Parks Central Office	Providing educational opportunities for K-12 students in South Carolina	K-12 Students	5000.650100.000	

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Budget Data

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General2	(Projected) Other	(Projected) Federal4	(Projected) Total
0100.050200X000	First in Golf	First in Golf specialty license Plate fees.	\$ -	\$ 23,770.00	\$ -	\$ 23,770.00	\$ -	\$ 75,000.00	\$ -	\$ 75,000.00
0100.050300X000	Sports Development Fund	Fees for NASCAR speciality license plates.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ -	\$ 50,000.00
0100.050600X000	Palmetto Trail	Passthrough funds for the Palmetto Conservation Foundation	\$ 300,000.00	\$ -	\$ -	\$ 300,000.00	\$ 300,000.00	\$ -	\$ -	\$ 300,000.00
0102.010000.000	Executive Offices	The Executive Office include the Director's Office, Human Resources and Internal Audits.	\$ 1,069,586.00	\$ -	\$ -	\$ 1,069,586.00	\$ 1,172,951.00	\$ -	\$ -	\$ 1,172,951.00
0102.050000.000	Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,841,293.00	\$ -	\$ -	\$ 2,841,293.00	\$ 3,430,208.00	\$ 35,000.00	\$ -	\$ 3,465,208.00
5000.250100.000	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.	\$ 680,634.00	\$ -	\$ -	\$ 680,634.00	\$ 768,594.00	\$ 105,000.00	\$ -	\$ 873,594.00
5000.250500X000	Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 3,025,000.00	\$ -	\$ -	\$ 3,025,000.00	\$ 3,625,000.00	\$ -	\$ -	\$ 3,625,000.00
5000.250900X000	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.	\$ 13,580,919.00	\$ -	\$ 2,317,587.00	\$ 15,898,506.00	\$ 1,324,793.00	\$ 1,800,000.00	\$ -	\$ 3,124,793.00
5000.251600X000	Destination-Specific Advertising	Destination Specific Marketing Grant Program	\$ 29,000,000.00	\$ -	\$ -	\$ 29,000,000.00	\$ 29,000,000.00	\$ -	\$ -	\$ 29,000,000.00
5000.254100X000	Sports Marketing Grant Program	Funding for Sports Tourism related Legislative Grant projects.	\$ -	\$ -	\$ -	\$ -	\$ 2,000,000.00	\$ -	\$ -	\$ 2,000,000.00
5000.300000.000	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	\$ 1,658,789.00	\$ 3,980,771.00	\$ -	\$ 5,639,560.00	\$ 1,637,316.00	\$ 4,026,240.00	\$ -	\$ 5,663,556.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General2	(Projected) Other	(Projected) Federal4	(Projected) Total
5000.620700X000	Palmetto Pride	Passthrough funding for Palmetto Pride	\$ -	\$ 1,903,966.00	\$ -	\$ 1,903,966.00	\$ -	\$ 2,000,000.00	\$ -	\$ 2,000,000.00
5000.650100.000	State Parks Service	The Park Service manages and protects more than 90,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	\$ 2,991,897.00	\$ 38,578,488.00	\$ 310,559.00	\$ 41,880,944.00	\$ 4,090,281.00	\$ 33,670,958.00	\$ -	\$ 37,761,239.00
5000.700000.000	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 87,262.00	\$ -	\$ -	\$ 87,262.00	\$ 114,083.00	\$ -	\$ -	\$ 114,083.00
5000.800000.000	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 159,864.00	\$ -	\$ -	\$ 159,864.00	\$ 179,255.00	\$ -	\$ -	\$ 179,255.00
5000.850000.000	State Film Office	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.	\$ 15,000,000.00	\$ 10,619,071.00	\$ -	\$ 25,619,071.00	\$ 7,000,000.00	\$ 24,931,639.00	\$ -	\$ 31,931,639.00
5000.870100.000	Recreation, Grants & Policy	This office administers eight tourism or recreation-related grant programs.	\$ 218,773.00	\$ -	\$ 1,616,893.00	\$ 1,835,666.00	\$ 244,203.00	\$ -	\$ 4,479,110.00	\$ 4,723,313.00
5000.870500X000	Undiscovered South Carolina Grants	The Undiscovered SC grant program is designed to assist communities and nonprofit organizations with the development of publicly owned tourism products and attractions that will encourage visitation to South Carolina.	\$ 379,937.00	\$ -	\$ -	\$ 379,937.00	\$ 500,000.00	\$ -	\$ -	\$ 500,000.00
5000.871000X000	PARD Grants	The Park and Recreation Development (PARD) Fund is a state-funded, noncompetitive, reimbursable grant program for eligible local governments or special purpose district entities which provide recreational opportunities within each county. PARD assists in the development of new public recreation facilities or with the enhancement/renovation of existing facilities.	\$ 500,000.00	\$ 1,421,359.00	\$ -	\$ 1,921,359.00	\$ 500,000.00	\$ 3,092,000.00	\$ -	\$ 3,592,000.00
5000.871500X000	Sports Marketing Grant Program	The purpose of this grant program is to provide financial assistance to nonprofit tourism or sports-related organizations, applying through their respective local government, for the recruitment of new sporting events in South Carolina that will generate a significant additional economic impact to local communities through participant and visitor spending and also enhance the quality of life for South Carolina residents.	\$ 471,833.00	\$ -	\$ -	\$ 471,833.00	\$ 500,000.00	\$ -	\$ -	\$ 500,000.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General2	(Projected) Other	(Projected) Federal4	(Projected) Total
5000.880100.000	Venues at Arsenal Hill	Funding for the renovation of historic facilities and grounds on the northern side of the Governors Mansion Complex. Once renovations are completed, these facilities will be managed as event venues by SCPRT.	\$ 219,289.00	\$ 228,371.00	\$ -	\$ 447,660.00	\$ 160,000.00	\$ 327,000.00	\$ -	\$ 487,000.00
9500.050000.000	State 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.	\$ 3,468,609.00	\$ 5,555,421.00	\$ 25,041.00	\$ 9,049,071.00	\$ 4,018,199.00	\$ 5,169,727.00	\$ 26,000.00	\$ 9,213,926.00
9800.120000X000	Advertising-Statewide	Additional funding for statewide advertising by SCPRT.	\$ 1,499,880.00	\$ -	\$ -	\$ 1,499,880.00	\$ 7,500,120.00	\$ -	\$ -	\$ 7,500,120.00
9800.980000X000	Morris Island Lighthouse	Passthrough funds for the Morris Island Lighthouse	\$ 350,000.00	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -
9800.990000X000	State Park Maintenance Needs	Funding for State Parks deferred maintenance projects.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.860000X000	IT Security Audit & PCI Compliance	Funding for Security Audit and PCI Compliance, which help to ensure the integrity of customer data collected by SC State Parks.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.930000X000	Special Olympics	Passthrough funds for the Special Olympics	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9802.950000X000	SC Association Of Tourism Regions	Additional funding the state's eleven tourism regions	\$ 600,000.00	\$ -	\$ -	\$ 600,000.00	\$ 11,000,000.00	\$ -	\$ -	\$ 11,000,000.00
9803.890000X000	PRT Revitalizations	Passthrough funding for recreation related Legislative Grant projects.	\$ -	\$ 150,000.00	\$ -	\$ 150,000.00	\$ -	\$ 3,117,171.00	\$ -	\$ 3,117,171.00
9803.920000X000	Saluda River Greenway	Passthrough funds for the Saluda River Greenway	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
9803.940000X000	SC Aquarium	Passthrough funds for the SC Aquarium	\$ 2,000,000.00	\$ -	\$ -	\$ 2,000,000.00	\$ -	\$ -	\$ -	\$ -
9804.850000X000	Beach Renourishment - SCD Statewide Items	Non-recurring funds for the Beach Renourishment Grant program administered by SCPRT.	\$ 15,665.00	\$ -	\$ -	\$ 15,665.00	\$ -	\$ -	\$ -	\$ -
9805.420000X000	Sports Development Fund	Passthrough funding for recreation related Legislative Grant projects.	\$ 260,290.00	\$ -	\$ -	\$ 260,290.00	\$ 489,210.00	\$ -	\$ -	\$ 489,210.00

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Legal Data

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
1-30-80	State	Statute	Film Office moved from SC Department of Commerce to SCPRT	Not related to agency deliverable		No Change
1-30-10	State	Statute	SCPRT designated as a department within the Executive Branch of State Government.	Not related to agency deliverable		No Change
12-21-6510	State	Statute	Tourism Infrastructure Admissions Tax Act - Short Title	Requires a manner of delivery		No Change
12-21-6520	State	Statute	Definitions of Article	Requires a manner of delivery		No Change
12-21-6530	State	Statute	Portion of tax paid to county or municipality where tourism establishment located	Requires a manner of delivery		No Change
12-21-6540	State	Statute	Portion of tax transferred to State Treasurer for special tourism infrastructure development fund; established grants and grant guidelines	Requires a service	Consultation with South Carolina Coordinating Council on Economic Development for use of funds for infrastructure benefitting tourism	No Change
12-21-6550	State	Statute	Certification application procedures	Requires a service	Certification of tourism or recreation facility for Tourism Infrastructure Admissions Tax benefits	No Change
12-21-6560	State	Statute	Qualification Factors for Eligibility of Major Tourism or Recreation Area or Facility	Requires a manner of delivery		No Change
12-21-6570	State	Statute	Designation of Development Areas	Requires a manner of delivery		No Change
12-21-6580	State	Statute	Facilities expansion or improvement eligibility requirements	Requires a manner of delivery		No Change
12-21-6590	State	Statute	Establishment of Extraordinary Retail Certification	Requires a service	Establishment of Extraordinary Retail Certification	No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
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.	Funding agency deliverable(s)		No Change
1-11-425	State	Statute	SCPRT exempted from providing cost information for printed publications intended for public relations purposes	Requires a manner of delivery		No Change
12-62-10	State	Statute	Motion Picture Incentive Act - Citation of Chapter	Not related to agency deliverable		No Change
12-62-100	State	Statute	Allows Film Commission to adopt rules and regulations	Not related to agency deliverable		No Change
12-62-20	State	Statute	Motion Picture Incentive Act Definitions	Not related to agency deliverable		No Change
12-62-30	State	Statute	Exemption from State and Local Taxes	Requires a manner of delivery		No Change
12-62-40	State	Statute	Certification of Exemption	Requires a service	Sales and Use Tax Exemption Certification	No Change
12-62-50	State	Statute	Tax Rebate for Employment of SC Residents	Distribute funding to another entity		No Change
12-62-55	State	Statute	Assignment of Rebate Payments to Trustee	Requires a manner of delivery		No Change
12-62-60	State	Statute	Distribution of Admissions Taxes; Supplier Rebate; Educational Requirements	Distribute funding to another entity		No Change
12-62-70	State	Statute	Temporary Use of Underutilized State Property	Requires a service	Assistance to production companies to identify and temporarily use underutilized state property	No Change
12-62-80	State	Statute	Allows for establishment of Film Foundation to accept donations	Requires a manner of delivery		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
12-62-90	State	Statute	Credit Roll Requirements and Refusal Rights	Requires a manner of delivery		No Change
12-62-95	State	Statute	Inapplicability of works appealing to prurient interest	Requires a manner of delivery		No Change
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	Requires a service	Transfer of Property for I-77 project	No Change
13-11-20	State	Statute	SCPRT Director to serve on New Horizons Development Authority Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
13-1-1710	State	Statute	SCPRT Director to serve on Coordinating Council for Economic Development	Board, commission, or committee on which someone from our agency must/may serve		No Change
133-100	State	Regulation	General program information for Parks and Recreation Development Fund	Requires a manner of delivery		No Change
133-101	State	Regulation	Administration of Parks and Recreation Development Fund	Requires a manner of delivery		No Change
133-102	State	Regulation	Guidelines for Planning Assistance	Requires a manner of delivery		No Change
133-103	State	Regulation	Guidelines for Development Assistance	Requires a manner of delivery		No Change
133-104	State	Regulation	Guidelines for Renovation Assistance	Requires a manner of delivery		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
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.	Requires a service	Provide Land and Water Conservation Fund grants	No Change
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.	Not related to agency deliverable		No Change
23 U.S.C. § 120 Intermodal Surface Transportation Efficiency Act	Federal	Statute	Established Recreational Trails Program	Requires a service	Provide Recreational Trail Program grants	No Change
27-8-100	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for beach conservation at SC State Parks	Not related to agency deliverable		No Change
27-8-110	State	Statute	SCPRT allowed to use funds received from Conservation Bank Trust Fund for property acquisition for SC State Parks	Not related to agency deliverable		No Change
37-29-130	State	Statute	SCPRT designated as pass-through agency for Palmetto Pride Funds	Distribute funding to another entity		No Change
43-21-120	State	Statute	SCPRT Director to serve on Coordinating Council to the Division on Aging	Board, commission, or committee on which someone from our agency must/may serve		No Change
48-49-70	State	Statute	SCPRT to identify the protected mountain ridge crests in each county	Report our agency must/may provide		No Change
48-59-30	State	Statute	SCPRT designated as eligible recipient of Conservation Bank Trust Funds	Not related to agency deliverable		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
48-59-40	State	Statute	SCPRT Director to serve as ex-officio member of Conservation Bank Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
49-6-30	State	Statute	SCPRT representative to serve on Aquatic Plant Management Council	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-1-10	State	Statute	Established Agency	Requires a manner of delivery		No Change
51-11-10	State	Statute	Established Recreation Land Trust Fund	Requires a manner of delivery		No Change
51-11-15	State	Statute	Allows SCPRT to grant funds to local governments for acquisition of recreational land through the Recreation Land Trust Fund	Distribute funding to another entity		No Change
51-11-20	State	Statute	Sets restrictions on use of trust funds	Requires a manner of delivery		No Change
51-11-30	State	Statute	Transfers funds from Tricentennial Fund	Not related to agency deliverable		No Change
51-11-40	State	Statute	Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	Report our agency must/may provide		No Change
51-11-50	State	Statute	Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	Requires a manner of delivery		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
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	Report our agency must/may provide		No Change
51-1-20	State	Statute	Provides SCPRT Director the ability to hire employees	Requires a manner of delivery		No Change
51-1-30	State	Statute	Provides that the Agency shall be composed of a Division of Travel and a Division of Parks and Recreation.	Requires a manner of delivery		No Change
51-1-300	State	Statute	Establishes the Division of Community Development	Requires a service	Providing economic development assistance to local communities	Repealed
51-1-310	State	Statute	Provides purposes and duties for Division of Community Development	Requires a manner of delivery		Repealed
51-1-40	State	Statute	Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	Requires a service	Charging admissions to State Parks; selling retail items	No Change
51-1-50	State	Statute	Allows SCPRT to hire staff for State Welcome Centers	Requires a manner of delivery		No Change
51-1-60	State	Statute	Lists powers and duties of SCPRT	Requires a service	Tourism marketing for the State of South Carolina	Amended
51-1-70	State	Statute	Transfers funds from various state park departments to SCPRT	Funding agency deliverable(s)		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
51-17-50	State	Statute	SCPRT Director to serve on Heritage Trust Advisory Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-1-80	State	Statute	Allows SCPRT to enter into certain contracts with political subdivisions within the State	Requires a manner of delivery		No Change
51-18-60	State	Statute	SCPRT Director to serve on War Between the States Heritage Trust Advisory Board	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-1-90	State	Statute	Transfers functions from State Recreation Commission to SCPRT	Requires a manner of delivery		No Change
51-19-10	State	Statute	Old Exchange Building Commission established; SCPRT Director to serve on Commission	Board, commission, or committee on which someone from our agency must/may serve		No Change
51-23-10	State	Statute	Definitions of Chapter	Requires a manner of delivery		No Change
51-23-20	State	Statute	Allocation of proceeds from Parks and Recreation Fund	Funding agency deliverable(s)		No Change
51-23-30	State	Statute	Requires SCPRT to develop a grant program for administration of funds	Requires a service	Development of PARD grant program	No Change
51-23-40	State	Statute	Allows SCPRT to use up to five percent of funds for administration costs	Requires a manner of delivery		No Change
51-3-10	State	Statute	Control and maintenance of State Parks by SCPRT	Not related to agency deliverable		Amended
51-3-100	State	Statute	Grants SCPRT necessary and incidental powers to further State Parks	Not related to agency deliverable		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
51-3-110	State	Statute	Allows SCPRT to expend unobligated funds from land leases and sales	Not related to agency deliverable		No Change
51-3-120	State	Statute	Allows revenues to be used for acquisition, management and development of State Parks	Not related to agency deliverable		No Change
51-3-130	State	Statute	Requires land acquisition obligations be paid for by revenues generated by State Parks	Not related to agency deliverable		No Change
51-3-140	State	Statute	Makes defacement of State Parks property unlawful	Not related to agency deliverable		No Change
51-3-145	State	Statute	Lists unlawful acts at State Parks	Not related to agency deliverable		No Change
51-3-146	State	Statute	Stipulates penalties for unlawful acts at State Parks	Not related to agency deliverable		No Change
51-3-147	State	Statute	Grants park staff authority as state constables	Not related to agency deliverable		No Change
51-3-150	State	Statute	Stipulates penalties for trespassing at State Parks	Not related to agency deliverable		No Change
51-3-160	State	Statute	Allows Dept. of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	Requires a manner of delivery		No Change
51-3-20	State	Statute	Limited Use of State Parks Facilities for Public	Not related to agency deliverable		Repealed
51-3-30	State	Statute	Penalties for violating 51-3-10 and 51-3-20	Not related to agency deliverable		Repealed
51-3-40	State	Statute	Closed Edisto Beach State Park; Limited activities at Santee State Park	Not related to agency deliverable		Repealed
51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	Not related to agency deliverable		Amended

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
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	Requires a service	Free admissions and discount camping for persons over the age of 65, persons with disabilities, blind persons and veterans	No Change
51-3-65	State	Statute	Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Requires a manner of delivery		No Change
51-3-70	State	Statute	Allows SCPRT to set rules and regulations for State Parks	Not related to agency deliverable		No Change
51-3-80	State	Statute	Allows SCPRT to acquire land donations and other contributions for State Parks	Not related to agency deliverable		No Change
51-3-90	State	Statute	Allows SCPRT to sell, exchange of lease State Park lands; funds must be credited to Recreation Land Trust Fund	Not related to agency deliverable		No Change
51-7-10	State	Statute	Allows SCPRT to develop Hunting Island State Park	Requires a service	Development of Hunting Island State Park	No Change
51-7-100	State	Statute	Prevents revenue obligations from becoming debts of the State	Not related to agency deliverable		No Change
51-7-110	State	Statute	Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	Not related to agency deliverable		No Change
51-7-20	State	Statute	Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	Requires a manner of delivery		Repealed
51-7-30	State	Statute	Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	Requires a manner of delivery		Amended

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
51-7-40	State	Statute	Allows SCPRT to establish recreation centers at Hunting Island	Requires a manner of delivery		No Change
51-7-50	State	Statute	Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	Funding agency deliverable(s)		No Change
51-7-60	State	Statute	Sets terms of revenue obligations	Not related to agency deliverable		No Change
51-7-70	State	Statute	Lists abilities of SCPRT to pay revenue obligations	Not related to agency deliverable		Amended
51-7-80	State	Statute	Grants rights of holders of revenue obligations	Not related to agency deliverable		No Change
51-7-90	State	Statute	Makes revenue obligations tax-exempt	Not related to agency deliverable		No Change
51-9-10	State	Statute	Requires SCPRT to acquire Fort Watson area on Lake Marion	Requires a service	Required SCPRT to acquire Fort Watson Memorial Area	No Change
51-9-20	State	Statute	Designated this area as Fort Watson Memorial	Not related to agency deliverable		No Change
51-9-30	State	Statute	Requires SCPRT to maintain Fort Watson Memorial area	Requires a service	Maintenance of Fort Watson Memorial Area	No Change
53-3-100	State	Statute	Establishes committee to select South Carolina Family of the Year; SCPRT to provide funding for expenses	Requires a service	Designation of South Carolina Family of the Year	No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
53-3-90	State	Statute	Designation of Family Week; SCPRT to develop promotion plan	Requires a service	Marketing South Carolina Family Week	No Change
56-3-5200	State	Statute	First in Golf - administer the funds associated with the First in Golf license plates	Distribute funding to another entity		No Change
56-3-8710	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	Distribute funding to another entity		No Change
57-23-50	State	Statute	SCPRT Director or designee to serve on Scenic Highways Committee	Board, commission, or committee on which someone from our agency must/may serve		No Change
57-25-810	State	Statute	Establishment of Tourism Oriented Directional Signage Program	Requires a service	Established Tourism Oriented Directional Signage	No Change
57-25-820	State	Statute	Gives SCPRT authority to develop eligibility criteria for tourism businesses; SCPRT Director serves on oversight committee.	Requires a service	SCPRT to develop eligibility criteria for Tourism Oriented Directional Signage	No Change
57-3-650	State	Statute	SCPRT to provide staffing for State Welcome Centers	Requires a service	SCPRT must provide staffing for State Welcome Centers	No Change
58-33-140	State	Statute	SCPRT designated as party to certification proceedings for Major Utility Facilities	Not related to agency deliverable		No Change
60-11-150	State	Statute	SCPRT Director to serve on South Carolina Civil War Sesquicentennial Advisory Board	Board, commission, or committee on which someone from our agency must/may serve		Repealed

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
60-11-410	State	Statute	SCPRT to cooperate and coordinate marketing materials for South Carolina Civil War Heritage Trails	Requires a service	Cooperate in the marketing of South Carolina Civil War Heritage Trails	No Change
63-339	State	Regulation	Guidelines for Tourism-Oriented Directional Signage Certification	Requires a manner of delivery		No Change
Proviso 117.102 2023-24 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	Funding agency deliverable(s)		Amended Proviso Number Only
Proviso 118.16(B)(39.1) 2016-17 S.C. Appropriations Act Part 1B	State	FY 2016-17 Proviso	Beach Renourishment Grant Funding	Requires a service	Provide local governments with financial assistance for beach renourishment	No Change
Proviso 49.1 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allocation of funds to SC Association of Tourism Regions	Distribute funding to another entity		Reenacted
Proviso 49.2 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Guidelines for Destination Specific Marketing program	Distribute funding to another entity		Reenacted
Proviso 49.3 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	Funding agency deliverable(s)		Reenacted
Proviso 49.4 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	Funding agency deliverable(s)		Reenacted
Proviso 49.5 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	Requires a manner of delivery		Reenacted
Proviso 49.6 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	Requires a manner of delivery		Reenacted
Proviso 49.7 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	PARD interest must be used for the program and carry forward.	Funding agency deliverable(s)		Reenacted
Proviso 49.8 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT to carry forward and use any uncommitted Film Commission funds remaining at year end for the film program.	Funding agency deliverable(s)		Reenacted
Proviso 49.9 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Reduces the calculation of an across the board cut exempt any items restricted by Executive Budget Office or the General Assembly.	Not related to agency deliverable		Reenacted

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
Proviso 49.10 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Funding agency deliverable(s)		Reenacted
Proviso 49.11 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Clarifies 51-1-40	Requires a manner of delivery		Reenacted
Proviso 49.12 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows the State Park Service to procure/manage vending services.	Requires a manner of delivery		Reenacted
Proviso 49.13 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT to carry forward state funded PARD, Undiscovered SC and Sports Marketing Grants and to be used for the same purpose.	Funding agency deliverable(s)		Reenacted
Proviso 49.14 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Motion Picture Incentive Act funds may be used without distinction of the source of funds.	Requires a manner of delivery		Reenacted
Proviso 49.15 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT to pay employees for actual hours worked during a State of Emergency	Not related to agency deliverable.		Reenacted
Proviso 49.17 2021-2022 S.C. Appropriations Act Part 1B	State	FY21-22 Proviso	Allows SCPRT to use funds previously allocated for the Medal of Honor Museum for state parks maintenance needs	Funding agency deliverable(s)		No Change
Proviso 49.162023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Specifies that non-recurring funds for the Destination Specific Marketing program do not require match.	Funding agency deliverable(s)		Amended
Proviso 49.17 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows for deduction of State Park housing from State Park employee compensation.	Not related to agency deliverable.		Amended Proviso Number Only
Proviso 49.17 2021-2022 S.C. Appropriations Act Part 1B	State	FY21-22 Proviso	Allowed PARD funds scheduled to expire in FY 2020-2021 to be extended to FY 2021-2022	Funding agency deliverable(s)		No Change
Proviso 49.21 2022-2023 S.C. Appropriations Act Part 1B	State	FY22-23 Proviso	Transfers funds designated for the Columbia Convention Center Renovation to Aid to Subdivisions - State Treasurer	Not related to agency deliverable.		No Change
Proviso 49.19 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Allows SCPRT to carryforward any prior year unexpended general operating funds allocated to State Parks.	Funding agency deliverable(s)		Added
Proviso 49.17 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Provides flexibility to use appropriated Welcome Center funds for any welcome center project at the agency's discretion.	Funding agency deliverable(s)		Added
Proviso 49.17 2023-2024 S.C. Appropriations Act Part 1B	State	FY23-24 Proviso	Transfers remaining funds in Act 239 of 2022, Section 118.9 (B)(93)(oooo) to Hagood Mill Historic Site	Not related to agency deliverable.		Added

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2023
41-30-520	State	Statute	Added SCPRT to the Coordinating Council for Workforce Development	Board, commission, or committee on which someone from our agency must/may serve		Added

2023

Services Data

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY 2023	Summary of changes to services
Provides information on SCPRT's programs and services	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Potential decrease in consumer awareness and spending	No Change	
Provides information on the state of tourism in South Carolina	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Potential decrease in consumer awareness and spending	No Change	
Coordinates and administers state tourism-related grants	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Administrative Services	Administrative Services includes Finance and Technology Services.	Developing destinations may not reach their full tourism potential	No Change	
Coordinates and administers state and federal recreation grants	Units of Local Government include Municipalities, County Governments and Special Purpose Districts.	Local Government	DMOs	Administrative Services	Administrative Services includes Finance and Technology Services.	Less recreational opportunities for South Carolina residents	No Change	
Provides assistance to local DMOs for advertising placement	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending	No Change	
Provides travel and tourism-related information across multiple platforms	Domestic and International visitors to South Carolina	General Consumers	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2023	Summary of changes to services
Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending	No Change	
Provides cooperative advertising opportunities to industry partners	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	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.	Potential decrease in consumer awareness and spending	No Change	
Provides travel and tourism-related information	Domestic and International visitors to South Carolina	General Consumers	Tourism-based businesses	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Potential decrease in consumer awareness and spending	No Change	
Provides space for promotional information materials such as brochures and rackcards	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Potential decrease in consumer awareness and spending	No Change	
Provides outdoor recreation opportunities	South Carolina residents and out-of-state visitors who visit South Carolina State Parks.	State Parks Visitors	Businesses located near State Parks	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.	Less recreational opportunities for South Carolina residents	No Change	
Provides enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	K-12 classes who participate in the Discover Carolina Educational Programs.	Discover Carolina Participants		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.	Less hands-on educational opportunities for South Carolina students to learn about the state's history and environment	No Change	
Provides tourism-related information for news media	News Media	News Media	DMOs, Tourism-based businesses	Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	Decrease in public information regarding SCPRT activities and the state of South Carolina's tourism industry	No Change	
Provides travel and tourism data useful for planning purposes	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Potential decrease in consumer awareness and spending	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2023	Summary of changes to services
Provides travel and tourism data useful for planning purposes	Destination Marketing Organizations, such as CVBs, Chambers of Commerce and Regional Tourism Organizations, that market their areas as travel destinations.	DMOs	Tourism-based businesses	Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Potential decrease in consumer awareness and spending	No Change	
Provides employment and business opportunities by recruiting television and film projects to the state	South Carolina-based film crew and vendors	SC Film Industry		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.	No significant motion picture production activity in South Carolina	No Change	
Provides opportunities for professional development through educational workshops	South Carolina-based film crew and vendors	SC Film Industry		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.	No significant motion picture production activity in South Carolina	No Change	
Provides information related to tourism workforce needs and development	Coordination Council for Workforce Development	Coordination Council for Workforce Development	Hospitality and recreation industry workers and business owners	Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Tourism industry workforce deficit continues, ultimately impacting tourism economy	Add	SCPRT was added to Coordinating Council for Workforce Development

2023

Partnerships Data

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Private Business Organization	9 Rooftops	Ad Agency of Record for all SCPRT marketing activities	No Change
Federal Government	Brand USA	Cooperative International Marketing/Advertising Purchases	No Change
Federal Government	Federal Highway Administration	Funding and Guidance for Recreational Trails Program grants	No Change
Federal Government	National Park Service	Funding and Guidance for Land & Water Conservation Fund grants	No Change
State Government	SC American Revolution Sestercentennial Commission	Promotion of Revolutionary War sites in SC	No Change
Local Government	SC Association of Tourism Regions	General Leisure Tourism Marketing efforts	No Change
State Government	SC Commission for the Blind	Vending Services at Welcome Centers	No Change
State Government	SC Conservation Bank	Land Conservation and Acquisitions for State Parks	No Change
State Government	SC Department of Agriculture	SC Chef Ambassador Program	No Change
State Government	SC Department of Commerce	Business Recruitment efforts	No Change
State Government	SC Department of Natural Resources	Natural Resource Management at State Parks	No Change
State Government	SC Department of Revenue	Posting of tourism-related tax collection data for public information	No Change
State Government	SC Department of Revenue	Processing film incentives for projects occurring in SC	No Change
State Government	SC Forestry Commission	Prescribed burns for forest preservation and restoration	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	SC Office of Resiliency	Flooding/Extreme Weather Preparedness and Recovery	No Change
Professional Association	SC Recreation & Parks Association	Communication between SCPRT and Local Recreation Departments	No Change
Professional Association	SC Restaurant & Lodging Association	Communication between SCPRT and hospitality businesses	No Change
Non-Governmental Organization	SC-Based Destination Marketing Organizations	General Leisure Tourism Marketing efforts	No Change
Non-Governmental Organization	Travel South USA	Cooperative International Marketing	No Change
Higher Education Institute	Trident Technical College	Film Production Fund Grants and Workshops	No Change
Higher Education Institute	University of South Carolina	Film Production Fund Grants and Workshops	No Change
State Government	Coordinating Council for Workforce Development	Developing Statewide Workforce Development plan	Add

2023

Reports Data

as submitted for the Accountability Report by:

P280 - Department of Parks, Recreation & Tourism

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
Agency Accountability Report	§1-1-810	The report "must contain the agency's or department's mission, objectives to accomplish the mission, and performance measures that show the degree to which objectives are being met." Agencies must "identify key program area descriptions and expenditures and link these to key financial and performance results measures."	September-22	Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online	https://scprt.widen.net/s/cjnnl8tflk/fy21-seprt-accountability-report	No Change	
Bank Account Transparency Report	117.8	Report of agency bank accounts containing public funds that are independent of normal state oversight	September-22	Annually	South Carolina state agency or agencies	Available on another website	https://cg.sc.gov/fiscal-transparency/bank-account-transparency-and-accountability	No Change	
Comprehensive Permanent Improvement Plan	§2-47-55	5 year plan of capital improvement projects for the agency	July-22	Annually	South Carolina state agency or agencies	Available on another website	https://www.admin.sc.gov/sites/default/files/budget/2021%20Comprehensive%20Permanent%20Improvement%20Plan%20-%20Statewide.pdf	No Change	
Debt Collection Report	117.33	Report Agency Debt	February-23	Annually	South Carolina state agency or agencies	Available on another website	https://treasurer.sc.gov/media/82161/annual-state-debt-report-fy21.pdf	No Change	
Energy Report	§48-52-620	Energy information regarding facilities	August-22	Annually	South Carolina state agency or agencies	Available on another website	https://energy.sc.gov/files/view/State%20Energy%20Use%20Report%202021.pdf	No Change	
Expenditures of Annual Accommodations Tax Revenues	§6-4-35	Expenditures of 2% State Accommodations Tax revenues by local governments	September-22	Annually	South Carolina state agency or agencies	Available on agency's website	https://embed.widencdn.net/pdf/plus/scprt/mui3mhndpy/Expenditures%20of%20FY1819.pdf?u=kceaj9	No Change	
Fees & Fines Report	117.71	Report Fee and Fine Collections	September-22	Annually	South Carolina state agency or agencies	Available on agency's website	https://scprt.widen.net/s/8gkjb6dz6z/fy2021-2022-fees-and-fines-report	No Change	
FY 19-20 PARD Fund Allocations	133-100	List of available PARD funds for each county and list of approved PARD projects for previous three years	July-22	Annually	Legislative entity or entities	Provided to LSA for posting online	Alesha Cushman, acushman@scprt.com , 803-734-0185	No Change	
Info Sec and Privacy Data Collection	§1-11-435	Cyber Security Framework to Identify, protect, detect, respond, recover maturity levels	July-22	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, jblack@scprt.com , 803-734-1305	No Change	
IT Data Collection Workbook	§1-11-435	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	July-22	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, jblack@scprt.com , 803-734-1305	No Change	
IT Plan	§1-11-435	Any IT projects costing \$50,000 or more	July-22	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Jeanne Black, jblack@scprt.com , 803-734-1305	No Change	
Minority Business Report	§11-35-5240	Small and Minority Business Contracting & Certification	April-23	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Ashley Berry, 803-734-1759, aberry@scprt.com	No Change	

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
Real Property Report	§1-11-58	Real Property updates on acreage owned	July-22	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Matt Elswick, melswick@scprt.com, 803-734-0288	No Change	
Recycling Report	§44-96-140	Recycling Information	September-22	Annually	South Carolina state agency or agencies	Available on another website	https://scdhec.gov/environment/recycling-waste-reduction/state-agency-recycling-responsibilities	No Change	
Schedule of Federal Financial Assistance	2 CFR 200	Annual Audit of Federal Programs	August-22	Annually	South Carolina state agency or agencies	Hard copy available upon request	Ashley Berry, 803-734-1759, aberry@scprt.com	No Change	
South Carolina Film Incentives Report	§12-62-60	List of all film projects receiving wage or supplier rebates, including production company name, rebate amounts and location of project.	January-23	Annually	Legislative entity or entities	Available on agency's website	https://scprt.widen.net/s/fbswpzjpm/2021-numbers-for-website	No Change	
Request for Information About Committee Recommendations and Internal Changes	§2-2-20	Updates on House Legislative Oversight Recommendations for SCPRT	December-22	Annually	Legislative entity or entities	Available on agency's website	https://www.scstatehouse.gov/CommitteeInfo/HouseLegislativeOversight/Committee/AgencyPHPFiles/ParksRecreationandTourism.php	No Change	

AGENCY NAME:	Department Of Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	049

2023
Accountability Report

SUBMISSION FORM

I have reviewed and approved the data submitted by the agency in the following templates:

- Data Template
 - Reorganization and Compliance
 - FY2023 Strategic Plan Results
 - FY2024 Strategic Plan Development
 - Legal
 - Services
 - Partnerships
 - Report or Review
 - Budget
- Discussion Template
- Organizational Template

I have reviewed and approved the financial report summarizing the agency’s budget and actual expenditures, as entered by the agency into the South Carolina Enterprise Information System.

The information submitted is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR <i>(SIGN AND DATE):</i>	SIGNATURE ON FILE	Signature Received: 9/18/2023 3:38 PM
<i>(TYPE/PRINT NAME):</i>	Duane Parrish	

BOARD/CMSN CHAIR <i>(SIGN AND DATE):</i>	N/A	
<i>(TYPE/PRINT NAME):</i>		